

NICB

# INFORMER



## 2023 MEDIA KIT

The NICB is the preeminent organization fighting insurance crime.

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

2023  
MEDIA  
KIT

# THE NICB INFORMER

## PROFILE

The National Insurance Crime Bureau (NICB) membership includes more than 1,200 property-casualty insurance companies, auto auctions, vehicle finance companies, self-insured organizations, and strategic partners.

The NICB Informer is a quarterly publication that includes anticipatory intelligence to help identify risks and emerging threats to the industry. The NICB Informer provides original, knowledge-based content exclusively for executives dedicated to fighting insurance fraud and crime.

## MEDIA REACH



7.4K followers  
fb.com/InsuranceCrime



817 Followers  
@insurance\_crime



4.1K followers  
@insurancecrime



6,350 Followers  
Insurance Crime

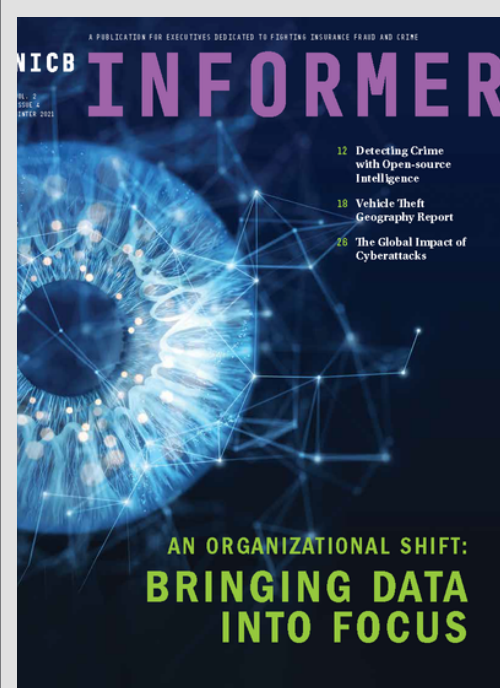


22.3K Followers  
National Insurance Crime Bureau

The NICB Informer is circulated to executives at 283 insurance companies and other member organizations (cir. 515). There is additional valued reach with our interactive digital version – about 8,000 monthly active users. An otherwise unreachable group of CEOs and c-suite leadership is now approachable through this intelligence-driven publication. Don't miss out on the chance to get in front of top decision makers.

Partner ads generated a cumulative  
6,450 impressions in 2022!

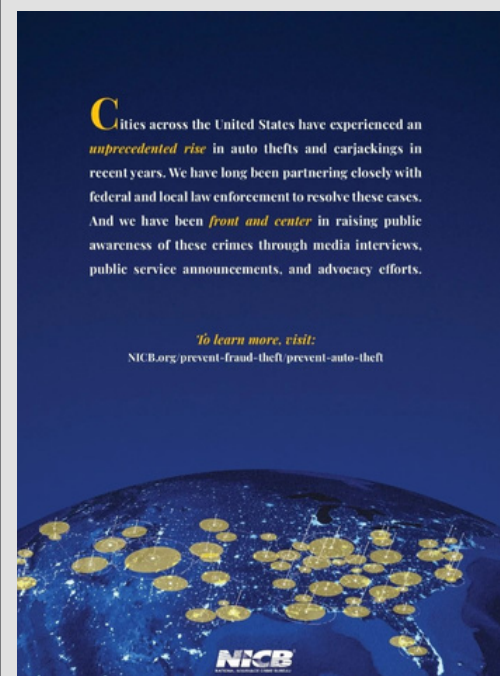
Contact [TheNICBInformer@nicb.org](mailto:TheNICBInformer@nicb.org) to reserve your premier spot today!



**When major disasters strike, NICB is there.**

We support member companies, law enforcement, strategic partners, and the public in the wake of natural disasters and human-made incidents. Our key pre-event, event, and post-event strategies and tactics are all in place to support your affected communities and help avert dishonest contractors and repair companies.

