

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

# 2020 RIMS MEDIA KIT

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For sponsorship and advertising opportunities, please contact:

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# 2020 RIMS AUDIENCE DEMOGRAPHICS

RIMS connects, engages and demonstrates competitive advantages among corporate insurance buyers across multiple platforms that include print, digital, thought-leadership and events.

As the preeminent organization dedicated to promoting the profession of risk management, RIMS, *the risk management society*<sup>®</sup>, is a global not-for-profit organization representing more than 3,500 industrial, service, nonprofit, charitable and government entities throughout the world. Founded in 1950, RIMS is committed to advancing risk management capabilities for organizational success, bringing networking, professional development and education opportunities to its membership of more than 10,000 risk management professionals who are located in more than 60 countries. For more information on RIMS, visit [www.RIMS.org](http://www.RIMS.org).

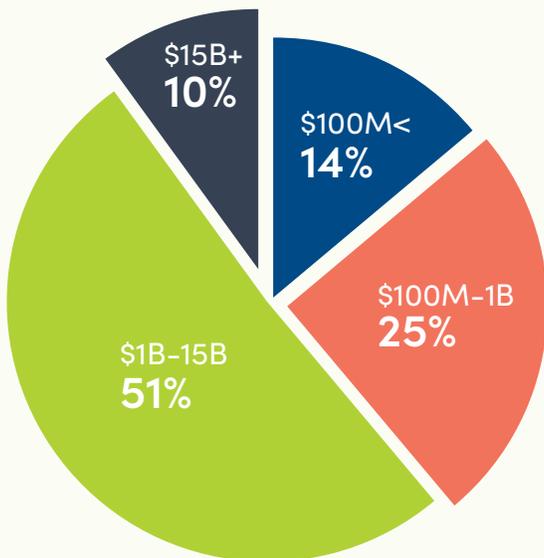
## Exclusive Audience

**The largest, most established community of risk management professionals.**

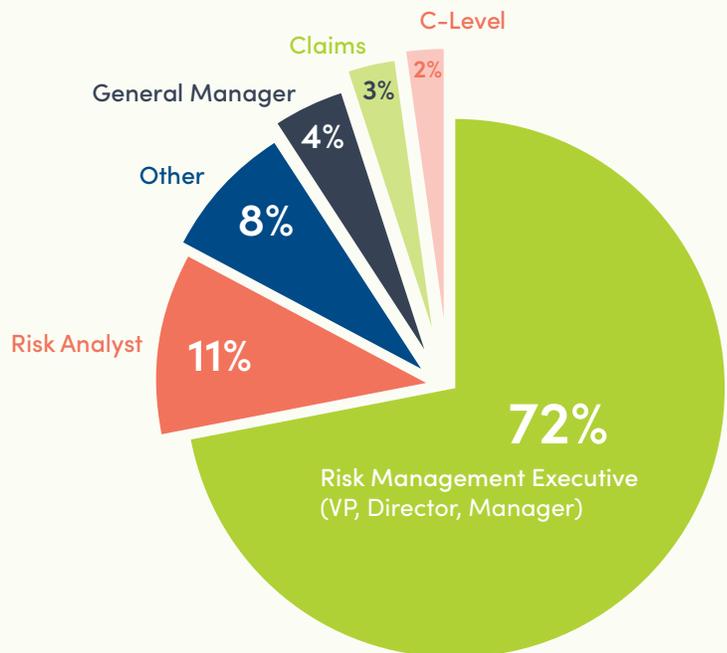
RIMS members possess tremendous purchasing power. Collectively, on average, they budget \*\$15.9 million annually for commercial insurance and risk management services and an additional \*\$3.8 million annually for risk management technology purchases and updates.

