

MEDIA KIT 2010

Insurance

NETWORKING NEWS

Connecting the Business & Technology Communities



Leading editorial news and analysis: Bridging the gap between business and technology.

Insurance Networking News features the following in every issue:

- ▶ **COMMENTARY:**
Industry observations and opinions from the Insurance Networking News editorial team
- ▶ **WHO'S BUYING WHAT:**
Latest insurance industry software and services deals
- ▶ **STATISTICALLY SPEAKING:**
A data roundup illuminating industry trends
- ▶ **VANTAGE POINT:**
Guest commentary from a variety of industry experts
- ▶ **INNSight:**
Exclusive commentary from industry analysts
- ▶ **INNFocus:**
In-depth coverage of issues affecting specific lines-of-business

- ▶ **Insurance Networking News tracks critical industry trends.** Insurance Networking News offers carriers the guidance they need to steadily move forward with adoption of systems and processes that have long been proven to strengthen service, reduce costs, and deliver significant returns on investment.
- ▶ **Insurance Networking News cuts through the hype to deliver salient, objective information about the industry's most critical technology solutions.** *Insurance Networking News* knows that an insurance company's IT spend is only as effective as its business strategy to deploy its resources. We provide the critical information necessary for insurance companies to create and marry their business strategy with the most appropriate, cutting edge technology.
- ▶ **Insurance Networking News bridges that gap.** It delivers proven information from IT that enables users to evaluate the potential processes that are driven from existing IT investments.

Regularly featured sections include:

- ▶ **FRONT OFFICE:**
News and analysis on customer-facing issues driving higher revenue
- ▶ **BACK OFFICE:**
Strategies and technologies boosting behind-the-scenes efficiencies
- ▶ **INDUSTRY PRIORITIES:**
Keeping up with top-of-mind boardroom issues to maximize profitability, performance and success
- ▶ **CASE STUDY:**
Real-world business-technology stories from the Insurance Networking News case study files
- ▶ **TECHNOLOGY LEADERS:**
Profiles of progressive individuals and companies among the industry vanguard
- ▶ **EMERGING TECHNOLOGY:**
Information on latest advancements in technology
- ▶ **ENTERPRISEWIDE:**
Coverage that bridges cross-functional, operational boundaries across the entire enterprise
- ▶ **ASKED & ANSWERED:**
Exclusive Insurance Networking News interviews with industry thought-leaders

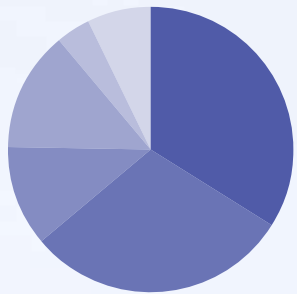


I look to *Insurance Networking News* to keep me abreast of the changes in the insurance technology market in regard to what vendors are doing and also to see what other carriers are doing.

— Director/Manager IT

Targeted circulation Reaching senior-level insurance executives

With a qualified circulation of 23,100* and a total readership of almost 58,000,** *Insurance Networking News* delivers a targeted audience of senior-level insurance executives who are responsible for making strategic business and technology decisions that directly impact the success and growth of their companies.



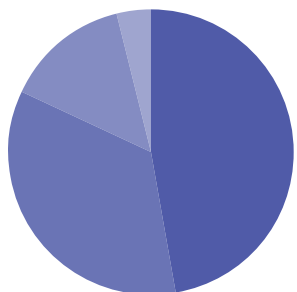
JOB TITLE BREAKDOWN*

- 33.9% President/CEO/Chairman/COO/Owner
- 30.2% EVP/SVP/VP/CMO
- 11.3% Dir/Mgr Business Line
- 13.5% Dir/Mgr IT
- 3.9% CIO/CTO
- 7.2% CFO/Controller/Treasurer

75% of our subscribers have titles of VP or above*

Readership & purchase power

Our subscribers understand technology's invaluable role in advancing their business and rely on *Insurance Networking News* for solutions to their toughest business challenges — reading both the editorial and advertising for accurate news on the practices and products that impact today's insurance industry.



