



2026 MEDIA KIT



THE POWER OF ADVERTISING

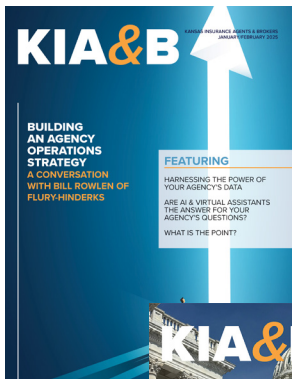
KIA&B



► ADVERTISE IN KIA&B

KAIA's bi-monthly, full color magazine – the only magazine in Kansas that offers industry specific news and explores the many issues and concerns facing independent insurance agents! Each issue of KIA&B also includes lifestyle features to showcase our members in a personal, unique way. These personal, lifestyle features, along with important industry news, make KIA&B a must-read publication with agents in Kansas.

The circulation includes nearly 3,000 agency employees in Kansas, the Kansas Insurance Department, Independent Insurance Agents & Brokers of America, plus business leaders and professionals in related fields. An online version is also included and can be found on the KAIA website at kaia.com/kiab.



► THE NUMBERS



KAIA Member
News &
Updates
2,922
subscribers



KAIA Training
& Events
4,446
subscribers



Capitol Notes
2,233
subscribers



Fans:
1,300



Followers:
1,328



Followers:
974



Unique Visits:
3,700/mo



Open Rate:
33%



KIA&B Reach:
3,600+



Annual Convention:
600+ attendees



Young Agent
Members: 100+



Women In Insurance
Members: 90+



Education Program
Participants:
1000+ annually



Members:
370

KIA&B MAGAZINE 2026 EDITORIAL CALENDAR

ISSUE	RSVP Deadline	Content Deadline	Sent to Printer	Focus Areas
Jan./Feb.	11/21/2025	12/15/2025	1/23/2026	Agency Management
March/April	1/23/2026	2/16/2026	3/20/2026	Human Resources
May/June	3/27/2026	4/10/2026	5/22/2026	Personal Lines
July/Aug.	5/22/2026	6/5/2026	7/10/2026	Professional Development
Sept./Oct.	7/24/2026	8/7/2026	9/11/2026	Tech/Cyber
Nov./Dec.	9/21/2026	10/16/2026	11/23/2026	Commercial Lines

KIA&B MAGAZINE PLACEMENT PRICING

Ad size	1x	6x
Full page	\$1650	\$1375 (per issue)
Half page	\$1440	\$1220 (per issue)
Quarter page	\$900	\$860 (per issue)

Premium positions available for an additional 10% of the full-page rate.

KIA&B MAGAZINE FILE SPECIFICATIONS

KIA&B has a print circulation of about 650 copies per bi-monthly issue and a digital circulation of approximately 3,000 for each issue as well. Our publications are produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our office for coordination of materials or questions.

- All fonts and graphic links must be included and all colors must be in CMYK mode
- All colors must be converted to CMYK mode (no Spot, RGB, or Pantone colors.)
- EPS files with fonts must be converted to outlines
- PDF Presets at press-ready settings/compressions (PDF/X-1a2001) export setting
- Line art should be at least 600 dpi
- Photos should be at least 300 dpi.

KAIA is not responsible for reproduction quality of ads that do not meet these specifications.

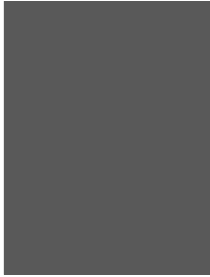


AD DETAILS

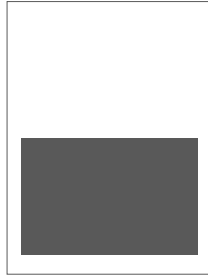
Advertising Contact:
Valerie Gardner, Director of Marketing
vgardner@kaia.com

FILE SIZING FOR KIA&B AND MARKETPLACE REPORTS

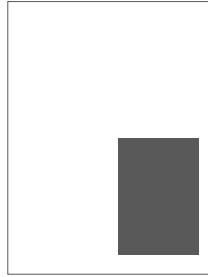
Final magazine trim size is 8.5w x 11h"



FULL PAGE
8.5w X 11h"
+.25" Bleed



HALF PAGE
7.25w x 4.5h"



QUARTER PAGE
3.5w x 4.75h"

Note: Bleeds are only available on full page ads.
An accurate color proof must be provided.
We are not responsible for inaccuracies in color. Submissions that do not meet the file specifications will be returned for correction with possibility of space forfeiture.

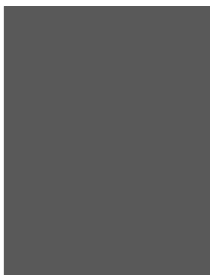


ANNUAL CONVENTION BOOKLET

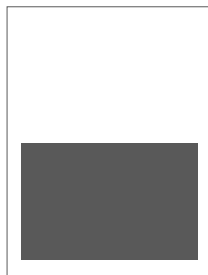
Ad size	Member	Non-Member
Full page	\$1375	\$1650
Half page	\$1220	\$1440

FILE SIZING FOR ANNUAL CONVENTION BOOKLET

Final Booklet trim size is 6x9"



FULL PAGE
No Bleed:
5.5w X 8.5h"
With Bleed:
6 X 9"
+.25" Bleed



HALF PAGE
5.5w X 4.125h"





AD DETAILS

Advertising Contact:
Valerie Gardner, Director of Marketing
vgardner@kaia.com

DIGITAL AD PLACEMENT PRICING

KAIA MEMBER NEWS & UPDATES NEWSLETTER

IP / Non-Partner

Square Ad: 300w x 250h px or
Leaderboard: 728w x 90h px

\$400 / \$480 (per quarter)

CAPITOL NOTES LEGISLATIVE UPDATES

IP/Non-Partner

2026 Kansas Legislative Session (10 ads)

Square Ad: 300w x 250h px or
Leaderboard: 728w x 90h px

\$800 / \$960

DIGITAL AD FILE SPECIFICATIONS

- Maximum file size: 300k.
- 72 dpi
- Leaderboard Banner - 728w x 90h px
Square Banner Ad - 300w x 250h px

Changes can be made once during the contracted period. Please send all changes to vgardner@kaia.com.

KAIA reserves the right to make final insertion decisions based on space; the ad size options are first come, first serve.

If you have any questions or would like to book your placements, please contact Valerie Gardner at vgardner@kaia.com or 785-289-9232.