## Audience Demographic Highlights

### \*Company Revenue



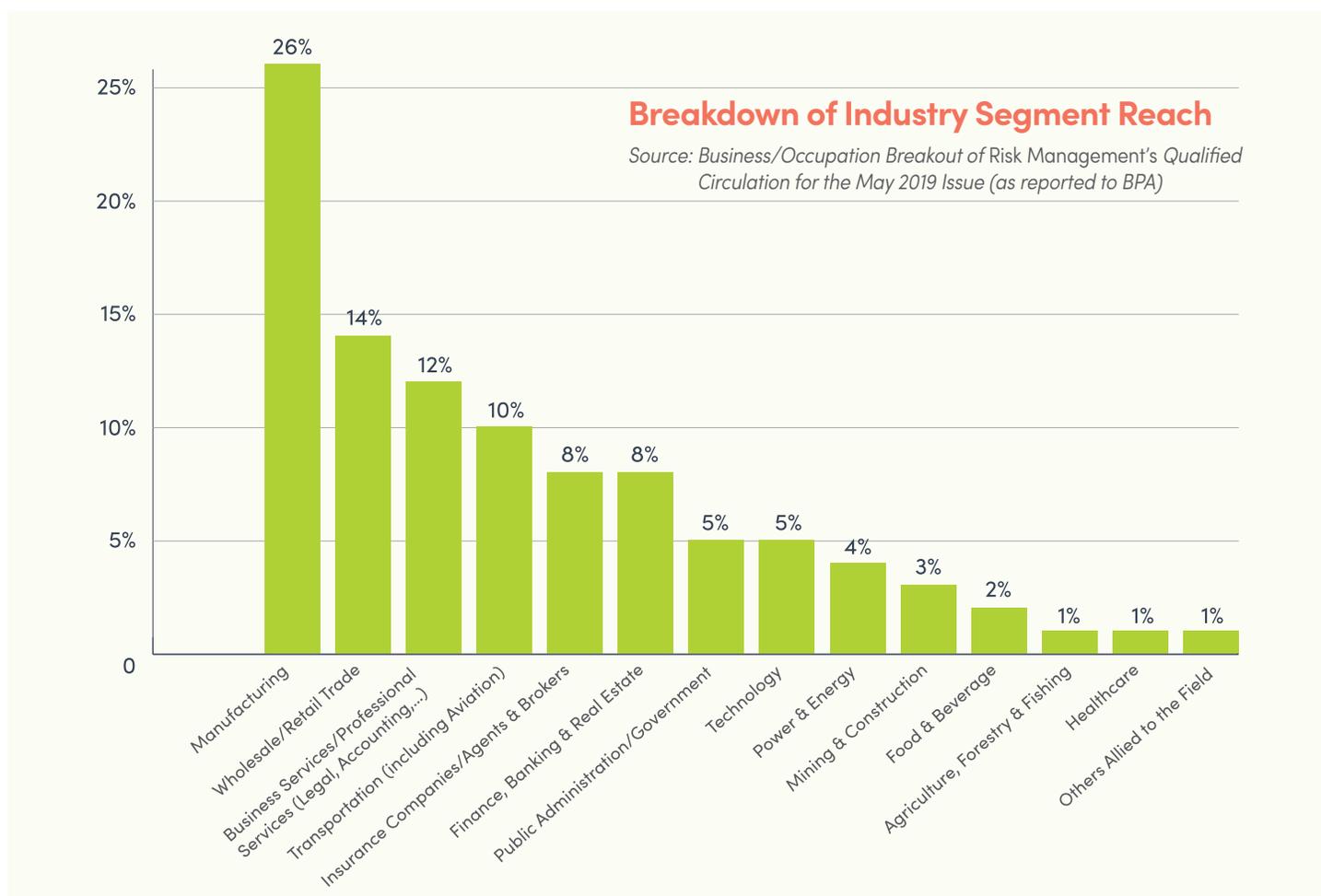
### \*Job Titles



\*Source: Risk Management's 2018 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

# 2020 RIMS AUDIENCE DEMOGRAPHICS

- > RIMS member organizations represent **78%** of the **Fortune 1000**, **85%** of the **Fortune 500** and **90%** of the **Fortune 250**
- > **39%** of our corporate insurance customer audience works for large risk businesses that have annual gross sales revenues exceeding \$1B or more
- > **39%** of our corporate insurance customer audience works for middle market businesses with annual gross sales up to \$999 million
- > The typical RIMS member works for an organization that has annual gross sales revenues averaging \$4.21 billion
- > **70%** of our corporate insurance customer audience purchase property/casualty insurance
- > Risk managers indicated that their organizations purchased \$2.79 million worth of property insurance within the past 12 months
- > **69%** of risk managers indicated that they were directly involved in purchasing cyber risk insurance programs for their organizations
- > **88%** of RIMS member organizations utilize the services of a broker when reviewing their risk management programs



# 2020 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing Information

## RIMS.org

Display Unit	Dimensions (pixels)
HP and ROS Leaderboard Banner, above the fold (ATF)	728 x 90
HP and ROS Leaderboard Banner, below the fold (BTF)	728 x 90
RIMS Log-in Page	1600 x 1273
Native HP Ad (one position)	360 x 720
Native Risk Knowledge Ad (multiple positions available)	360 x 720

