

# Community Communications

Includes All Community Members

**NAILBA Now:** NAILBA, the independent distribution community within Finseca, reaches the largest number of independent insurance and financial services professionals. Its membership base consists of the decision makers for products and services being offered in the marketplace including life, health, annuity, final expense, LTC, disability, and other supplemental policies. Reaching over 11,000 brokers, BGA principals, IMOs, carriers and more, NAILBA Now is the weekly publication keeping members across the brokerage community “in the know”.

16% Average open rate

Frequency: Weekly

12% Average click-through rate

Price: \$4,500 per edition; limited space available

**Forum 400:** Forum 400 is an exclusive community that brings together the highest-performing life insurance producers across distribution channels to openly share practical strategies and fresh ideas to positively impact client outcomes and remain at the top of the field. For this elite group of producers with proven production of over \$500,000, they use this monthly update to stay in the know.

35% Average open rate

Frequency: Monthly

Price: \$4,500 per edition; limited space available

## Finseca Website

Member Log-in & Log-out Options:

### CEO Corner

The CEO corner resource page provides exclusive visibility for individual posts, making it a sought-after destination for sponsors.

Frequency: Monthly

Monthly Visitors: 100+

Price: \$1,000

### Upcoming Conference Page

The upcoming conference page directs visitors to the most suitable Finseca event for their career development and business-building needs.

Frequency: Monthly

Monthly Visitors: 200+

Price: \$1,000

## WEBSITE TRAFFIC

13,000+

Monthly  
Visitors

17,500+

Monthly  
Sessions

28,000+

Monthly  
Page Views