

# WEEKLY & MONTHLY CIRCULATION



Emailed to 4800+ individuals  
83% are agency employees  
in Louisiana



Shared to  
social media channels



Displayed prominently on  
our website,  
[www.IIABL.com](http://www.IIABL.com)



## TRAFFIC

### Email Traffic

- 90.02% average delivery rate
  - 70.5% Desktop Open
  - 29.5% Mobile Open
- 24% average open rate\*
- 8.3% average click rate\*\*  
*According to a Mailchimp 2018 study*  
*\*industry average open rate is 24.11%*  
*\*\*industry average click rate is 2.57%*

## MORE INFORMATION

- Advertising Sizes (pg. 2)
- Please see the Partners Program Brochure for more information on the advertising rates.
- Past Newsletter Issues (available on [www.IIABL.com](http://www.IIABL.com))
- Connect with us on Social Media!



@bigilouisiana



Independent Insurance Agents & Brokers of Louisiana



bigilouisiana



IIABL



@IIABLA

## Questions?

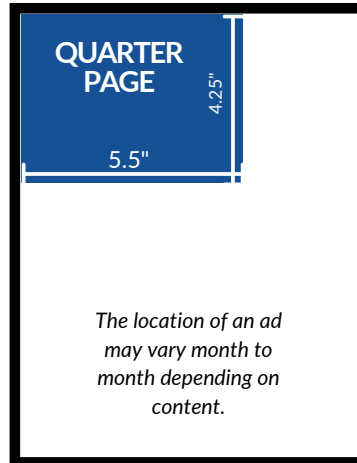
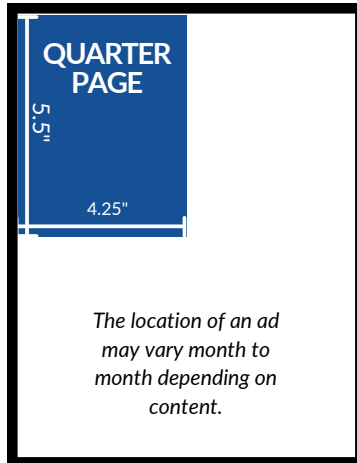
Contact Kathleen O'Regan

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PHONE: 225.236.1360  
EMAIL: [KOREGAN@IIABL.COM](mailto:koregan@IIABL.com)  
WEB: [WWW.IIABL.COM](http://WWW.IIABL.COM)

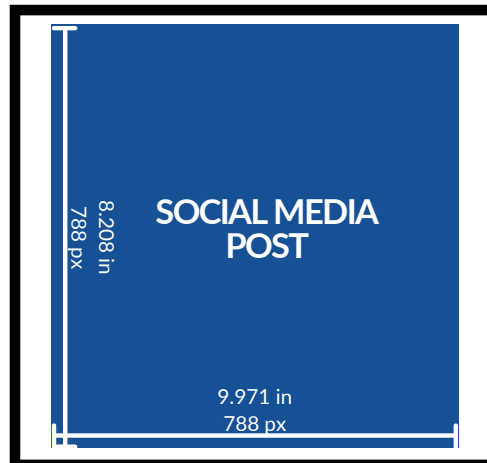
# NEWSLETTER ADVERTISING SIZES



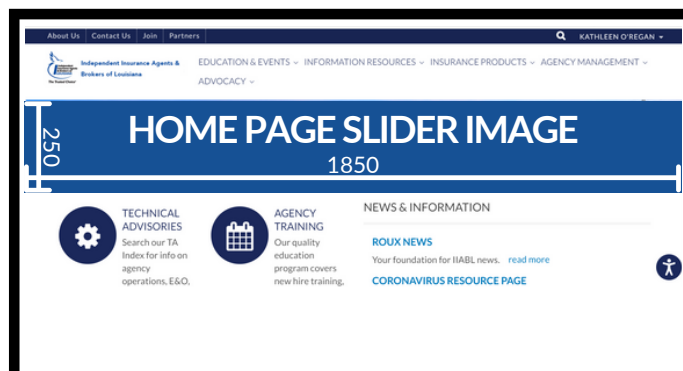
## EMAIL ADVERTISING SIZE



## SOCIAL MEDIA ADVERTISING SIZE



## WEBSITE ADVERTISING SIZE



## Material Requirements

- Advertising is reserved for IIABL Members ONLY!
- Submit all ads in high resolution (300 dpi or greater) or .pdf format.
- Ad image should not exceed dimensions listed on this form.
- Send advertisements to IIABL by email (koregan@IIABL.com).
- Resolution should be for web or email and NOT print.

## Advertising Deadlines

### News Brief:

Ads are due weekly on Monday. News Brief is sent out on Thursday at 12:00 pm.

### Education Update:

Banner Ads are due on the 15th of the month. The Education Update is sent out during the last week of the month.

### Louisiana Agent Newsletter:

Ads are due on the 15th of the month. The Louisiana Agent Newsletter is sent out during the last week of the month.

### Social Media:

Posts will be prescheduled with eligible partners. Please include a description that is no more than 280 characters long.

### Website:

Slider images will be prescheduled with eligible partners and run for 1 week from Monday-Sunday.