## Average Monthly Web Traffic

### RIMS.org

Users: 239,168

Sessions: 323,062

Homepage views: 19,403

Unique Pageviews: 402,698

Pageviews: 497,605

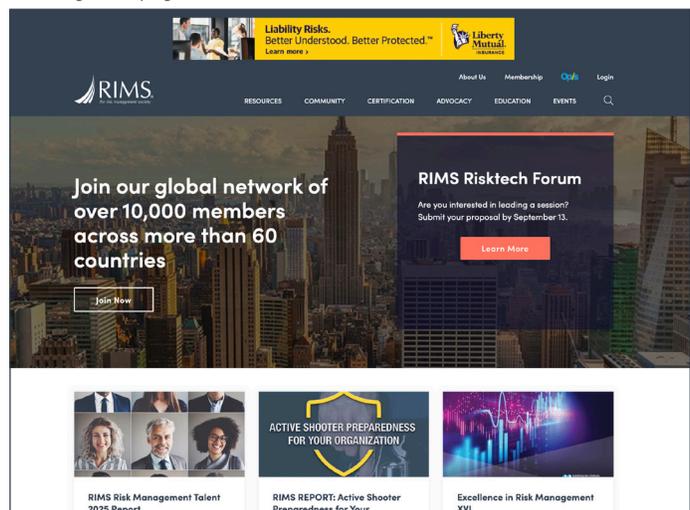
Visit Duration: 00:01:45

Source: Google Analytics Dashboard Report for September 28–October 27, 2019

RIMS.org Log-in Page



RIMS.org Homepage



## SITE POSITIONING STATEMENT

RIMS.org, the official website of the Risk and Insurance Management Society, Inc. (RIMS), is the premier online destination for those business executives that practice the discipline of risk management. Our focus remains on delivering content—the new RIMS homepage features six reports/articles from our extensive Risk Knowledge library and *Risk Management* magazine. With our streamlined menu, risk managers can easily access resources such as the RIMS Marketplace (our online buyer’s guide for risk professionals), RIMScast (the Society’s monthly podcast), white papers, webinars and contributed articles.

## ONLINE CAMPAIGN MEASUREMENT

You have the option of using RIMS’ third-party ad server, Google Ad Manager, or your approved third-party ad server to monitor the results of your online campaigns running on RIMS’ digital platforms.

# 2020 RIMS WHITE PAPER SPONSORSHIPS

Utilize a proven marketing vehicle by engaging risk management professionals with thought-leadership content. Sponsored white papers give your brand a competitive advantage and generate highly-qualified sales leads.

*59% of RIMS members access white papers most frequently when seeking new information related to risk management.\**

## Background

All sponsored white papers are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored white paper will be archived on Risk Knowledge indefinitely.

## Process

We will review our email calendar to recommend and schedule a date for your white paper marketing email. After you select a date, your copy, logo and white paper PDF are due five business days before your scheduled launch. RIMS will send you a test email for approval.

## Promotion

RIMS will publish your white paper on Risk Knowledge and distribute your co-branded email to 50,000+ risk professionals. Additionally, we will promote the white paper on RIMS' LinkedIn, Facebook and Twitter to help drive traffic among our corporate risk management audience.

## Download Reports

Within five to seven business days, we will send you an initial report with contact information of everyone who downloaded your white paper. After 30 days, we will send you a second report that captures any remaining leads.

## Average Downloads

White paper downloads are driven by how interested risk managers are in the topic. Topics such as emerging risks, cybersecurity, property/casualty insurance, strategic risk management, benchmarking, crisis management, enterprise risk management, loss prevention, claims management and reputation risk resonate well among RIMS' audience of corporate risk management professionals. These white paper topics average 250 to 300 downloads per paper. Niche topics average 125 to 150 downloads per paper.

*\*Risk Management's 2018 Reader Profile Study conducted by Readex Research*

The screenshot shows a web page for a white paper. At the top, there is a navigation bar with the RIMS logo and menu items: RESOURCES, COMMUNITY, CERTIFICATION, ADVOCACY, EDUCATION, and EVENTS. A yellow banner at the top right says "Liability Risks. Better Understood. Better Protected." with a "Learn more >" link and the Liberty Mutual logo. The main content area has the title "Four Myths that Hinder Property Recovery After a Hurricane" and the author "April 15, 2019 By Interstate Restoration". Below the title is a blue box with the Interstate logo. To the right of the box is a "DOWNLOAD FILE" button. Below the button are sections for "Topics" (Risk Management, Strategic & Enterprise (SERM)) and "Tags" (Hurricane, Natural Disasters, Property Damage, Property Loss).

# 2020 RIMS WEBINAR SPONSORSHIPS

Sponsored webinars are one of your strongest solutions to generate revenue through your marketing efforts.

**32% of RIMS members access our webcasts most frequently when seeking new information related to risk management.\***

## Reasons for Attending a Webinar

- Develop short list of vendors **20%**
- Justify potential purchase **30%**
- Compare products as part of analysis **41%**
- General interest **61%**
- Identify features **62%**
- Preliminary info gathering **69%**
- Evaluating new products and services **71%**
- Staying up-to-date **80%**

Source: WorkCast's 2019 subscriber survey

RIMS will help you develop an integrated marketing campaign to build your brand awareness among corporate risk management professionals who are members of RIMS.

