The Independent Voice is
Big I New Jersey's weekly, electronic newsletter reaching thousands of independent insurance professionals. Every Tuesday, the publication reports on timely industry and association news.

This publication is distributed to all members of Big I New Jersey, as well as select friends of the association. The Independent Voice is regularly rated one of the most important benefits of membership.

477 independent agencies reached statewide
3458 readers per week
4000 employees of independent insurance agencies

Our Readers
Independent Voice readers represent the top independent insurance professionals throughout the state of New Jersey. They have buying power and influence and are shaping the future of the independent agency system.

In addition to reaching the principal/owner/president of each member agency, The Independent Voice is actively read by producers, customer service representatives, and the industry's best upcoming young agents.

Rates
Rates are based on monthly frequencies. A one-time, weekly rate is available for $200. Big I New Jersey members receive a 5% discount. All ads are available on a first-come, first-served basis.

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Art Specifications
Print-ready art is to be delivered to Stacey Villano, svillano@biginj.org, in jpg or pdf format no later than two weeks prior to the first run date. Ads that are not delivered in time, or that do not meet the proper specifications may result in a publication delay at the cost of the advertiser.

Top Position - 225 x 225
Middle Position - 405 x 100
Lower Position - 405 x 100

* Camden, Gloucester, Cumberland, Salem, Burlington, Middlesex  ** Mercer, Union, Somerset, Hunterdon, Warren
UPCOMING EVENTS

High Noon at the Gate: EAA Symposium & Luncheon June 10

EEA at Central New Jersey Golf Outing June 14

TEEE at Monmouth & Ocean Golf Outing June 5

YAC Golf Outing July 16

The Independent Voice Weekly E-Newsletter Rate Card
Contact: Stacey Villano, svillano@biginj.org, 609-587-4333

**BIG I’ SPOTLIGHT**
MORE MONEY FOR YOUR AGENCY

In order to deliver the Trusted Choice brand experience to your customers, Trusted Choice will reimburse a portion of your marketing expenses incurred in 2016, activities eligible for the Trusted Choice Marketing Reimbursement Program include:

- Co-branded advertising
- Co-branded marketing materials
- Creating or updating your digital presence
- And more

Co-branded with Trusted Choice does not replace your agency’s brand, it simply enhances your brand recognition by showing your affiliation to a strong, national group of independent insurance agents.

Why Opportunity: Youth Are More Reliable Than Most Millennials in the Workplace

There are anywhere from 3 million to 7 million so-called "opportunity youth, ages 16 to 24, from underserved communities who are extremely motivated; all they need is a shot. Businesses that have tapped people from this cohort for entry-level positions find the payoff has been tremendous. Once these individuals land at a company, they tend to be highly engaged and feel valued employees.

Are Your Clients Insured for Summer Fun?
As summer approaches, people are likely to include more entertaining, travel, and outdoor activities in their schedules. While the sunshine may help with relaxation, replenishing your clients’ insurance needs and beyond they may engage in recreational activities will help keep them protected.

President Signs Dodd-Frank Reform Into Law
The U.S. House of Representatives and the U.S. Senate passed legislation to modify provisions of the Dodd-Frank Wall Street Reform and Consumer Protection Act and other laws governing the financial industry, including international insurance regulatory issues. The bill, which the President signed into law last week, includes language similar to Big I’s supported legislation previously introduced by Sen. Heller (N-Ravada) and Rep. Doherty (D-Hortland). Read More >>

The Independent Voice
New Jersey
A member publication

ICYMNI (If you missed it)

- ABC’s of Trusted Choice
- COI’s: Issues, Risks Ahead in Hurricane Season
- NCRA Part 3 Class Featured on June 7th in Ocean
- Lemonade Presents Open Source Insurance Claims

Advertising Contact: Stacey Villano, 609-587-4333, svillano@biginj.org

Top Position

Middle Position

Lower Position

Please note:

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This year’s keynote speaker at the 125th Annual National Business Meeting & Networking Event will help you reframe your attitude and strike success with a new outlook. We’ll also teach you what to do when you fall out of an airplane. Take 2 Coaches will help you get back on track and complete your registration to this fantastic event.

Are You #BIG125?

Co-branding with Trusted Choice does not replace your agency’s brand, it simply enhances your brand recognition by showing your affiliation to a strong, national group of independent insurance agents.

With the robust advertising campaign backed by the state and national efforts, including the Trusted Choice logo on all your agency does instantly allows customers to identify you with the brand they’re seeing on a larger scale.

Get started today by downloading the 2016 rules and regulations.

*Red highlight for show only.*