

Advertise with Us

Online advertising is featured within select sections of the Brokers Insurance Group website. Advertisers who want to advertise must ensure their ads meet the BIG's principles for advertising. Advertising generates revenue that helps support the Association's ability to provide high-quality information.

Placing an Ad on the BIG's Website

For information, ad rates, and inquiries about advertising on the BIG's website, please send an e-mail to contact@mybigins.com

Advertising information and policies

Format

Ads on the BIG website conform with standard sizes suggested by the voluntary Interactive Advertising Bureau (IAB). We accept ads that appear in the right-hand column (Medium Rectangle), at the bottom of the page (Leaderboard), and in the main header navigation (Rectangle). Along with paid ads, BIG house ads are placed on the site to help promote various BIG services and products that are of interest to brokers and agents.

Audience

Ads appearing on the BIG website are directed toward brokers and agents. Some pages on the website have been identified as not appropriate for commercial ads. On those pages we feature only "BIG house ads" that promote BIG products and services.

Privacy

Online advertisements on the BIG's website do not collect personally identifiable information about individual visitors. The BIG does collect data on visitors, such as time of day and Web browser type.

Advertisers

The BIG website may contain advertisements of third parties. The inclusion of advertisements on the BIG websites does not imply endorsement of the advertised products or services by BIG. BIG shall not be responsible for any loss or damage of any kind incurred as a result of the presence of such advertisements on the BIG websites. Further, BIG shall not be responsible or liable for the statements or conduct of any third party advertisers appearing on the BIG website. You shall be solely responsible for any correspondence or transactions you have with any third party advertisers.

Links to Third Party Websites

The BIG websites may provide links (including any link through an on-line banner advertisement) to other sites on the Internet for your convenience. These other sites are maintained by third parties over which BIG exercises no control. The appearance of any such third party links is not intended to endorse any particular company or product. If you decide to access any of the third party sites linked to the BIG websites, you do so entirely at your own risk.

Advertising Principles

These principles are applied by the BIG to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising on the BIG websites.

The appearance of advertising on the BIG websites is neither a guarantee nor an endorsement by the BIG of the product, service, or company or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared on the BIG websites shall not be referred to in collateral advertising.

As a matter of policy, the BIG will sell advertising space on its websites when the inclusion of advertising does not interfere with the mission or objectives of the BIG or its publications.

To maintain the integrity of the BIG websites, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. The BIG websites' advertising sales representatives have no prior knowledge of specific editorial content before it is published including all content posted on the BIG website.

The BIG, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

Advertising

1. Digital advertising may be placed on the BIG website.
2. Digital advertisements must be readily distinguishable from editorial content. The word "advertisement" must be placed adjacent to the advertising image.
3. Digital advertisements may appear as fixed banners or as animated advertisements.
4. Digital advertisements that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition will not occur as screen content changes.
5. Digital banner advertisements should be limited to no more than 2 advertisements per screen view.
6. The BIG logo may not appear on commercial websites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within BIG.
7. Advertisements may link to additional promotional content that resides on the BIG website.
8. Advertisements may link off-site to a commercial website, provided that the viewer is clearly informed by the word "advertisement" adjacent to the image or link.
9. The BIG will not link to Web sites that frame the BIG website content without express permission of the BIG; prevent the viewer from returning to the BIG website or other previously viewed screens, such as by disabling the viewer's "back" button; or redirect the viewer to a website the viewer did not intend to visit.
10. The BIG reserves the right to not link to or to remove links to other websites.