2021 RIMS MEDIA KIT

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

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

RIMS, the risk management society®, is a global not-for-profit committed to advancing the practice of risk management throughout the world. We bring networking, professional development, certification, and education opportunities to our membership of 10,000 risk management professionals in over 60 countries. Founded in 1950, the Society represents more than 3,500 industrial, service, nonprofit, charitable and government entities globally. 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

**Company Revenue**

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15B+</td>
<td>10%</td>
</tr>
<tr>
<td>$1B - $15B</td>
<td>34%</td>
</tr>
<tr>
<td>$100M - $1B</td>
<td>26%</td>
</tr>
<tr>
<td>$100M&lt;</td>
<td>21%</td>
</tr>
<tr>
<td>No response</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Job Titles**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk management executive</td>
<td>67%</td>
</tr>
<tr>
<td>Risk analyst</td>
<td>12%</td>
</tr>
<tr>
<td>Claims adjuster/manager</td>
<td>3%</td>
</tr>
<tr>
<td>General manager/other manager</td>
<td>3%</td>
</tr>
<tr>
<td>C-level</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Source: Risk Management’s 2020 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)
> RIMS member organizations represent 78% of the Fortune 1000, 85% of the Fortune 500 and 90% of the Fortune 250

> 44% of our corporate insurance customer audience works for large risk businesses that have annual gross sales revenues exceeding $1B or more

> 35% 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 $3.69 billion

> 65% of our corporate insurance customer audience purchase property/casualty insurance

> Risk managers indicated that their organizations purchased $3.02 million worth of property insurance within the past 12 months

> 62% of risk managers indicated that they were directly involved in purchasing cyber risk insurance programs for their organizations

> 80% of RIMS member organizations utilize the services of a broker when reviewing their risk management programs
2021 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

**RIMS.org**

<table>
<thead>
<tr>
<th>Display Unit</th>
<th>Dimensions (pixels)</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP and ROS Leaderboard Banner, above the fold (ATF)</td>
<td>728 x 90</td>
<td>$5,000</td>
</tr>
<tr>
<td>HP and ROS Leaderboard Banner, below the fold (BTF)</td>
<td>728 x 90</td>
<td>$3,500</td>
</tr>
<tr>
<td>RIMS Log-in Page</td>
<td>1261 x 1003</td>
<td>$6,500</td>
</tr>
<tr>
<td>RiskWire leaderboard</td>
<td>728 x 90</td>
<td>$4,000</td>
</tr>
<tr>
<td>RiskWire first content well</td>
<td>650 x 90</td>
<td>$4,500</td>
</tr>
<tr>
<td>RiskWire second content well</td>
<td>650 x 90</td>
<td>$3,500</td>
</tr>
<tr>
<td>The Weekend Read email</td>
<td>468 x 80</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

**Average Monthly Web Traffic**

**RIMS.org**

- **Users:** 68,756
- **Sessions:** 89,597
- **Homepage views:** 7,371
- **Unique Pageviews:** 158,324
- **Pageviews:** 209,023
- **Visit Duration:** 00:01:31

Source: Google Analytics Dashboard Report for 11/15/20–12/15/20

**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 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.

To learn more or reserve space, please contact:
**Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org**
Utilize a proven marketing vehicle by engaging risk management professionals with your thought-leadership content. Sponsored white papers give your brand a competitive advantage and generates highly-qualified sales leads.

65% 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 5 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 5 to 7 business days, we will send you an initial report with contact information of everyone who downloaded your white paper. Within 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 our audience of corporate risk management professionals. These white paper topics average 250 to 300 downloads per white paper. Niche topics average 125 to 150 downloads per white paper.

*Risk Management’s 2020 Reader Profile Study conducted by Readex Research

To learn more or reserve space, please contact:
Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org

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

42% 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 develop a multiple touch point webinar campaign to build your brand awareness among corporate risk management professionals who are members of RIMS.

Background

Webinars are a valuable member benefit because it gives RIMS members 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 will give our sponsors a discount code for 100% off to invite your potential clients to attend.

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 in order to set up and promote the webinar.

One week before the live date, we will do a test 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 command webinar attendance from 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
- Report that shows attendee engagement (about 60% of registrants attend live)
- MP4 version of your webinar

*Risk Management’s 2020 Reader Profile Study conducted by Readex Research

To learn more or reserve space, please contact:

Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org
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
- 44,109 total unique downloads since launch in September 2018
- 390+ 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

To learn more or reserve space, please contact:
Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org
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.

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RIMS is 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.

