



Media Kit 2016 Edition

(800) 383-3482
www.GetITC.com

ABOUT ITC

Insurance Technologies Corporation (ITC), founded in 1983, provides agency marketing, rating and management software and services to the insurance industry, including independent agents and insurance carriers. Headquartered in Carrollton, Texas, ITC helps its customers across the United States grow their businesses and become more efficient through the philosophy of providing quality software and services. Currently, ITC serves more than 200 insurance companies and more than 6,000 agencies. For more information, visit us online at GetITC.com.

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LOCATION

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PRODUCTS OFFERED

FOR INSURANCE AGENCIES**Insurance Website Builder**

Insurance Website Builder specializes in insurance agency websites and giving agents a strong web presence through quality insurance web designs.

AgencyBuzz

AgencyBuzz is an email and social media marketing tool specifically designed for insurance agents with a built-in design gallery and content library of insurance-related articles. The customizable system automates the marketing process for agents.

TurboRater

TurboRater is our comparative insurance rater that automates the quoting process for insurance agencies. TurboRater is offered in 23 states: AR, AZ, CA, CO, FL, ID, IL, IN, KS, KY, MI, MO, NV, NM, OH, OK, OR, TN, TX, UT, VA, WA and WI.

TurboRater for Websites

TurboRater for Websites is our website rater that is displayed on an insurance agency's website. This add-on to the TurboRater product generates leads by providing online auto insurance quotes to an agency's website visitors.

TurboStorm

TurboStorm is the only rating system that automates and simplifies the rating process for all Citizen's Commercial Property programs.

InsurancePro

InsurancePro is an agency management system, designed for small-to medium-sized agencies.

FOR INSURANCE COMPANIES**Carrier Point of Sale (Private Label Rater)**

The online rating system is designed for use at an agency point of sale level but can be easily adapted to fit a consumer-oriented approach as a point of sale or comparative rating tool.

Market Basket

Market Basket provides access to anonymous quote data obtained through our rating services and helps carriers identify new business and marketing opportunities, guide product development, and more. It covers a broad range of risks in the auto industry, making it an analytical tool that can service insurance carriers underwriting a wide variation of insurance risks.

FOR ONLINE AGGREGATORS**Rating API**

TurboRater's Rating API provides rates from ITC's available carriers through a single quote request. The API delivers additional functionality for third parties to receive different pay plans, get rates for a single agency or for multiple agency/carrier relationships; receive responses batched or threaded; and send and receive data in either JSON or XML formats.

Quote Storage API

TurboRater's Quote Storage API gives access to manage all stored quote data, including to create, review, change and remove quotes from the online quote storage system. An external URL can be configured to send push notifications of updated or changed records for maintaining synchronization.

ADVERTISING OPPORTUNITIES AVAILABLE

TurboRater Quote Comparison Screen

INFORMATION

Frequency

Four ads run each month (except for AZ, CA and TX where five ads run). Each ad displays 25% of the time (AZ, CA and TX: 20%) and is clickable to a URL or email address.

Ad displays on Quote Comparison screen and the Online Quote Storage sign-in screen.

Audience

All TurboRater users, including agency principals and employees, in the following states: AR, AZ, CA, CO, FL, ID, IL, IN, KS, KY, MI, MO, NV, NM, OH, OK, OR, TN, TX, UT, VA, WA and WI.

Availability

Ads are sold on a first come/first serve basis.

Cost

Arizona, California and Texas: \$400 per month for 20% display time. You may do a maximum of 60% display time, depending on availability.

Other states: \$250 per month for 25% display time. You may do a maximum of 75% display time, depending on availability.

Minimum of a three-month commitment is required.

Written notice of renewal is due at least 30 days prior to expiration of the three-month advertising term purchased. Thereafter, ITC reserves the right to offer the position to other advertisers.

ARTWORK SPECIFICATIONS

Image Size

305px wide x 105px high

Image Format

jpg

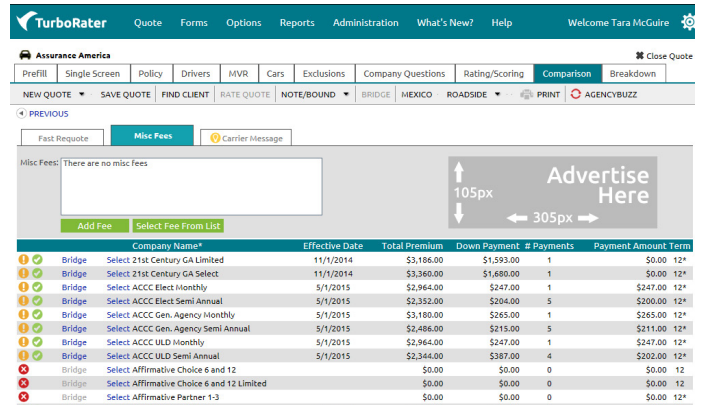
Total File Size

20k or less

Due Date

Artwork is due one week prior to when the ad is scheduled to run.

