

Smart Choice[®] M A G A Z I N E



2025 MEDIA KIT

WHY SMART CHOICE®

BONUS DISTRIBUTION

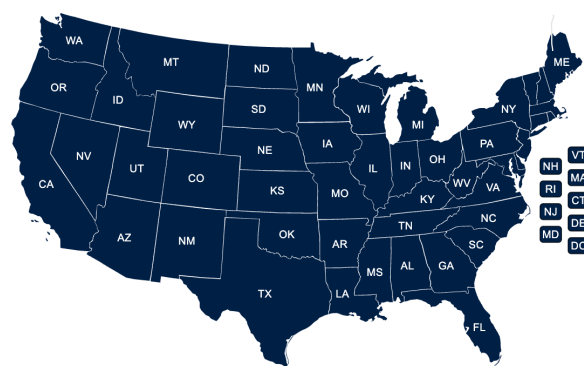
Our marketing and sales teams use the printed editions of Smart Choice® Magazine as their number one recruiting tool. In addition to the regular readers of our magazine, hundreds of agents and business owners outside the program receive our publication, giving your ad further reach within the industry.

NATIONAL AWARENESS

Smart Choice Magazine's printed editions are mailed to agents across the United States. While some publications may charge you by region or state, you pay one fee for your advertisement to reach our audience in all 48 contiguous states.

DIGITAL REACH

Both Smart Choice Magazine's printed and online editions are posted on our website and to our social channels. In addition, the digital e-zine issues are emailed directly to our entire database of current and potential agents.



READERSHIP

Thousands of potential agents and Smart Choice company partners...

Smart Choice has partnerships with some of the top names in the insurance industry, from smaller regional companies to national insurance carriers. We are one of the nation's leading sources of insurance carrier access assistance for independent insurance agents.

Our readers look to Smart Choice Magazine for industry trends, new products and services, business coaching, marketing tips, sales advice, inspiration and entrepreneurial assistance.

NATIONAL PRESENCE

27,000 READERS

10,000+ Independent Insurance Agencies

**\$11 BILLION
IN PREMIUM**

**120+
CARRIER
PARTNERS**

2025 EDITORIAL CALENDAR

SMART CHOICE® MAGAZINE

ISSUE I - COMMERCIAL LINES	ISSUE II - E&S MARKETS
Materials Due: 02/14/25 Publish Date: 03/14/25 Digital Only	Materials Due: 05/16/25 Publish Date: 06/20/25 Print and Digital
ISSUE III - PERSONAL LINES	ISSUE IV - YEAR-IN-REVIEW
Materials Due: 08/15/25 Publish Date: 09/19/25 Digital Only	Materials Due: 11/14/25 Publish Date: 12/19/25 Print and Digital

RATE CARD

FULL COLOR	1X	2X	4X	Send Materials to:
DOUBLE PAGE SPREAD	\$5,900	\$5,305	\$5,026	Mary Ann Smith
FULL PAGE	\$3,077	\$2,951	\$2,652	masmith@smartchoiceagents.com
1/2 HORIZONTAL	\$2,222	\$2,130	\$1,915	888-264-3388 ext. 3017

ADVERTISING TERMS AND CONDITIONS

The placement of advertising in Smart Choice Magazine at the request of an advertiser or advertising agency, if any, constitutes an agreement between Smart Choice Magazine and the advertiser/advertising agency. Advertisers/advertising agencies agree to be bound by the published Smart Choice® Magazine advertising rate schedule in effect at the time the advertisement is placed.

All costs, including but not limited to reasonable attorneys' fees and collection agency fees arising out of a breach of this agreement by the advertiser/advertising agency for non-payment of fees due or any other reason, shall be the responsibility of the advertiser/advertising agency. Smart Choice Magazine, advertiser/advertising agency agree that this contract shall be subject to the laws and jurisdiction of the state of North Carolina.

Publisher reserves right to refuse any advertising and shall be under no liability for failure — for any cause — to insert an advertisement.