Opis is a highly valued member benefit. RIMS members use Opis to ask questions and get support from fellow risk professionals. It has been the go-to resource for members as they move forward and prepare to return to work safely. Members log on to the community to network and also receive daily digest emails of recent conversations.

Opis Users: 8,833  
Sessions: 11,174  
Page views: 23,769  
Visit Duration: 00:01:20  
Total posts in 2020: 1,516  
Daily Email Digest: 7,900

Source: Google Analytics Dashboard Report for October 1- October 31, 2020

<table>
<thead>
<tr>
<th>RIMS.org</th>
<th>Dimensions (pixels)</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Unit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$3,000</td>
</tr>
<tr>
<td>Carousel</td>
<td>728 x 204</td>
<td>$4,000</td>
</tr>
<tr>
<td>Email Digest</td>
<td>728 x 90</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

To learn more or reserve space, please contact:
Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org
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

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

RiskWire Digital Ad Rates

- 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.

To learn more or reserve space, please contact:
Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org

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 purchasing heavyweights 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 directors of risk management, VPs of risk management, enterprise risk managers, treasurers, controllers, CFOs and chief risk officers who are members of RIMS and other decision makers within the C-suite.

Use the Risk Management 2021 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: 22.63%
- Click-through rate: 7.4%

Rate

Risk Management’s e-newsletter banner ads are sold at a monthly ad package rate of $11,000.

To learn more or reserve space, please contact:
Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org

www.RIMS.org
2021 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>1261 x 1003 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>
<td>728 x 90</td>
<td>150k</td>
<td>GIF (static only)</td>
</tr>
<tr>
<td>RiskWire</td>
<td>650 x 90</td>
<td>150k</td>
<td>GIF (static only)</td>
</tr>
<tr>
<td>Risk Management Magazine</td>
<td>160 x 600</td>
<td>150k</td>
<td>GIF (static only)</td>
</tr>
<tr>
<td>The Weekend Read</td>
<td>468 x 80</td>
<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”.

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Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org

www.RIMS.org
2021 RIMS RISK MANAGEMENT
EDITORIAL CALENDAR

JANUARY/FEBRUARY 2021
Property/Casualty Market Outlook
Emerging Risks for 2021 and Beyond
Lessons from COVID-19
Ad Space Closing Date: January 6, 2021
Ad Materials Closing Date: January 8, 2021

MARCH 2021
Data Security/Privacy Management
Claims Management Best Practices
Product Liability/Product Recall
Ad Space Closing Date: February 4, 2021
Ad Materials Closing Date: February 8, 2021

APRIL 2021
Climate Change/Environmental Risk
Strategic Risk Management
RIMS 2021 Spotlight
Ad Space Closing Date: March 5, 2021
Ad Materials Closing Date: March 9, 2021

MAY 2021
Natural Disaster Preparedness/Recovery
Business Continuity/Crisis Management
Fraud Prevention
Ad Space Closing Date: April 2, 2021
Ad Materials Closing Date: April 6, 2021

JUNE 2021
Global and Emerging Market Risk
Supply Chain Management
D&O Risk Landscape
Ad Space Closing Date: April 30, 2021
Ad Materials Closing Date: May 4, 2021

JULY/AUGUST 2021
Alternative Risk Transfer Techniques
Risk Assessment Strategies
Construction Risk Management
Ad Space Closing Date: July 13, 2021
Ad Materials Closing Date: July 16, 2021

SEPTEMBER 2021
Risk Management Education Trends
Public Sector/Non-Profit Risk Management
Human Capital/Talent Risk
Ad Space Closing Date: August 5, 2021
Ad Materials Closing Date: August 10, 2021

OCTOBER 2021
Cybersecurity Risk Trends
Emerging Technology Risks
Risk Communication
Ad Space Closing Date: September 1, 2021
Ad Materials Closing Date: September 3, 2021

NOVEMBER 2021
Enterprise Risk Management
Workplace Safety
Workers Compensation
Ad Space Closing Date: October 4, 2021
Ad Materials Closing Date: October 6, 2021

DECEMBER 2021
The Year in Risk
Legal Trends
Regulatory Issues
Ad Space Closing Date: November 4, 2021
Ad Materials Closing Date: November 9, 2021

ADDITIONAL TOPICS OF INTEREST
- Cybersecurity/Cyberrisk
- Pandemic Preparedness
- Return to Work Strategies
- Risk Management Best Practices
- Insurance Management
- Insurtech/Risktech
- Reputation Risk
- Safety and Security
- Terrorism Risk
- Active Shooter Preparedness
- Benchmarking
- Corporate Governance Issues
- Political Risks
- Loss Prevention Strategies
- Diversity and Inclusion
- M&A Concerns
- Intellectual Property Risk
- Risk Data Analytics
- Natural Resource Scarcity
- E&S/Specialty Insurance
- Other Emerging Risks