## Background

Webinars are a valuable member benefit, giving the RIMS network complimentary access to content in a convenient one-hour format (45 minutes of lecture followed by 15 minutes of live Q&A). There is a \$50 fee for non-members and we provide a promotion code so sponsors can invite clients to attend at no cost.

## Process

In order to launch your webinar, we require the title, description and speaker biography and headshot. We request 8–10 weeks of lead time to set up and promote the webinar.

One week before the live date, we test the webinar to determine final details, i.e. slide control, Q&A delivery, polls, surveys and handouts. Three business days after the live date, your webinar presentation will be made available to registered users.

## Promotion

After your webinar is launched, we will send you a marketing schedule that includes dedicated emails to 50,000+ risk professionals and social media (LinkedIn, Facebook and Twitter).

## Audience

Attendee numbers are driven by how interested risk managers are in the topic presented. Topics such as emerging risks, cybersecurity, property/casualty insurance, strategic risk management, benchmarking and crisis management may attract 250 to 300 executives, on average. Niche topics may draw 100 to 125 attendees, on average.

## Post-Webinar

After your webinar concludes, you will receive the following:

- Lead list with the names and contact information of all registrants
- Attendee engagement statistics (about 60% of registrants attend live)
- MP4 version of your webinar so you can share it with your contacts and add it to your RIMS Marketplace profile

\*Risk Management's 2018 Reader Profile Study conducted by Readex Research

Sponsored by Broadspire, A Crawford Company: How advanced analytical tools can help risk managers drive strategic change

View Report Schedule Emails End Meeting Edit

Overview Resources

DESCRIPTION

**Broadspire**  
A CRAWFORD COMPANY

Managing a claim means dealing with a loss that's already happened, so it makes sense that claims administration can be perceived as a reactive rather than proactive function.

For that reason, the marketplace often treats third party administrators as a commodity. Third-party administrators (TPAs) can be seen as claim process workhorses. Give them a task, they get it done. For checking items off the to-do list, they are reliable partners. But is it possible to look to a TPA to be a consultative partner for long term change? Find out from Joel Raeedeke, Senior Vice President with Broadspire US on September 19!

CONTRIBUTORS

**Joel Raeedeke, Senior Vice President, Analytics and Technology, Broadspire**

**Mark DeLew, VP, Consultative Analytics, Broadspire**  
Mark DeLew oversees the client-facing aspect of the Consultative Analytics Department at Broadspire. Mark has experience in discerning client needs, developing data analytics solutions, and driving initiatives resulting in measurable outcomes such as cost mitigation, efficiency gains, or optimal customer experience. He strives to support any business decision with rigorous data analysis while remaining people-focused. Mark enjoys building teams that deliver meaningful solutions to clients and developing offerings for the risk management industry.

Mark is located in Chicago, and is passionate about his hometown sports teams and local craft beer.

Duration 1H 0M

\$0.00

Already purchased? [Click here to synchronize](#)

Register

System Requirements

Add Existing Contributor Add A New Contributor

# 2020 RIMSCAST SPONSORSHIPS

RIMScast is the Risk and Insurance Management Society's official podcast. In a conversation-style format, these weekly 20-minute episodes explore different topics impacting the global risk management community. RIMS business content manager and host Justin Smulison explores a topic through interviews with an expert or experienced risk professional.

From new laws and international risk guidelines to emerging trends and opportunities, RIMScast informs the audience of developments in various industries and how risk professionals might consider and act on them.

## Downloads

- 11,000 total unique downloads since launch in September 2018
- 200+ average downloads per episode

## Audience

- Globally-based risk management professionals
- Executive leaders
- RIMS members

## Sponsorship Options

### Branded Sponsorship

- Episode will include your pre-recorded sponsored message during the intro and outro.
- Episode will be permanently and publicly accessible on the RIMScast homepage.
- Your organization selects a risk management topic; RIMS selects the interviewee.

### Custom Campaign Sponsorship

- You will have considerable creative input; RIMS will collaborate and strategize with you to promote a product/event/service/offering.
- Episodes may have a storyline or narrative. Structure will depend on strategic objective.
- Campaigns should feature at least four episodes (weekly, monthly, quarterly or strategic intervals), running between 8–12 minutes each.
- Episodes will be hosted on a dedicated RIMScast page, with company logo featured prominently on the sponsor banner.
- RIMS will deliver the final version of the episode file to client to use at their discretion.
- RIMS will host sponsored episodes on dedicated pages that allow us to share user-download information with clients.

## Potential Topics

- Technology (e.g. risktech, insurtech, artificial intelligence, etc.)
- Financial risk management
- Strategic and Enterprise risk management
- Safety (e.g. workplace, worksite, travel, National Safety Month in June)
- Environmental
- Cybersecurity (e.g. National Cyber Security Awareness Month in October)
- Infrastructure (e.g. National Critical Infrastructure Security and Resilience Month in November)
- Violence preparedness (e.g. active shooter, terrorism, workplace violence)
- Workers compensation
- Global risks
- Business continuity
- Legal/Regulatory/Compliance

# 2020 RIMS SPONSORED CONTENT

A brand-sponsored content piece such as an article that lives on RIMS.org will position your brand as a thought-leader among risk management professionals. Sponsored content executions will engage potential customers with your brand and establish your organization as the go-to source in a respective risk management area.

