

Massachusetts Association
of Insurance Agents



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Catch the attention of 10,000 Massachusetts insurance agency owners, salespeople, agents, support staff, and others by promoting your business with MAIA!

WEEKLY MEMBER COMMUNICATIONS:
THE MASSAGENT NEWSLETTER OR EDUCATION EMAILS

MAIA'S WEBSITE (MASSAGENT.COM)

EDUCATION COURSES

Review the options in this kit, and reach out to Lori to learn more or reserve a spot!

Lori Kane
Membership Engagement Manager
lkane@massagent.com
508-634-7385



Call Lori for more info at 508-634-7385.

Advertising Opportunities

DIGITAL BANNER ADS

Digital banner ads are a great way to showcase your agency, company, product, or service to all of our members via our weekly MassAgent newsletters (Wednesday) or MAIA Education emails (Thursday), or on our website.

Banner ads will run from Wednesday to Tuesday and will be changed out weekly.

Artwork is due on Tuesday of the week prior to the date when your ad will appear.

SPECS: 728 x 92 pixels, horizontal, File format jpg, pdf, or eps

\$400 MAIA members/\$600 non-members



SPONSORED CONTENT IN MASSAGENT NEWSLETTER

Have a new product, special announcement, upcoming event, or just want to share some content with MAIA members? A short piece of sponsored content is the way to go!

Sponsored Content runs in our MassAgent newsletter, which is published every Wednesday.



Content is due on Tuesday of the week prior to the newsletter date. All content will be reviewed and approved by MAIA. Content may be edited/polished, You will be notified of any edits before publishing.

SPECS: Submit a text blurb in Word of up to 150 words, with a company logo or simple image/graphic. Include a call to action (e.g., Learn More, Register Now, Apply Today, Get a Quote) and the URL to link to your desired webpage.

\$575 MAIA members/\$775 non-members

DISPLAY ADS IN MAIA EDUCATION COURSE MANUALS

MAIA offers more than 500 classes a year for members of the MA insurance community to continue their professional education and pursue designations. A full- or half-page advertisement in a course manual gives you excellent exposure to this market.

Your ad will be listed in both the print and digital (PDF) book for your selected class.

Full-Page: \$850 per Quarter (Members only pricing)

Half-Page: \$500 per Quarter (Members only pricing)

Ads are switched out quarterly on January 1, April 1, July 1, and October 1.

Artwork is due on the 10th of the month prior to the ad being published.



One-Year Special! Advertise from January-December in all books (artwork must be the same for the whole year) and save up to \$1,400 off the price of four quarterly ads!

Full Page (8 inches W x 10.5 inches H): \$2,000 per year (Members only pricing)

Half Page (8 inches W x 5 inches H): \$1,500 per year (Members only pricing)

MEETING SPACE RENTAL

Looking for a space to hold a seminar, workshop, tech spotlight, or meeting? Rent space in MAIA's Training Center, located in Milford, MA. Two classroom spaces are available:

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| Large Training Room (seats 100, classroom style) | \$450/day |
| Small Training Room (seats 36, classroom style) | \$350/day |

SPECIAL OFFER! Save on a Sponsored Content Ad!

When you rent MAIA space for an event, you can promote the event to our 10,000+ members with a steeply discounted Sponsored Content ad (written by you, approved by MAIA) in our MassAgent newsletter! (Regular price for a Sponsored Content Ad is \$575 members /\$775 non-members!)

Large Training Room Rental + Sponsored Content Ad **\$850 MAIA members / \$1,050 non-members**

Small Training Room Rental + Sponsored Content Ad **\$750 MAIA members / \$950 non-members**

Also included are the AV setup of screen, projector and sound system. Any additional AV equipment will be extra.

Food and beverage is available upon request for an additional cost.

All rentals will be on a first-come, first-served basis, and availability depends upon MAIA's education schedule.

Timing for rentals must fall between 8:30am and 4:30pm. After-hours rentals are available at an additional cost.

Fine Print: A rental agreement form will be signed between us, and a Certificate of Insurance is needed naming Number One Insurance Agency as an additional insured (this is a common request and can be asked of your insurance agent). If you are self-insured, then we need a letter stating so. No Continuing Ed (CE) credits will be granted for classes held in our spaces.

MAIA reserves the right to reject any advertising content that conflicts with the Association's or our members' interests; that competes with the products and services we provide; or that we deem inappropriate for any reason at our discretion.