BUSINESS TYPE BREAKDOWN*

- 47.3% Property Casualty Insurance Carrier/Reinsurer
- 35% Life/Health Insurance Carrier
- 14% Insurance Broker
- 3.8% Information Service Providers

FAST FACTS on our readership:**

64% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements in *Insurance Networking News*.**

46% visited advertiser's Web site

19% requested additional information from a vendor

31% discussed an ad with someone else in the company

20% referred an ad to someone else in the company by passing along a tearsheet, photocopy or actual issue

9% recommended the purchase of these products

6% bought products or services advertised

* June 2009 BPA Statement, *Insurance Networking News* (total qualified 23,100)

** Harvey Research, 2008

Find combined marketing solutions that get the most of your budget.

- Integrate print and online advertising with event opportunities to maximize reach throughout the industry.
- Boost ROI with lead generation products like web seminars, eBooks and podcasts.

Contact a sales representative to customize a package that works for you. For more information go to Solutions.sourcemediacom

Suite of Solutions:

► eBooks

eBook sponsorship programs incorporate a complete marketing package to drive your audience to a required registration page for visitors. You get these leads as part of this powerful program.

► Podcasts

Engage potential customers with a monthly series using our editorial team to record interviews and discussions with content experts and client case studies.

► Conference Sponsorships

We deliver the highest quality information, speakers, presenters, networking opportunities and venues to help our readers make sound business decisions and achieve outstanding results.

► Custom Events

Present your company's solutions on the topic of your choice in the cities you want. We provide an expert team to produce targeted custom meetings and conferences based on your needs to help build client relationships.

► Custom Publishing

Custom printed pieces have staying power. They are shared, distributed and discussed. Our experienced staff provides a range of services tailored to meet your marketing objectives.

► Custom Research

Custom research solutions allow your firm to discover ways to measure how products and services are selling. Get invaluable information on how your products or services are perceived by your customers.

► Brand Awareness Studies

Our research staff develops a custom course of inquiry that produces effective data. Brand Awareness Studies help you determine your competitive position and facilitates adjusting your marketing message to maximize interest.

► Case Studies

Reach an audience of industry decision-makers to show how your business solution is yielding tangible results through this custom email campaign.

► Classified Advertising

Classified advertising is a cost-effective way to reach a high volume of potential customers and generate significant responses from one small message. Generate leads, test elements of larger display advertisements, build prospect databases and generate direct contact.

► Marketplace Buyer's Guides

Showcase your products and services in the industry's most comprehensive buyer's guide, which offers integrated print and online listings, searchable and organized by key categories.

Suite of Solutions:

► Co-Branded Emails

Leverage the power of our brand recognition through a co-branded email. Your message is sent out under the brand name of the list you rent, highlighting your association with our publication.

► List Rentals

Market to more than 20,000 senior level insurance carrier subscribers when using our rental list. Our readers are highly targeted, top-level professionals.

► Microsites

A microsite includes content from archives, repositories and custom information. Microsites are hosted for a 1-year minimum and include a full marketing package.

► Rich Media

Interactive media includes streaming video, audio and animation. It allows site visitors access to more information and an opportunity to interact with your brand. Extensive usage reports are included.

► Sponsored Supplements

Distinguish your company as an industry thought leader through participation in a custom supplement that accompanies our publications and reaches thousands of subscribers.

► Videocasts

Our editorial team will record a compelling segment in a studio, for broadcasting on demand. It's a great branding opportunity with logo placement and a video clip preroll opening.

► Reprint Services

Custom reprints complement existing marketing programs and are a valuable communication tool. They are highquality reproductions designed to meet customized marketing needs.

► Research Library/White Papers

Our Custom Media group can write your white paper using our editorial resources. It's then posted and promoted in our online library and marketed to our readers.



► **eBooks**

An eBook is a self-contained digital edition technology that enables a fast and convenient method for distributing timely information to a targeted audience of readers making it one of the best lead generation products today. Readers experience an interactive environment with a hyperlinked table of contents, electronic pageturners, expandable charts, online real-time polling and other engaging features such as photos, maps, sounds and illustrations. Sponsor an online supplement, publish your proprietary content or let us help you develop custom content based on your needs and audience demographics.

