



# NICB INFORMER

## 2021 MEDIA KIT

The NICB is the nation's premier not-for-profit organization dedicated exclusively to fighting insurance fraud and crime.

[WWW.NICB.ORG](http://WWW.NICB.ORG)

2021  
MEDIA  
KIT

# THE NICB INFORMER

## PROFILE

The National Insurance Crime Bureau (NICB) membership includes more than 1,400 property-casualty insurance companies, auto auctions, vehicle finance companies, self-insured organizations and strategic partners.

*The NICB Informer* is a quarterly publication of NICB – a new membership benefit. *The NICB Informer* provides original, knowledge-based content exclusively for executives dedicated to fighting insurance fraud and crime.

## MEDIA REACH



6,574 followers  
fb.com/InsuranceCrime



3,619 followers  
@insurancecrime



566 Followers  
@insurance\_crime



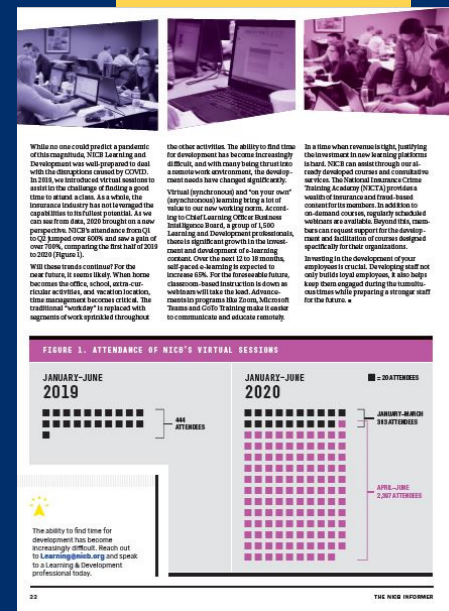
6,030 Followers  
Insurance Crime



18,785 Followers  
National Insurance Crime Bureau

*The NICB Informer* is circulated to executives at 240 insurance companies and other member organizations (cir.450). There is additional valued reach with our interactive digital version. An otherwise unreachable group of CEOs and C-Suite leadership is now approachable through this groundbreaking publication. Don't miss out on the chance to get in front of top decision makers.

Contact [TheNICBInformer@nicb.org](mailto:TheNICBInformer@nicb.org) to reserve your spot today!



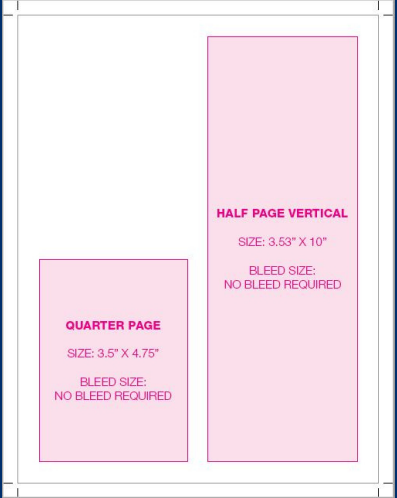
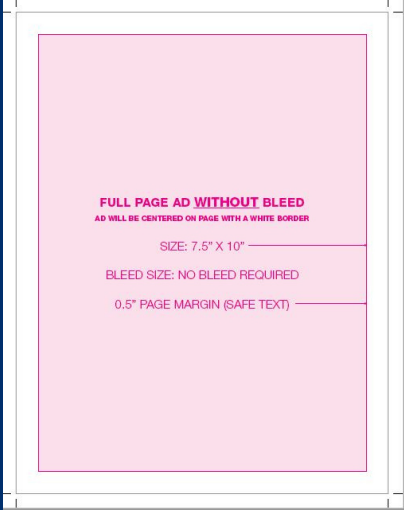
# PRICING

Payment is due upon signing agreement to secure positioning.

Position	1X	2X	3X	4X
Inside Front Cover	\$2,000	\$1,725	\$1,630	\$1,450
Back Cover	\$2,000	\$1,725	\$1,630	\$1,450
Inside Back Cover	\$1,900	\$1,675	\$1,600	\$1,420
Full Page	\$1,800	\$1,500	\$1,415	\$1,260
Half Page	\$1,230	\$1,025	\$995	\$885
Third Page	\$1,000	\$925	\$855	\$785
Quarter Page	\$890	\$740	\$710	\$630

# SPECIFICATIONS

Size	Width	Depth
Trim Size	8.5"	11"
Full Page, No Bleed, Live Area	7.5"	10"
Full Page, W/.125 Bleed	8.75"	11.25"
Half Page Horizontal	7.5"	4.75"
Half Page Vertical	3.53"	10"
Third Page Horizontal	7.5"	3"
Third Page Vertical	2.5"	10"
Quarter Page	3.5"	4.75"



# Details & Dates

## PRINT ADS

- Provide ad submissions electronically as high-resolution (300 dpi or higher) PDF files.
- The recommended settings is PDF/X-1a:2001 (Acrobat Distiller or InDesign).
- All fonts must be embedded, and all files must be converted to CMYK high-resolution images.
- Color: Convert to Destination. Document CMYK - U.S. Web Coated Ink Manager (button\_
- Please include 0.125" bleed and crop marks in your high-resolution PDF.
- Bleed and Slug: Bleed: 0.125 in for Top, Bottom, Left, Right
- Unacceptable file formats include Quark, Adobe Photoshop PSD, Adobe Illustrator, Microsoft PowerPoint, Microsoft Word, RGB color, Index Color.
- Please ensure important text and logos are not too close to the trim edge and are within "safe text" margin.

Issue	Space Close	Art Due	Pub Date
Spring 2021	12/1	1/1	3/1
Summer 2021	3/1	4/2	6/1
Fall 2021	6/1	7/1	9/1
Winter 2021	9/1	10/1	12/1

CONTACT [THENICBINFORMER@NICB.ORG](mailto:THENICBINFORMER@NICB.ORG) TO RESERVE YOUR SPOT TODAY!

# TERMS & CONDITIONS

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## PLEASE SEND CHECK TO:

NICB  
PO BOX 75262  
CHICAGO, IL 60675

## REFERENCE ON CHECK: THE NICB AD PROGRAM

\*ACH BANK TRANSFER INFORMATION AVAILABLE BY REQUEST.

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Number 1-4X

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Ad Size

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Issue Start Date

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Company Name

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Preferred Web Link

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Signature

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Date