To learn more, visit [nicb.org/disaster-tips](http://nicb.org/disaster-tips)



# INVESTMENT

Payment is due at signing to secure placement.

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

# CREATIVE SERVICES

Utilize NICB design services to capture your vision and create a professional design.

- ✓ Design cost will include initial design and one round of edits.
- ✓ Purchase of photography is client responsibility unless original imagery is utilized.
- ✓ Payment is due upon signing agreement to secure placement.

## COST PER DESIGN

Ad Size

Cost

Full Page Design

\$1,250

Half Page Design

\$950

Third Page Design

\$750

Quarter Page Design

\$550

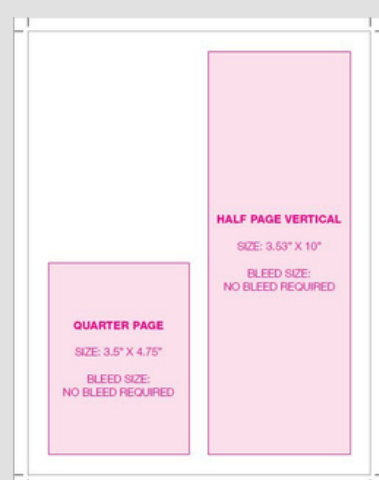
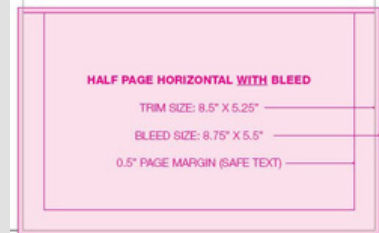
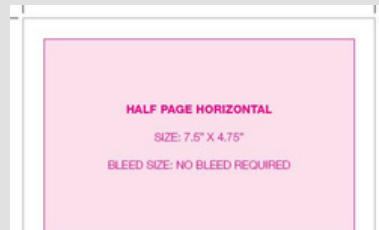
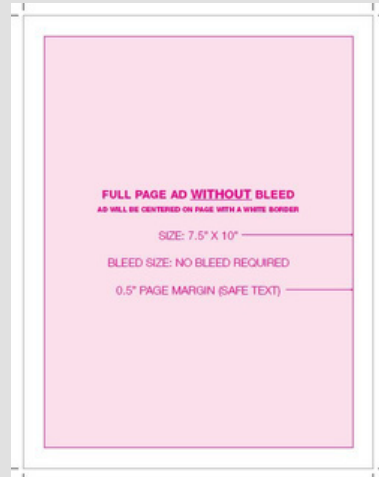
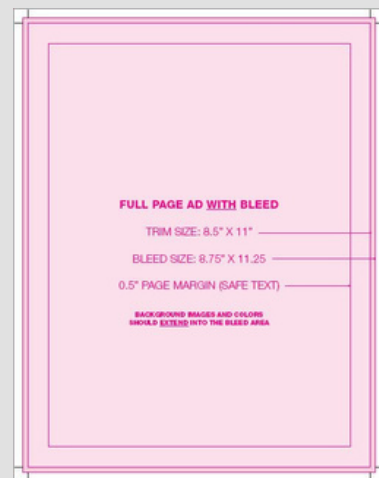
# SPECIFICATIONS

Page 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 CLOSED	Art Due	Pub Date
Spring 2023 Tentative Theme - Contractor Fraud / CFAW	2/13	3/3	4/10
Summer 2023 Tentative Theme - Vehicle Crime	5/1	5/17	6/23
Fall 2023 Tentative Theme - Partnering for Success	8/7	8/24	10/2
Winter 2023 Tentative Theme - Medical Fraud	11/6	11/28	1/8

Contact [TheNICBInformer@nicb.org](mailto:TheNICBInformer@nicb.org) to reserve your Premier 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.

**NUMBER 1-4X      AD SIZE      CREATIVE SERVICES (YES/NO)      ISSUE START DATE**

**COMPANY NAME      PREFERRED WEB LINK**

**SIGNATURE      DATE**