► **Videocasts**

Based on rapidly growing technology, Videocasting is capturing a lot of attention and viewership. Use this new buzz to benefit your brand with a sponsorship opportunity to a forum or executive interview. Our Custom Solutions Team will videotape a compelling segment in a studio, for broadcasting on-demand. It's a great branding opportunity with logo placement and a videoclip pre-roll opening.

Benefits:

- Associate your brand with cutting edge and emerging communication tools
- Sponsor editorial content providing thought leadership opportunities
- Brand exposure through marketing campaign and traffic drivers
- A 'pre-roll' video commercial with your custom message

► **Web Seminars – Live, On-Demand, Editorially Driven**

Present your company as an industry thought-leader on cutting-edge technology issues in the IT industry, and instantly generate qualified sales leads. Our Custom Solutions Team specializes in live event hosting and will enable you to focus on your message while we manage every detail surrounding your event including:

- All marketing activities (advertising, event registration, event descriptions and reminders via email)
- Automatic audience polling
- Status reports on registration numbers and promotional campaigns
- Post-event survey reports with registrant names and contact information
- Archiving of the event on the *Insurance Networking News* Web site for three months

Your Web Seminar is delivered with real-time visuals, audio and interactivity in a completely secure environment.



► **White Paper Sponsorships and Case Studies**

White papers and case studies are a proven effective way to disseminate relevant information and to display our "thought-leadership" to senior insurance industry professionals. *Insurance Networking News* offers you a successful online, lead generation white paper program. We will upload your white paper or case study to our Web site, develop a custom registration form, and promote it in *Insurance Networking News* White Paper Direct eNewsletter. You can also extend your reach with a one page summary of your paper in an issue of the magazine. A weekly lead report will be sent to you with contact information on everyone registering to download your white paper or case study.

► **SEO & Contextual Advertising**

Firstlight is a custom SEO (Search Engine Optimization) and contextual advertising solution built within Insurancenetworking.com, allowing you to target your most qualified customers and prospects with your most relevant messages. Insurancenetworking.com will publish your Web pages, and other assets, within a custom/unique section on the Web site, allowing you to drive customers and prospects to your message in three powerful ways:

- **SEO** — Optimize your Web site pages and move them higher up on the ORGANIC (e.g. non-paid) search results pages on Google, MSN and Yahoo.
- **Vertical Search** — Publish your Web site pages inside a vertical search directory on InsuranceNetworking.com giving users instant access to your company and product information.
- **Editorial Adjacent Advertising** — Dynamically position your most relevant marketing message adjacent to editorial that is directly related to your brand.

2010 offers 12 monthly issues, consisting of 7 print issues, which will also be converted into digital editions and 5 Insurance Networking News Digital Advantage issues.

Insurance Networking News Digital Advantage will be delivered:

- January
- March
- July
- September
- November



► **Insurance Networking News – 2010 Digital Editions**

Digital Editions of *Insurance Networking News* are delivered along with print editions (see our Editorial Calendar)

In addition to advertisements in digital editions, there are opportunities, such as:

- **Sponsorships** — Insurance Networking News Digital Advantage sponsorships are available in a variety of formats.
 - Cover Wrap, Blow-In or BellyBand on the cover page that links to your Web site or marketing landing page.
 - Logo or image in the delivery email that allows you to have an “exclusive” role in the issue.
- **Digital Overlay** — Bind-in, Tip-ons, Cover Wraps, Bellybands in digital format
- **Multimedia:**
 - Podcasts, Video casts, Flash Files
 - Multimedia can be integrated into all ads. This is a great opportunity if you already have multimedia content on your site.
- **Ad Linking** — All advertisements are enhanced with deep links to drive readers directly to your Web site or specific marketing landing pages.

Take a look at some statistics from “Profile of the Digital Magazine Reader”

- 90%** take action regarding advertised products or services
- 89%** showed high overall satisfaction with the magazine
- 76%** visited advertiser Websites
- 61%** have read 3 or 4 of the last four issues which is similar to the rate for an average print reader.