## Background

All sponsored content pieces are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored content article will be archived on Risk Knowledge indefinitely.

## Process

The *Risk Management* Editorial Team will conduct an interview(s) among your subject matter experts to generate one piece of content. A general project timeline for developing partner content takes 4-6 weeks on average. This includes interviews/research, writing, editing/layout and final edits/approvals from our sponsor. Your completed article will be immediately posted on a dedicated webpage on Risk Knowledge.

## Promotion

RIMS will publish your sponsored article on Risk Knowledge and distribute your co-branded email to 50,000+ risk professionals. Additionally, we will promote the article on RIMS' LinkedIn, Facebook and Twitter to help drive traffic among our corporate risk management audience.

## Brand Engagement Report

Within 5 to 7 business days, we will send you a brand engagement report that will include the following metrics: total number of emails delivered, total opens, unique opens, total clicks generated to your homepage URL and total clicks generated to the landing page that you have set up for visitors to download additional content. **Those sponsors, that provide a link to download a report or other piece of branded content within their sponsored article, have the highest click-through and engagement rates among our audience.**

## RIMS RISK PERSPECTIVE

Sponsored Content by:



### Leveraging Your Recovery Partner for a Post-Disaster Competitive Advantage



In today's complex and highly competitive business environment, companies must explore innovative ways to leverage resources. The organizations that understand this and possess the innate ability to strategically design their disaster recovery approach as a competitive advantage can significantly impact the short- and long-term success of the business.

A solid disaster recovery strategy can have a substantial bearing on a company's ability to recover quickly following an area-wide disaster and reduce the amount of business interruption suffered. Forward-thinking companies understand this concept and have been leveraging their strategic partners to influence the company's ability to compete or even survive following a disaster.

Yet some companies still approach disaster recovery decisions as an afterthought during a crisis and seek out the lowest cost provider or the one claiming to have the fastest response times. This limited approach can lead to poor decisions that negatively impact a company's future and become a very difficult and costly mistake to correct.

#### When You Commoditize, You Lose Strategic Value

Strictly commoditizing your disaster recovery provider's services undercuts the strategic value of the partnership, and the quality of services provided will suffer. The fact is, how well you integrate your vendor partners into your organization directly impacts the value they will be able to provide.

Having a strong relationship with your disaster recovery provider includes knowing who you are working with and having regular communication. Collaborating on recovery

strategy early and working with your disaster recovery partner to streamline processes will benefit everyone involved. Plus, it will make your company more competitive and resilient. Even reviewing decision making processes with your provider can strengthen results by improving recovery and reducing downtime.

As evidenced in the wake of the 2017 hurricane season with the back-to-back-back storms of Harvey, Irma and Maria, disasters can affect multiple regions at once. In such circumstances, disaster recovery providers may reach capacity quickly and will prioritize partnerships with trusted clients over those who view them as "just another vendor," which can leave companies scrambling for help or waiting weeks for recovery efforts to begin.

"The 2017 storms forced risk managers to get more cozy with disaster recovery providers," said Joseph Poliafico, director of global insurance and risk management for Interstate Restoration. "Organizations had to go back to the drawing board on disaster recovery plans because their plans were tested and proven inadequate. They hadn't communicated their priorities or requirements to their providers ahead of the storms or they didn't have a specific plan for the scenario that played which

left their locations in multiple regions exposed. You have to think about what happens when all locations are affected, and you need to be having those discussions *before* a disaster hits."

#### Create Stakeholder Alignment for a Better Outcome

Your disaster recovery provider and other key vendors cannot be leveraged as strategic partners without a shared understanding of your organization's processes and expectations. Discussions about disaster recovery need to take place before a disaster ever occurs. Some of the biggest challenges risk managers face when it comes to getting a plan up and running are more internal than external.

Risk managers often want to satisfy all internal stakeholders first, and then move to external stakeholders. At times, there is more consideration given to what a supervisor or owner thinks about a disaster recovery plan than there is to the organization's ability to implement the plan in a time of crisis.

However, the best way for risk managers to get all key stakeholders on board to support the recovery partnership is to get them involved early and often in the process.

# 2020 RIMS RISKWIRE E-NEWSLETTER ADVERTISING OPPORTUNITIES

## Connect with RIMS global network

RIMS' RiskWire e-newsletters, delivered via e-mail twice a week (Mondays and Thursdays) to more than 9,000 opt-in risk management professional subscribers, is curated content gathered from sources like *The Wall Street Journal*, *The New York Times*, *Reuters*, *The Washington Post*, *Financial Times*, *The Associated Press* and other leading industry trade publications.