Ads begin the first of each month.



ADVERTISING OPPORTUNITIES AVAILABLE

TurboRater What's New Screen INFORMATION

Frequency

One ad per quarter per state. Ad is clickable to URL or email address.

Ad displays on the What's New screen.

Audience

All TurboRater users, including agency principals and employees, in the following states: AR, AZ, CA, CO, FL, ID, IL, IN, KS, KY, MI, MO, NV, NM, OH, OK, OR, TN, TX, UT, VA, WA and WI.

Availability

Ads are sold on a first come/first serve basis.

Cost

All states: \$300 per quarter per state.

ARTWORK SPECIFICATIONS

Image Size

270 px wide x 185 px high

Image Format

jpg

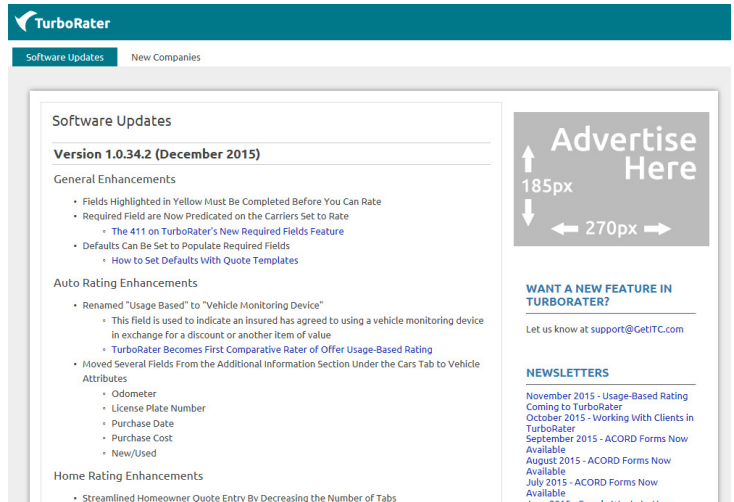
Total File Size

20k or less

Due Date

Artwork is due one week prior to when the ad is scheduled to run.

Ads begin the first day of the quarter.



ADVERTISING OPPORTUNITIES AVAILABLE

TurboRater Monthly Newsletter

INFORMATION

Your choice of one: sponsored story OR banner ad.

Frequency

Around the 15th of each month.

Audience

TurboRater customers in the following states: AR, AZ, CA, CO, FL, ID, IL, IN, KS, KY, MI, MO, NV, NM, OH, OK, OR, TN, TX, UT, VA, WA and WI.

Availability

Sold on a first come/first serve basis.

Cost

California and Texas: \$250 per issue

All other states: \$150 per issue

SPECIFICATIONS - SPONSORED STORY

Sponsored story is a chance to send a specific message to your target audience. The content must be 200 words or less

Logo Option

A logo can be displayed along with a sponsored story. Image size must be 100 px wide x 50 px high in jpg format. Dimensions may be altered as needed to accommodate longer or taller logo styles.

Due Date

The content and logo, if using, are due by the 8th of the month.

SPECIFICATIONS – BANNER AD

Ad is clickable to a URL or email address.

Due Date

The content and logo, if using, are due by the 8th of the month.

