



Thank you for your interest in advertising with NAIFA-Omaha!

Overview

NAIFAomaha.com/org is the official website of the National Association of Insurance and Financial Advisors (NAIFA) local Omaha chapter. The purpose of the site is to inform current and prospective members of association meetings. It aids in membership recruitment and legislative advocacy efforts.

Audience Description

There are approximately 450 members of NAIFA-Omaha plus hundreds of potential members who receive our e-mail communications and have access to our website. The primary focus of insurance lines represented include Life, Health, Employee Benefits, Annuities, Long Term Care, Disability, Property and Casualty. Many members are registered under the Financial Industry Regulatory Authority (FINRA) including series 6, 7, 23, 24, 65, and 66. They advise clients in wealth management, mutual funds, and retirement plans. More than 200 of our members have earned advanced designations.

Membership deployment is equally diverse, including positions such as bank agents, employee-agents, independents, captive agents, semi-captive agents, broker-dealers, general agent/managers, home office employees, and owners/partners.

Statistics & Rankings

The website was launched in January 2013 and promotions continue to drive website usage. Sample size is limited due to limited experience. However, adoption has been swift:

Of the membership meetings and events administered through the site, approximately 90% of attendees use the website to register. In the past year, each monthly membership luncheon meeting averages close to 130-150 attendees. Eight membership luncheons are held each year. Google Analytics reports are available per request. We welcome you to view our [web usage statistics](#). As of 3/1/2013, we have the following to report for our fledgling first two months of traffic:

- Pages on this site were viewed a total of 1,025 times
- Unique pageviews: 756
- Average time on page: 01:02
- February 2013 visits: 213

How to Submit

Submit ads via NAIFAomaha.com/classin.php to queue ad for approval. Sign and date a copy of this order form (see page 2) and email it to naifa@cam-omaha.com. Once approved, it will post within 48 hours.

Restrictions

Billing rates are based on one single ad submission. One submission is considered a single hyperlink in our classified ads section. Billing periods begin the day the ad is posted on the website. All content must remain in the single body column provided. Code which alters or affects the NAIFA-Omaha website outside this frame is prohibited.

There is no limit to text length, but it is advised that content be brief and to the point. Online readers tend to skim content and skip large blocks of text. Images and videos may be uploaded but may not exceed 10MB total per ad submission. The creation and consequent rendering of the ad is the sole responsibility of the client.

It is prohibited to explicitly encourage agents to leave their company or to specifically compare one company to another. No obscene, explicit, unlawful, or inflammatory content or links to such content is allowed. NAIFA-Omaha reserves the right to approve or deny all submissions and to suspend current campaigns without notice.



Rates	\$25	Admin Fee	} \$75 minimum per run (nonrefundable)
	\$50	1 month or less	
	\$90	2 months	(10% discount)
	\$120	3 months	(20% discount)
	\$210	6 months	(30% discount)
	\$360	12 months	(40% discount)

Refund Policy Refunds will be available for advertisements scheduled to run longer than one month. The Admin Fee and first month rate is nonrefundable. Pro-rata refunds will be calculated on a daily basis. Charges begin on the first day the ad is posted on the website.

Changes & Edits Changes to existing campaigns may be requested by emailing naifa@cam-omaha.com. Minor changes and edits may be requested free of charge as a courtesy. Major changes will be considered a new ad and will be charged as a new submission and requires a new order form. The difference between minor and major changes will be subject to review by the NAIFA-Omaha Classified Ad Committee.

Payment Payment is due upon the posting of the ad. Preferred payment is by credit card: naifaomaha.com/catalog.php. Cash and check are also available. Make checks payable to NAIFA-Omaha and mail to: NAIFA-Omaha, P.O. Box 24133, Omaha, NE 68124. If you have any questions, please contact Executive VP Joe Pittman at (402) 397-0280 or naifa@cam-omaha.com

Classified Ad Subject Line:

Run Dates:

Rate (see above):

Name:

Phone Number:

Email Address:

Company:

Payment Method: Credit Card (website) Check Cash

Signature

Date