This curated content provides insight and marketing intelligence that helps RIMS members make informed business decisions that impact the structure of their organizations' commercial insurance programs.

Utilize RiskWire as the channel to deepen your engagement with RIMS members by delivering your digital advertising messages to corporate insurance purchasing heavyweights in a content-rich environment. On average, risk managers budget \*\$15.9 million annually for commercial insurance and risk management services, and approximately \*\$3.8 million annually for risk management technology purchases and updates.

\*Source: Risk Management's 2018 Reader Profile Study conducted by Readex Research

## RiskWire Digital Ad Opportunities

Name	Dimensions (in pixels)
Leaderboard	728 x 90
Banners	650 x 90

## RiskWire Digital Ad Rates

Display Unit
728 x 90 Leaderboard
650 x 90 Banner (within first well of content)
650 x 90 Banner (within second well of content)

## Media File Requirements

- Static image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.

The screenshot displays the RiskWire e-newsletter layout. At the top, a red banner reads "Where global resources and local expertise intersect." with the SOMPO INTERNATIONAL logo. Below this is the RiskWire header with navigation links: Archive | RIMS.org | Blog | RM Magazine | Risk Knowledge. The main content area features a "TODAY'S FEATURE" section with the headline "Hurricane Dorian Lashes Florida and Puts Carolinas in Harm's Way" and a sub-headline "How Technology Fights Fraud After Catastrophes". There are also "INDUSTRY NEWS" sections with headlines like "6 Types of Employees with the Highest Burnout Risk" and "SEC Scrutiny Highlights Risks of Social Media". Two advertisements are highlighted with colored boxes: a purple one for "SAFETY NATIONAL" cyber risk coverage and a blue one for "Hands-On Fire Protection Training" by Global Risk Consultants.

# 2020 RIMS RISK MANAGEMENT EMAIL SPONSORSHIP

RIMS members have consistently told us that one of the most valuable membership benefits they receive from RIMS is access to *Risk Management* magazine's editorial content. Advertising in the *Risk Management* email will help you reach corporate insurance buyers and generate high-quality leads.

*Risk Management* emails are distributed twice per month to the RIMS database of over 50,000 risk professionals. The first email highlights the issue's cover story and the second email features the hot topic article, with the aim of driving traffic to the online version and generating new subscribers for the print version. Your 160 x 600 skyscraper banner would run exclusively in these monthly emails.

Sponsoring these monthly emails will raise your brand's profile among CFOs, chief risk officers and other decision makers within the C-suite, VPs of risk management, directors of risk management, enterprise risk managers, treasurers, and controllers.

Use the *Risk Management* 2020 Editorial Calendar to plan your campaign around months that provide synergy with your product offerings and add exposure before, during and after key industry trade show events.

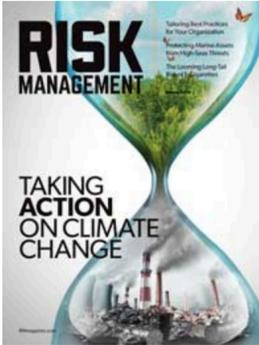
## Average Metrics

- Open rate **21.8%**
- Banner ad clicks **range of 100-125**
- Click-through rate **7.8%**

ADVERTISEMENT

Planet  
breathes  
easier.

**RISK  
MANAGEMENT**



**Taking Action on Climate Change**

As the potentially devastating impacts of climate change become clear, risk managers must assess the resulting risk exposures and opportunities for their companies.

**Not a subscriber to *Risk Management*?**  
Find out what you're missing—sign up today!

[www.RMmagazine.com](http://www.RMmagazine.com)

**CHUBB**

See How >

**RIMS**  
the risk management society

Risk Management is a monthly publication of the Risk and Insurance Management Society (RIMS), Inc.

# 2020 RIMS DIGITAL ADVERTISING REQUIREMENTS

## Online Banner Advertising

### RIMS.org

Banner Ad Size Unit	Max File Size	Accepted File Formats
1600 x 1273 Login Page	3MB	GIF (static only)   JPG   PNG   HTML5
728 x 90 Leaderboard	200k	GIF (static or animated)   JPG   PNG   HTML5

### Rich Media File Requirements

- Maximum animation length: Unlimited, User-initiated
- Frame rate must be no more than 18 frames per second (fps)
- Audio must be user-initiated (On click)
- All animation/audio must contain Play/Stop controls
- Maximum in-unit video time: additional 30 seconds after user interaction

## E-Newsletter Advertising

Please provide a URL address to accompany the delivery of your ad file.