Smart Choice assumes all advertisements that it has accepted have been properly authorized by the advertiser and/or agency for publication of the advertisement's entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and hold the publisher harmless from and against all claims, liabilities, lawsuits, actions, losses, damages, or expenses of any nature (including reasonable attorneys' fees and the costs of defense) arising out of any acts or omissions in connection with the advertisement(s) published, including without limitation, actions, claims, or lawsuits for libel, violation of right of privacy, plagiarism and copyright infringement.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies or business publications contract and copy regulations will be binding on the publisher.

AD SPECS

SMART CHOICE MAGAZINE

Requirements for Digital Advertising Materials

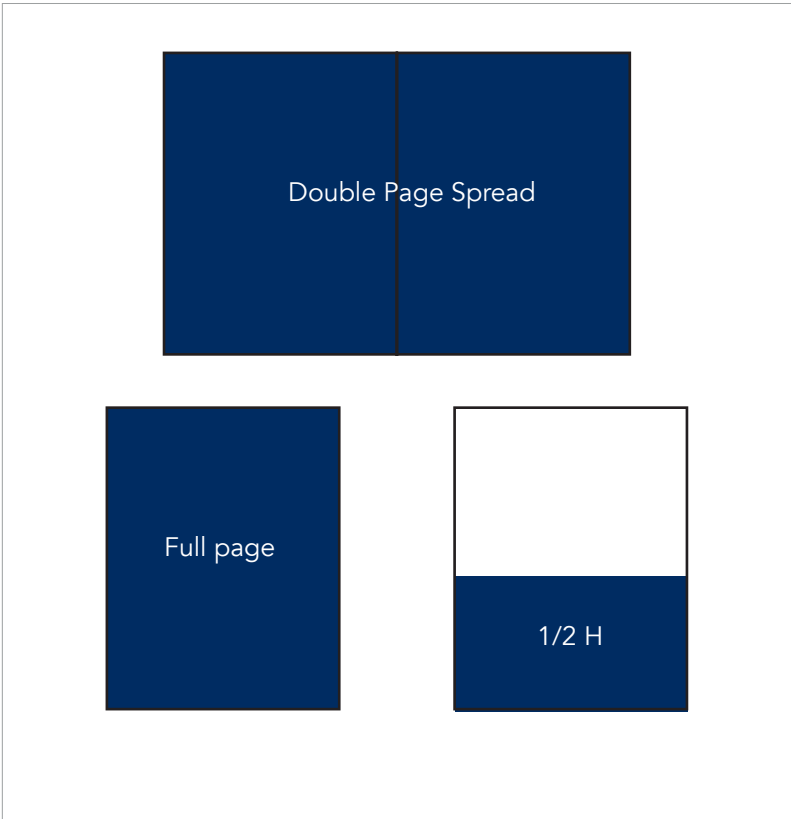
File Formats: High-resolution press-ready PDF (preferred), Illustrator EPS, InDesign, or Photoshop TIFF or Jpeg. Color and grayscale images saved at a minimum resolution of 300 dpi at 100% of actual size. Vector or line art graphics set at a minimum of 600 dpi. Text in vector images (Illustrator) must be converted to paths or outlines to eliminate font problems. Save all images as EPS or TIFF only. All four-color artwork must be saved as CMYK format.

File Submission: Only send files to be used in your ad. Hi-resolution file with all fonts and graphics used should be included. Materials are due by the dates listed on 2025 Smart Choice® Advertising Agreement. Smart Choice® reserves the right to reject any materials submitted after that date, and is not responsible for associated printing errors.

PDF File Construction Guidelines:

- Build pages to ad size and extend images 1/8" beyond trim if bleed is required.
- Include all fonts and linked graphics.
- Include fonts for all imported graphics or convert fonts to outlines.
- Do not embed ICC profiles within the ad or images.
- All colors must be set to CMYK unless spot colors are requested. Remove all unused colors.
- All color images must be set to CMYK. RGB or LAB color is not allowed.

Retention of Submitted Materials:
Unless specifically requested, all materials will be held for 12 months and then discarded.



SPECIFICATIONS

Trim Size	8.375"x10.875"
Bleed Size	8.625"x11.125"
Binding	saddle stitch
Keep live area at least .25" from trim	

MECHANICAL REQUIREMENTS

Ad size	Dimensions
Double page spread	16.75"x10.875" trim size
Full page	8.375"x10.875" trim size
1/2 H	7.875"x5"