* Top 3 reasons are the same each year, but environmental concerns have increased in importance since 2007. Texterity, March 2009
Source-Texterity

Display/Digital Advantage Advertising

Four Color	1x	3x	6x	9x	12x	18x	24x
Tabloid Spread	\$20,300	\$19,690	\$18,675	\$17,660	\$16,640	\$15,705	\$15,015
Junior Spread	17,685	17,135	16,265	15,385	14,495	13,690	13,085
Tabloid Page	10,555	10,235	9,715	9,180	8,655	8,175	7,815
Junior Page	9,240	8,960	8,500	8,040	7,575	7,150	6,840
1/2 Page	6,835	6,630	6,285	5,945	5,605	5,290	5,050
1/3 Page	6,150	5,965	5,655	5,350	5,040	4,760	4,555
1/4 Page	5,450	5,285	5,015	4,745	4,470	4,220	4,030

Black & White	1x	3x	6x	9x	12x	18x	24x
Tabloid Spread	\$16,365	\$15,875	\$15,060	\$13,685	\$13,410	\$12,670	\$12,115
Junior Spread	13,750	13,335	12,645	11,965	11,275	10,645	10,175
Tabloid Page	8,185	7,940	7,535	7,125	6,715	6,335	6,060
Junior Page	6,890	6,685	6,340	5,995	5,650	5,435	5,100
1/2 Page	4,475	4,340	4,115	3,895	3,670	3,460	3,315
1/3 Page	3,795	3,680	4,110	3,300	3,110	2,935	2,815
1/4 Page	3,095	3,000	2,845	2,695	2,538	2,395	2,290

Special Postitions

10% Premium positioning fee (20% for covers)

Above rates are gross and 15% commissionable to advertising agencies

Special Reports: \$9,060 Gross (\$7,700 Net)

Each issue features an in-depth look into a particular topic.

Sponsorship benefits include:

- ▶ full-page spread including one advertising page and one for company logo, contact information, mission statement and product/service listing. Or use the spread for your own case study.
- ▶ Inclusion in the 'Industry Speaks' article that features Q&A interviews with executives from the participating companies.

Nonbleed	Width x Height in Inches
Tabloid Spread	20 1/4 x 11 5/8
Tabloid Page	10 x 11 5/8
Junior Spread	14 7/8 x 10
Junior Page	7 x 10
1/2 Page Vertical	4 3/8 x 10
1/2 Page Horizontal	9 x 6
1/3 Page Square	6 5/8 x 6 5/8
1/4 Page Square	4 3/8 x 4 3/8

Bleed	Width x Height in Inches
Trim size	10 1/2 x 12 1/2
Tabloid Spread	21 1/4 x 12 3/4
Tabloid Page	10 3/4 x 12 3/4
Junior Page	7 1/2 x 11 1/8

PDF Specifications:

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF's created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

Creating PDF's from InDesign

From the File -> Adobe PDF Presets menu, choose PDF/X-1a:2001.
Then choose Export from the File menu.

Creating PDF's from Quark

First you will need to create a Postscript file from Quark and then create the PDF with Acrobat Distiller using the PDF/X-1a:2001 .settings.

Postscript and PDF Checklist

Prior to making the Postscript file, please check your file to make sure that it meets the following SourceMedia's specifications:

Check Page Size

- Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17" H.
- All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. Please keep all images and copy within the live area, at least 1/4" away from trim. The trim sizes for our publications are detailed in our rate card.

Check Colors used

- Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)

Check Fonts

- Ensure that all fonts used are PostScript type 1 or Open Type fonts.
We do not accept TrueType or MultipleMaster fonts.

Check Images

1. All images must be CMYK or Grayscale TIFF or EPS, with a minimum resolution of 200 DPI for newsprint ads and 300 DPI for magazine ads.
2. Do not nest EPS file into another EPS file.
3. Do not embed ICC profile with images.
4. Total ink density should not exceed 280% for magazine ads, or 240% for newsprint.

Proofs

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

Files can be sent on:

1. CD/DVD ROM
2. FTP

FTP Information: (with proofs sent to the indicated address)

Set your FTP Client software to the following configuration:

FTP Site Address: ftpfiles.sourcemedia.com

User Name: AdDrop

Password: rainbow

Upload files to: /dropbox/AdMaterials

When files are uploaded, please notify Production Department.