Image Size

570 px wide x 100 px high

Image Format

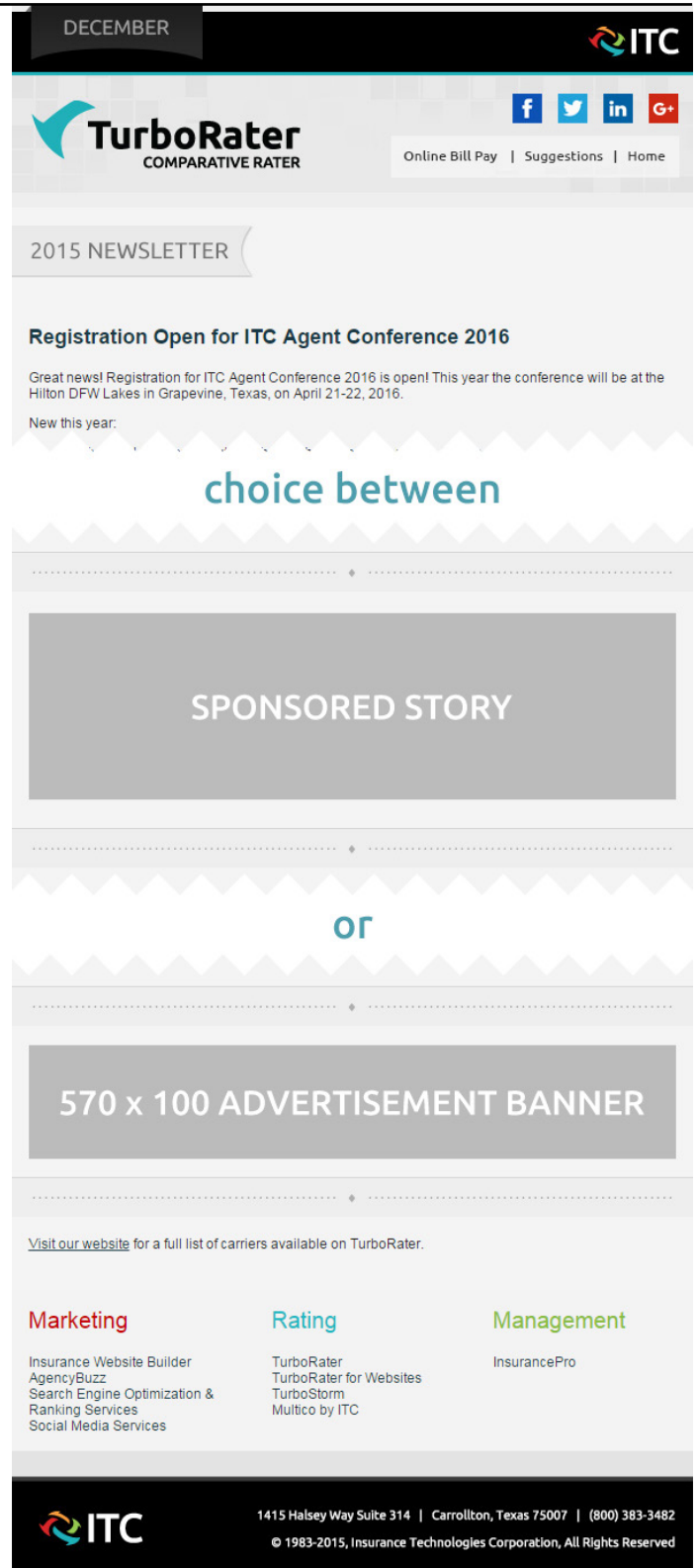
jpg

Total File Size

20k or less

Due Date

Artwork is due by the 8th of the month.



BRANDED EMAIL BLASTS

Information

Deliver your marketing messages to the inbox of insurance agents through ITC's branded email blast program.

Email blasts can be sent nationwide or segmented by state.

Contact Becky Schroeder for availability.

Cost

Sends less than 100,000: \$0.07 per delivered email* with a minimum of \$500

Sends more than 100,000: \$0.05 per delivered email

Pricing includes the sending and reporting of the email. Design and landing page support is an additional charge.

*Delivered email is the actual count of emails sent less bounces (soft and hard bounces, not unsubscribes)

Due Date

Artwork is due one week prior to when the email is scheduled to send.

DESIGN SERVICES

Want to advertise but don't have an in-house art department? Our professional team of graphic designers will work with you to develop an ad that will make your company stand out.

Pricing: \$125 an hour

TIPS

TIPS

Tip 1:

Determine your objective: New appointments? More business? Brand awareness? Social media?

Tip 2:

Design the ad with your objective in mind.

Tip 3:

Write the message of the ad to match your objective.

Tip 4:

Keep the ad simple.

Tip 5:

If using a landing page, design the ad to have the same look and feel. This helps avoid confusion.

Tip 6:

Include a call to action - what you want the audience to do - always. Example: contact us; learn more; get started.

Note:

If you would like to use the ITC logo in your advertisement, you must comply with the usage standards in the ITC Logo and Identity Guidelines, and the ITC Marketing Department must approve your ad before it runs.