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www.RIMS.org
# 2021 Risk Management Magazine Print Rates

<table>
<thead>
<tr>
<th>Four-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Spread</td>
<td>$13,838</td>
<td>$13,428</td>
<td>$12,590</td>
<td>$11,464</td>
</tr>
<tr>
<td>1/2-Page Spread</td>
<td>$9,266</td>
<td>$8,950</td>
<td>$8,738</td>
<td>$7,596</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,919</td>
<td>$6,714</td>
<td>$6,295</td>
<td>$5,732</td>
</tr>
<tr>
<td>2/3-Page</td>
<td>$5,958</td>
<td>$5,783</td>
<td>$5,578</td>
<td>$5,246</td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>$5,633</td>
<td>$5,475</td>
<td>$5,369</td>
<td>$4,798</td>
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<tr>
<td>1/3-Page Vertical</td>
<td>$4,947</td>
<td>$4,820</td>
<td>$4,721</td>
<td>$4,289</td>
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</table>

## Risk Management Magazine Special Advertising Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Full Circulation</th>
<th>Conference Distribution</th>
<th>6 pages $60,000</th>
<th>Risk Management Magazine</th>
<th>6 pages $54,000</th>
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</thead>
<tbody>
<tr>
<td>Cover 1 False Cover Flap</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4-Page False Cover Wrap</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Belly Band <em>right of first refusal to back cover</em></td>
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<tr>
<td>Barrel Fold Cover</td>
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<tr>
<td>Custom content full-page advertorial</td>
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<tr>
<td>Whitepaper sponsorship &amp; advertising conference distribution</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>March Issue</td>
<td>Postcard Insert</td>
<td>Supply their own brochure</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>March polybag/brochure</td>
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<td></td>
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<tr>
<td>One-time April print advertisement</td>
<td></td>
<td>Conference Distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pull-out brochure</td>
<td>Exhibitors</td>
<td>Non-exhibitors</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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.

To learn more or reserve space, please contact:

Ted Donovan | Senior Integrated Sales Manager | 212.655.5917 | tdonovan@RIMS.org

www.RIMS.org
Connect with Thousands of Risk Professionals Year Round

Highlight your content and products on RIMS Buyers Guide

RIMS Buyers Guide 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 Buyers Guide 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

To learn more or reserve space, please contact CST@RIMS.org.
# PROFILE TOOLS AND FEATURES

<table>
<thead>
<tr>
<th>Basic</th>
<th>Enhanced</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Search Features" /></td>
<td><strong>Search Features</strong></td>
</tr>
<tr>
<td>- Company name, website preview, tagline, inclusion in “my supplier” information cart, contact information, category selections (New category: RiskTech)</td>
<td>✓</td>
</tr>
<tr>
<td>- Logo, company description, staff photos and individual contact info</td>
<td>✓</td>
</tr>
<tr>
<td>- Search results display enhanced profiles at top of results list (alpha order).</td>
<td>✓</td>
</tr>
<tr>
<td>- Additional 2 category selections</td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Product Features" /></td>
<td><strong>Product Features</strong></td>
</tr>
<tr>
<td>- Product spotlight allows product visual, description and direct page links</td>
<td>✓</td>
</tr>
<tr>
<td>- Graphic profile header</td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Content Features" /></td>
<td><strong>Content Features</strong></td>
</tr>
<tr>
<td>- Company keyword integration</td>
<td>✓</td>
</tr>
<tr>
<td>- Document marketing: white papers, case studies, brochures, etc.</td>
<td></td>
</tr>
<tr>
<td>- Document download tracker</td>
<td></td>
</tr>
<tr>
<td>- Blog or news feed integration</td>
<td></td>
</tr>
<tr>
<td>- Videos</td>
<td></td>
</tr>
<tr>
<td>- Images</td>
<td></td>
</tr>
<tr>
<td>- Promotion of publication in Round-Up email (one-time)</td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Social Features" /></td>
<td><strong>Social Features</strong></td>
</tr>
<tr>
<td>- Social media integration (Twitter, YouTube, Facebook, LinkedIn)</td>
<td></td>
</tr>
</tbody>
</table>

## PRICING

**Basic listing** | $795  
Includes company's name, logo, brief description, contact information, website and two categories to enable efficient searching.

**Enhanced listing** | $3,495  
Includes microsite capabilities and four categories.

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