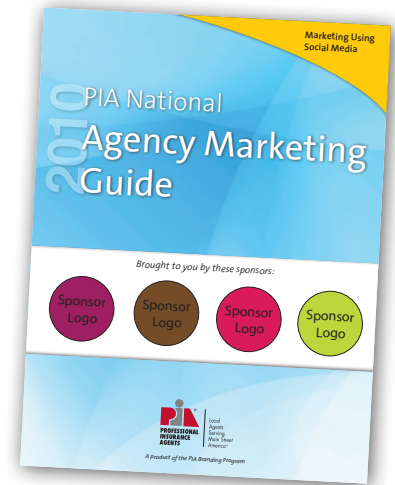


# You know you're the best. Let everybody know it!

Become a sponsor or advertiser in the inaugural  
PIA National Agency Marketing Guide



**How will independent agents win business in 2010 and beyond?**

**What new marketing opportunities will help them stay ahead of the competition?**

These are just some of the questions PIA will answer in its first annual PIA National Agency Marketing Guide. Make sure you're included. Please accept this invitation to be a part of the 2010 inaugural edition as a sponsor or advertiser.

**What is the Agency Marketing Guide?** Helping agents thrive is what PIA is all about. PIA's annual Agency Marketing Guide will help readers stay on top of marketing trends and see what's working and not working in the independent agency system. This print publication will be a must read and is sure to be retained for future reference or passed along to other readers.

**2010 edition special theme: Social Media.** Along with insightful articles on a number of other marketing topics of importance to independent agents, the 2010 edition will feature a special focus on how agencies and other businesses are successfully using social media.

**Distribution:** The Agency Marketing Guide will be poly bagged with the June 2010 issue of *PIA Connection*, PIA's national magazine, and mailed to PIA's approximately 10,000 member agencies nationwide. Additional copies will be distributed throughout the following year at PIA state conventions and in member recruitment campaigns, demonstrating the value of PIA membership and showcasing the Guide's sponsors and advertisers. Members will also have access to a PDF version highlighted on PIA National's web site.

## Two opportunities for you to take part:

- 1. Sponsorship:** Four sponsorship spots will be available in the PIA National Agency Marketing Guide for select companies serving the independent agency system. Each sponsor will get a 2-page spread in the front portion of the Guide to educate independent agents about their products and services and how they can be an integral part of an agency's product offering and marketing effort. Your logo will appear on the cover of the Guide and your company name will be included as a sponsor in numerous promotional articles throughout the year. Cost: \$10,000.
- 2. Advertisements:** Full-page, full-color ad space is also available. Cost: \$3,000 (interior), \$3,500 (inside front cover opposite table of contents), \$3,500 (back cover), \$3,200 (inside back cover)

**Contact PIA for more information:** To take part in the 2010 PIA National Agency Marketing Guide, please contact Alexi Papandon, PIA National Assistant Vice President, Communications, at (703) 518-1353 or [alexipa@pianet.org](mailto:alexipa@pianet.org).



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