Channel	Banner Ad Size Unit	Max File Size	Accepted File Formats
RiskWire	728 x 90	150k	GIF (static only)   JPG
RiskWire	650 x 90	150k	GIF (static only)   JPG
Risk Management Magazine	160 x 600	150k	GIF (static only)   JPG

## Native Advertising

### Channel: RiskWire

Article Title: Advertiser supplies 5-7 words

Article text description: Advertiser supplies up to 70 words maximum with article URL link

Image: Advertiser supplies image in a JPG/GIF format to fit within a 180 x 50 pixel image area

### Channel: RIMS.org

Article Title: 95 characters maximum (including spaces)

Article text description: 295 characters maximum (including spaces) with article URL link

Image: Advertiser supplies image in a JPG/GIF format to fit within a 360 x 720 pixel image area

Native ads will be labeled as "Sponsor provided content".

# 2020 RIMS RISK MANAGEMENT EDITORIAL CALENDAR

## JANUARY/FEBRUARY 2020

Property/Casualty Market Outlook  
Emerging Risks for 2020 and Beyond  
The Impact of Brexit

**Bonus Distribution:** PLUS D&O Symposium

*Ad Space Closing Date:* January 3, 2020

*Ad Materials Closing Date:* January 8, 2020

## MARCH 2020

Data Security/Privacy Management  
Climate Change/Environmental Risk  
Product Liability/Product Recall

**Bonus Distribution:** PLRB 2020 Claims Conference & Insurance Services Expo

*Ad Space Closing Date:* January 27, 2020

*Ad Materials Closing Date:* January 30, 2020

## APRIL 2020

Climate Change/Environmental Risk  
Strategic Risk Management  
RIMS 2020 Denver Spotlight

**Bonus Distribution:** RIMS 2020 Annual Conference & Exhibition

*Ad Space Closing Date:* February 26, 2020

*Ad Materials Closing Date:* February 28, 2020

## MAY 2020

Natural Disaster Preparedness/Recovery  
Business Continuity/Crisis Management  
Construction Risk

*Ad Space Closing Date:* March 27, 2020

*Ad Materials Closing Date:* March 30, 2020

## JUNE 2020

International Risk Issues  
Supply Chain Management  
M&A Concerns

**Bonus Distribution:** RIMS NextGen Forum

*Ad Space Closing Date:* May 4, 2020

*Ad Materials Closing Date:* May 8, 2020

## JULY/AUGUST 2020

Alternative Risk Transfer Trends  
Data Analytics  
Fraud Prevention

**Bonus Distribution:** VCIA 2020 Annual Conference

*Ad Space Closing Date:* July 6, 2020

*Ad Materials Closing Date:* July 11, 2020

## SEPTEMBER 2020

Risk Management Education Trends  
Public Sector/Non-Profit Risk Management  
Human Capital/Talent Risk

*Ad Space Closing Date:* July 27, 2020

*Ad Materials Closing Date:* July 31, 2020

## OCTOBER 2020

Cybersecurity Risks  
Emerging Technology Risks  
Risk Management in an Election Year

**Bonus Distribution:** National Workers' Compensation & Disability Expo

*Ad Space Closing Date:* September 3, 2020

*Ad Materials Closing Date:* September 8, 2020

## NOVEMBER 2020

Enterprise Risk Management  
Employee/Workplace Risks  
Workers Compensation Trends

**Bonus Distribution:** RIMS ERM Conference 2020

*Ad Space Closing Date:* October 2, 2020

*Ad Materials Closing Date:* October 5, 2020

## DECEMBER 2020

The Year in Risk  
Legal Trends  
Regulatory Issues

*Ad Space Closing Date:* October 26, 2020

*Ad Materials Closing Date:* October 30, 2020

## ADDITIONAL TOPICS OF INTEREST

- > Cybersecurity/Cyberrisk
  - > Insurtech
- > Blockchain Technology
- > Sharing Economy Risks
- > Risk Assessment Strategies
  - > Reputation Risk
- > Loss Prevention
  - > Benchmarking
- > Human Capital/Talent Risk
  - > Political Risks
- > Corporate Governance Issues Safety and Security
  - > Diversity and Inclusion
- > D&O Issues
- > Intellectual Property Risk
- > E&S/Specialty Insurance
- > Energy/Resource Risk
- > Other Emerging Risks

# 2020 RISK MANAGEMENT MAGAZINE PRINT RATES

Four-Color	1x	3x	6x	10x
Full Page Spread				
1/2-Page Spread				
Full Page				
2/3-Page				
1/2-Page Horizontal				
1/3-Page Vertical				

PRICING AVAILABLE UPON REQUEST

Risk Management Magazine Special Advertising Opportunities	
Cover 1 False Cover Flap	Full Circulation
4-Page False Cover Wrap	Full Circulation
Belly Band <i>right of first refusal to back cover</i>	Full Circulation
Barrel Fold Cover	Conference Distribution Risk Management Magazine
Custom content full-page advertorial <i>Includes editing, design and production charges</i>	Full Circulation
Whitepaper sponsorship & advertising conference distribution	
March Issue	Postcard Insert
March polybag/brochure	Supply your own brochure
One-time April print advertisement	Conference Distribution
Pull-out brochure	Exhibitors Non-exhibitors

## PRICING, CONTINUED

Rates are based on frequency, i.e. the total number of insertions published during a 12-month contract period. Two page spreads count as two insertions.