Send files with proofs to:

SourceMedia/Insurance Networking News

One State Street Plaza, 27th Floor

New York, NY 10004

Attn: Insurance Networking News Trafficking

HOME PAGE



CHANNEL PAGE



2010 INVENTORY:

- LEADERBOARD
- MEDIUM RECTANGLE
- BUTTON
- VERTICAL BANNER

Online Rates

Rates are per month
Positions are run-of-site (home page, article pages, department pages)

	Dimensions	Max. File Size	Exclusive	Rotating
Leaderboard Position 1 and 2	728 x 90	30k	\$3,300	\$1,700
Medium Rectangle Position 1	300 x 250	30k	\$3,000	\$1,600
Medium Rectangle Position 2	300 x 250	30k	\$2,850	\$1,550
Top Button	120 x 90	30k	\$1,600	\$900
Vertical Banner	120 x 240	30k	\$2,350	\$1,250

Frequency Discounts

3 Months: less 5% 6 Months: less 10% 12 Months: less 15%

eNewsletters

- INN Virtual Water Cooler – Published Mondays
- INN Update – Published Tuesdays, Wednesdays, Thursdays
- INN Insurance Experts' Forum – Published Fridays

Position 1	\$1,000
Position 2	\$900
Position 3	\$650
Position 4	\$500

Frequency Discounts

10–20 Ads: 5% discount 21–40 Ads: 10% discount 41–60 Ads: 15% discount

Marketplace Message Center

The online alternative to the traditional classified advertising, the Message Center positions your message where it can be seen and acted upon. \$500 (per month)



Channel Page Sponsorship

Sponsor any of our targeted channels where you are the exclusive advertiser within that channel. \$2,000 (per month)



White Paper Pricing

- 3 Months—Basic \$5,000 Net
- 3 Months—Enhanced \$7,500 Net
- 12 Months—Basic \$10,000 Net
- 12 Months—Enhanced \$17,500 Net

SourceMedia uses DART for Publishers to serve ads to its websites. DART for Advertisers clients are encouraged to send Internal Redirects to expedite the ad traffic process.

Accepted Banner Formats:

* Static GIF * Animated GIF * JPEG * Flash (see instructions below)

***SourceMedia also accepts redirects from a variety of DART approved third-party Rich Media Agencies such as Atlas, Mediaplex, Point Roll, EyeBlaster, etc.**

* All files must be 30K or less. * Max frame rate for flash : 18fps

* Max looping: indefinite * Audio must be user initiated

* Max animation: :15

* Please note for e-Newsletters we cannot serve any rich media redirect tags or Flash files

**Also note while we accept animated .gif files for newsletters users of Outlook '07 will not be able to view them correctly. We recommend using static images for newsletters.

Adobe Flash: (We support up to Flash version 10)

Please include the following:

- Compressed Flash file (*.swf)
- A backup GIF or JPEG image file

Compiling your *.fla file into a *.swf file.

1. Create the Flash ad in the form of a button

In the button object Action (TOP LAYER):

- Use clickTag command as part of the getURL and check the URL Expression box.

The clickTag variable means that you do not need to hard code a click through URL or click command into the .swf file. The clickTag variable is given a value in the Rich Media code in DART, which is passed into the clickTag variable in the .swf file once the ad is clicked on.

- Set the target Window as _blank. Do not check the Window Expression box.
- Set the Variables as "Don't Send."

2. Use a single click-through URL for your campaign.

Button Object Action getURL example:

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

3. All files should begin with the same file name and may not exceed 12 characters excluding the extension name. For example, abc468x60.fla, abc.468x60.swf and abc468x60.gif

4. In order to preview the background color of your .swf file in DART for Publishers, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so no matter what the background color is set to the user will always see the background color.

Note: When submitting a Macromedia Flash banner(s) you must supply a compiled .swf file and a standard GIF or JPEG image file used as back-up for non-Rich Media enabled browsers. Please Include the URL for each ad campaign.

Submission Information

One-pixel border: SourceMedia highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able distinguish it from white background areas of the site.

