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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®, 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.

**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**

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

*Company Revenue*

- $1B-15B: 51%
- $100M-1B: 25%
- $10M<: 14%
- $15B+: 10%

*Job Titles*

- Risk Management Executive (VP, Director, Manager): 72%
- Claims: 3%
- C-Level: 2%
- General Manager: 4%
- Other: 8%
- Risk Analyst: 11%
> 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

### Breakdown of Industry Segment Reach

Source: Business/Occupation Breakout of Risk Management’s Qualified Circulation for the May 2019 Issue (as reported to BPA)
2020 RIMS CONFERENCE BRAND VISIBILITY OPPORTUNITIES

Through exhibitions, sponsorships and presentations, industry-leading organizations from around the world engage corporate risk management professionals at the RIMS Annual Conference. You can leverage three of our brand awareness vehicles at RIMS 2020 to alert potential attendees to your exhibitor participation in Denver and, at the same time, drive visitor traffic to your exhibition space.

RIMS Conference Program

The Conference Program is an indispensable resource that corporate risk management leaders and C-Suite executives will use to schedule their days at RIMS 2020 in Denver. More than 50,000 risk professionals in RIMS’ database receive a hard-copy of the RIMS 2020 Annual Conference Program in mid-January. These recipients include past attendees who are risk managers, speakers and other industry leaders.

Additionally, the Conference Program offers you double the exposure, acting as both a print and online vehicle. On the RIMS 2020 website section of RIMS.org, we host the Conference Program as an E-Book. Visitors to the site will be able to scroll through the entire publication, view your full page 4-color, hyperlinked ad, review the schedules at-a-glance, read about the keynote speakers, special events, Exhibition show floor activities and explore the educational sessions.

<table>
<thead>
<tr>
<th>RIMS Conference Program</th>
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</thead>
<tbody>
<tr>
<td>3-Page Front Cover Gatefold</td>
</tr>
<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Outside Back Cover</td>
</tr>
<tr>
<td>Full Page 4-Color Interior Ad</td>
</tr>
</tbody>
</table>

The Official RIMS 2020 Show Daily Digital Editions

Now in its third year of publication, this digital vehicle will provide you with a platform to deliver your branding messages to the widest possible audience of corporate risk management leaders.

The RIMS Show Daily is an easily-accessible digital file that is distributed to all conference attendees and the commercial risk management community at large via multiple delivery formats including:

- RIMS 2020 daily re-cap emails (sent to all conference attendees and the entire RIMS database of over 50,000 risk professionals, once per day. (Monday, May 4th, Tuesday, May 5th and Wednesday, May 6th)
- The RIMS 2020 Show Daily Digital Edition is accessible on RIMS.org, within the RIMS 2020 Conference coverage website section, and updated daily during the Conference
- The RIMS 2020 Mobile App (daily push alerts)
• RIMS’ social media pages on LinkedIn (69,684 group members), Twitter (23,300 followers) and Facebook (9,384 followers). Links are posted to the Show Daily PDFs on all our RIMS social media pages.

• Opis, the RIMS Information Network (6,500 RIMS members–only content). Links are posted to the Show Daily PDFs on Opis.

Advertising opportunities include all three issues of the Official RIMS 2020 Show Daily Edition which will be distributed on 5/4/20, 5/5/20 and 5/6/20.

RIMS Show Daily Digital Editions
Full Page 4-Color (non-bleed)

Risk Management Magazine’s April 2020 RIMS Conference Issue

The RIMS Annual Conference is the world’s most renowned educational, networking and exhibition event in the commercial insurance industry. Over 10,000 VPs, Directors, Enterprise Risk Managers, Chief Risk Officers and other senior industry leaders at some of the world’s biggest organizations are expected to gather in Denver, from May 3–6, 2020, to meet with strategic partners on the Exhibition floor, gain insight from over 175 educational sessions and network among peers.

While other industry publications will be handing out copies of their issues to risk managers that will be stopping by their booths at the Colorado Convention Center, they will be missing the majority of risk managers who will be attending the Conference. As Risk Management Magazine is the official publication of the RIMS 2020 Annual Conference, all conference paid registrants who check in on-site will receive a copy of our April 2020 RIMS Conference issue in their registration portfolios. Projected on-site bonus distribution: 4,000 copies. Our April 2020 RIMS Conference issue will have a total distribution of over 22,000 copies.

Risk Management’s April 2020 RIMS Conference Issue
Full Page 4-Color Bleed (with bonus distribution at RIMS 2020)

RIMS 2020 AD PACKAGE RATES ARE AVAILABLE UPON REQUEST.
2020 RIMS ONLINE ADVERTISING OPPORTUNITIES
Online Specifications and Digital Pricing Information

RIMS.org

<table>
<thead>
<tr>
<th>Display Unit</th>
<th>Dimensions (pixels)</th>
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<tbody>
<tr>
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<tr>
<td>HP and ROS Leaderboard Banner, below the fold (BTF)</td>
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</tr>
<tr>
<td>RIMS Log-in Page</td>
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</tr>
<tr>
<td>Native HP Ad (one position)</td>
<td>360 x 720</td>
</tr>
<tr>
<td>Native Risk Knowledge Ad (multiple positions available)</td>
<td>360 x 720</td>
</tr>
</tbody>
</table>

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

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.
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
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
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
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.
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

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<tr>
<th>Name</th>
<th>Dimensions (in pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Banners</td>
<td>650 x 90</td>
</tr>
</tbody>
</table>

RiskWire Digital Ad Rates

<table>
<thead>
<tr>
<th>Display Unit</th>
<th>Dimensions (in pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>650 x 90 Banner (within first well of content)</td>
<td>650 x 90</td>
</tr>
<tr>
<td>650 x 90 Banner (within second well of content)</td>
<td>650 x 90</td>
</tr>
</tbody>
</table>

Media File Requirements

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

www.RIMS.org
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%
2020 RIMS DIGITAL ADVERTISING REQUIREMENTS

Online Banner Advertising

RIMS.org

<table>
<thead>
<tr>
<th>Banner Ad Size Unit</th>
<th>Max File Size</th>
<th>Accepted File Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1600 x 1273 Login Page</td>
<td>3MB</td>
<td>GIF (static only)</td>
</tr>
<tr>
<td>728 x 90 Leaderboard</td>
<td>200k</td>
<td>GIF (static or animated)</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Banner Ad Size Unit</th>
<th>Max File Size</th>
<th>Accepted File Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>RiskWire</td>
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<td>RiskWire</td>
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<tr>
<td>Risk Management Magazine</td>
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<td>150k</td>
<td>GIF (static only)</td>
</tr>
</tbody>
</table>

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

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<tr>
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<td>1/2-Page Spread</td>
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<td>Full Page</td>
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<td>2/3-Page</td>
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<tr>
<td>1/3-Page Vertical</td>
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**Risk Management Magazine Special Advertising Opportunities**

- **Cover 1 False Cover Flap**
  - Full Circulation

- **4-Page False Cover Wrap**
  - Full Circulation

- **Belly Band right of first refusal to back cover**
  - Full Circulation

- **Barrel Fold Cover**
  - Conference Distribution
  - Risk Management Magazine

- **Custom content full-page advertorial**
  - Includes editing, design and production charges
  - Full Circulation

- **Whitpaper sponsorship & advertising conference distribution**
  - Postcard Insert

- **March Issue**
  - Supply your own brochure

- **March polybag/brochure**
  - Conference Distribution

- **One-time April print advertisement**
  - Exhibitors
  - Non-exhibitors

- **Pull-out brochure**

**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.
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
### **PROFILE TOOLS AND FEATURES**

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

### **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)