### Premium Positions

- Cover 2 and Cover 3: 15% extra, based on space.
- Page opposite Table of Contents (TOC), columns and other positions guaranteed with a 10% premium.
- Inserts: rates on request.

Effective January 1, 2020, The Risk and Insurance Management Society, Inc. (RIMS) reserves the right to evaluate advertiser's credit worthiness. General payment terms are NET 30 days. Pre-payment is required for companies without established and/or good credit which is determined solely by RIMS. It is agreed that any portion of an invoice that is held in dispute, the undisputed portion will be paid according to the terms of the insertion order. It is further agreed that should any invoice become past due, the liable party, advertiser or agency, will pay all the costs of collection, including applicable attorney's fees if incurred.

# 2020 RIMS MARKETPLACE

THE INDUSTRY'S MOST COMPREHENSIVE BUYER'S GUIDE

## Connect with Thousands of Risk Professionals Year Round

Highlight your content and products on RIMS Marketplace

RIMS Marketplace is the most comprehensive buyer's guide of solution providers for risk professionals. It is a content-driven network that will help you connect with your target audience, while enhancing the end user experience.

RIMS Marketplace provides opportunities to deliver your organization's products, content, marketing materials and much more—all in one location. Your company profile can include:

- Links to your white papers and other published content and marketing materials
- A showcase of your company's products with visuals, descriptions and links
- Connections to your social media channels
- Your organization's blog posts or press feeds
- Multiple images, including your logo and an eye-catching banner
- Multiple videos
- Multiple sales and marketing contacts for more personalized connections
- An embedded preview of your website

[www.RIMS.org/Marketplace](http://www.RIMS.org/Marketplace)

### SPOTLIGHT PRODUCTS

The screenshot shows the 'Products' section of the RIMS Marketplace website. It features two main product listings. The first is 'RIMS-Certified Risk Management Professional (RIMS-CRMP)', which is described as a credential that demonstrates achievement in risk management competencies, knowledge, and commitment to quality. The second listing is 'Risk Management magazine', noted as the premier publication for risk managers, providing analysis, insight, and news. Both listings include a 'More Information' link.

### SHARE VIDEOS

The screenshot displays the 'Videos' section of the RIMS Marketplace website. It features a video player with a play button and a thumbnail image. The video is titled 'YOU COME TO RIMS 2019 TO NETWORK' and is part of the 'RIMS 2019 Networking Opportunities' series. The video player includes a progress bar and a volume control icon.

### DELIVER CONTENT

The screenshot shows the 'Publications' section of the RIMS Marketplace website. It features two main article listings. The first is 'Spencer-RIMS Internship Manual for Employers', which offers a roadmap for risk professionals to design a valuable internship program. The second is 'RIMS LEGISLATIVE REVIEW: The Risk Management Implications of Conflicting Federal and State Cannabis Laws', which provides a brief background on the current state of cannabis laws in the United States. Both listings include a 'More' link.

PROFILE TOOLS AND FEATURES		Bronze	Silver	Gold
 <b>SEARCH FEATURES</b>	• Company name, website preview, tagline, inclusion in “my supplier” information cart, contact information, up to 10 category selections (New category: RiskTech)	✓	✓	✓
	• Logo, company description, staff photos and individual contact info	✓	✓	✓
	• Search results display gold profiles at top of results list (alpha order), after priority placements (see below)			✓
	• Additional 5 category selections			✓
 <b>PRODUCT FEATURES</b>	• Product spotlight allows product visual, description and direct page links	✓	✓	✓
	• Graphic profile header			✓
 <b>CONTENT FEATURES</b>	• Company keyword integration	✓	✓	✓
	• Document marketing: white papers, case studies, brochures, etc.		✓	✓
	• Document download tracker		✓	✓
	• Blog or news feed integration			✓
	• Videos		✓	✓
	• Images		✓	✓
	• Promotion of publication in Round-Up email (one-time)			✓
 <b>SOCIAL FEATURES</b>	• Social media integration (Twitter, YouTube, Facebook, LinkedIn)			✓

#### ENHANCEMENTS

- Priority placement in category - Top Placement
- Priority placement in category - Top 5 Placement
- Priority placement in category - First Page Placement
- Exclusive category sponsor (for 6 months)
- Exclusive category sponsor (for 12 months)
- Additional categories
- Graphic profile header (included at Gold level)