Referring URL/link and Tracking: SourceMedia will not schedule any campaigns with inactive referring URL/link (destination page/site).

Email or FTP Information: Send materials and files using the following FTP. Please use the name of the folder or the subject line of the email to specify the name of the product where your ad will run. Email to your online ad traffic coordinator firstname.last@sourcemedia.com.

FTP Site Address: <ftpfiles.sourcemedia.com>

Username: aduser

Password: fulcrum29

MONTH	AD CLOSE	AD MATERIALS DUE	ISSUE FEATURES	BONUS DISTRIBUTION	SUPPLEMENT	EVENT
DIGITAL ADVANTAGE JANUARY	11/29	12/2	<ul style="list-style-type: none"> • Underwriting • Privacy/Security • Document/Content Management 			
PRINT JANUARY/FEBRUARY	12/22	12/28	<ul style="list-style-type: none"> • Policy Administration • Agency Management • Business Development 			
DIGITAL ADVANTAGE MARCH	1/26	1/29	<ul style="list-style-type: none"> • IT Governance • Data Integration Issues • IT Workforce Issues/Outsourcing 			
PRINT MARCH/APRIL	2/24	3/1	<ul style="list-style-type: none"> • Claims • Distribution/Channel Management • Virtualized, Service-based Computing (Software-as-a-Service/Cloud/ASP) 	RIMS	• Business Intelligence	
PRINT MAY	4/23	4/28	<ul style="list-style-type: none"> • Standards • Regulatory Compliance • Storage/Data Warehousing 	ACORD LOMA Insurance Systems Forum	• VIP Awards	
PRINT JUNE	5/12	5/17	<ul style="list-style-type: none"> • Billing & Payment Systems • IT Asset Management • Financial/Portfolio Management 	IASA		
DIGITAL ADVANTAGE JULY	6/3	6/8	<ul style="list-style-type: none"> • Master Data Management/Quality • E-signatures • Product Lifecycle Management 			
PRINT JULY/AUGUST	6/24	6/29	<ul style="list-style-type: none"> • IT Budgets—Getting What you Need • Underwriting/Rating Technologies • Straight-Through Processing 		• Policy Administration • Annual Buyers Guide	
DIGITAL ADVANTAGE SEPTEMBER	7/26	7/29	<ul style="list-style-type: none"> • Claims • Legacy Systems • Marketing & Sales Tools 			
PRINT SEPTEMBER/OCTOBER	8/9	8/12	<ul style="list-style-type: none"> • Top 10 Women in Insurance Leadership • Claims Fraud Technologies • Customer Service 	WIL, CPCU Society Annual Meeting, ACLI		• Women In Insurance Leadership Forum
DIGITAL ADVANTAGE NOVEMBER	9/27	9/30	<ul style="list-style-type: none"> • Policy Administration • Risk Management • CAT Modeling 			
PRINT NOVEMBER/DECEMBER	10/8	10/14	<ul style="list-style-type: none"> • Mobile Computing • Predictive Analytics/Business Intelligence • Top 5 Trends for 2011 	ISOTech	• INNOvators • Claims	

IN EVERY ISSUE: ■ STATISTICALLY SPEAKING ■ VANTAGE POINT ■ INNSIGHT ■ COMMENTARY ■ WHO'S BUYING WHAT ■ INNFOCUS

REGULARLY FEATURED SECTIONS: ■ FRONT OFFICE ■ BACK OFFICE ■ INDUSTRY PRIORITIES ■ CASE STUDY ■ TECHNOLOGY LEADERS ■ EMERGING TECHNOLOGY ■ ENTERPRISEWIDE ■ ASKED & ANSWERED

Original content and up-to-date industry news can be found in our frequently distributed eNewsletters:

■ INN VIRTUAL WATERCOOLER ■ INN UPDATE ■ WHITE PAPER DIRECT -WEBCAST DIRECT ■ INSURANCE EXPERTS' FORUM

For information on advertising opportunities or to receive a copy of the most current editorial calendar, contact:

Holli Gronset, Associate Publisher, 847-428-0627, holli.gronset@sourcemedia.com