



The  
**Self-Insurer**

**MEDIAKIT**

**ADVERTISING** - Print & Design

**Guidelines & Ad Specs  
Rates & Planning Calendar**

main 888-394-5688 fax 864-962-2483

[www.sipconline.net](http://www.sipconline.net)

## Articles

If you are interested in writing an article for placement in The Self-Insurer, please adhere to the following guidelines:

- ❑ Articles must be 1,500 - 2,000 words in length
- ❑ Articles should not make mention of specific companies and products in any way which could be construed as "promotional."
- ❑ Article should be submitted via email in a generic word format (MS Word preferred).
- ❑ A short biography of the author and a black & white photo should accompany each article.

Questions? Email [articles@sipconline.net](mailto:articles@sipconline.net)

## Circulation

The Digital Self-Insurer is delivered to 15,000 readers. Its reach encompasses top-level executives from all aspects of the alternative risk-financing marketplace. It is the best way to get your message to all SIIA members.

\*Factor in The Self-Insurer's sizable pass-along readership, quadrupling the number of people who see your ad. In addition, the publication is made available to all attendees at every conference and seminar held throughout the year.

## Limited Space

To insure a quality publication for SIIA members, advertising space is strictly limited to no more than 50% of total pages of content. All orders will be processed on a first come basis. Annual space holders will receive priority over single insertion buyers.

## Frequency Commission and Discounts

The Self-Insurer is published 12 times per year. No commissions or discounts are payable.

## Payment

Prepayment of all one-time insertion orders is required with submission of materials. For multiple insertion orders, subsequent issues will be billed one month in advance of publication's closing date, with payment required on or before publication's closing date. If payment is not received in accordance with invoice instructions, advertisement will not be run. Self-Insurers' Publishing Corp. assumes no responsibility or liability for advertisements not included as a result of advertiser and/or advertising agency's failure to remit payment as required.

## Make-Good Policy

Agency/Advertiser must contact Publisher with in 15 days after publication regarding error in advertisement. At the discretion of the Publisher, a make-good policy ad will be inserted at no charge in the next available issue. Make-good is to be a re-run of the corrected ad that ran in error. Payment is required in full on the original ad/invoice.

## Publisher's Protective Clause

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, labels, trademarks, or other copyright matter) of advertisement printed, and also assume responsibility for any claims arising there from made against publisher. The publisher reserves the right to reject advertising which does not conform to publication standards.

## Cancellation Policy

ALL CANCELLATIONS MUST BE IN WRITING AND RECEIVED IN OUR OFFICE PRIOR TO PUBLISHED CLOSE DATE. Ninety, (90), day cancellation notice is required for preferred positions. Publisher reserves the right to repeat previous ad at the contracted rate unless advertiser sends replacement material and no cancellation order has been received. All contracts are billed with the first issue. If ad is canceled after first issue, payment is still required in full.



**2011/2012 Advertising Rate Card** (Effective 10/1/11)

MEMBER		NON-MEMBER	
Spread (Center Placement)	\$5,000	Spread (Center Placement)	\$6,000
Spread (No Guaranteed Placement)	\$3,200	Spread (No Guaranteed Placement)	\$4,000
Full Page 4 Color	\$1,195	Full Page 4 Color	\$1,595
2/3 Page Black & White/Color	\$895	2/3 Page Black & White/Color	\$1,295
1/2 Page Black & White/Color	\$695	1/2 Page Black & White/Color	\$1,095
1/3 Page Black & White/Color	\$595	1/3 Page Black & White/Color	\$995
1/4 Page Black & White/Color	\$425	1/4 Page Black & White/Color	\$825
1/6 Page Black & White/Color	\$325	1/6 Page Black & White/Color	\$725
Inside Front/Back Cover	\$1,495	Inside Front/Back Cover	\$2,195
Outside Back Cover	\$1,750	Outside Back Cover	\$2,450

**Digital File Specifications:**

Acceptable formats include: Adobe Photoshop, Adobe Illustrator or QuarkXpress. Acrobat PDF files are acceptable only as high-resolution files. Please include all fonts and high-resolution images (300 dpi). A proof is required with each electronic file.

Questions? Call 888-394-5688

**2011/2012 Deadlines for Advertising and Advertorial Materials**  
(Including Digital Submissions)

Insertion Month	Submission Deadline
November 2011	October 3, 2011
December 2011	November 2, 2011
January 2012	December 2, 2011
February 2012	January 4, 2012
March 2012	February 2, 2012
April 2012	March 2, 2012
May 2012	April 2, 2012
June 2012	May 2, 2012
July 2012	June 2, 2012
August 2012	July 1, 2012
September 2012	August 3, 2012
October 2012	September 1, 2012



## The World's Leading Alternative Risk Transfer Journal

Ready to make your mark in the digital world?

Review the options below, make your selections, complete your reservation form and fax to 864-962-2483.

### Digital Advertising Reservation Form

#### Unique Digital Add-ons:

- Video \$595
- Flash \$595
- Audio \$595

#### Digital Media Package

- All Three \$750

### Print Advertising Reservation Form

**YES**, we would like to advertise in the Self-Insurer

Select the issue(s) in which you wish to have your Advertisement or Advertorial appear:

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June   | <input type="checkbox"/> October   |
| <input type="checkbox"/> March    | <input type="checkbox"/> July   | <input type="checkbox"/> November  |
| <input type="checkbox"/> April    | <input type="checkbox"/> August | <input type="checkbox"/> December  |

Note: Refer to Rate Card for Artwork Deadlines

#### Ad Size

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> Outside Back Cover               | <input type="checkbox"/> 2/3 Page |
| <input type="checkbox"/> Inside Back Cover                | <input type="checkbox"/> 1/2 Page |
| <input type="checkbox"/> Inside Front Cover               | <input type="checkbox"/> 1/3 Page |
| <input type="checkbox"/> Full Page                        | <input type="checkbox"/> 1/4 Page |
| <input type="checkbox"/> Spread (Center Placement)        | <input type="checkbox"/> 1/6 Page |
| <input type="checkbox"/> Spread (No Guaranteed Placement) |                                   |

#### Reservation Details:

Advertiser Name: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

#### Terms & Conditions

In signing this contract, the authorized representative agrees to remit payment in advance or within 15 days of invoice date for all placements and/or multiple insertions. Any late payments shall be subject to a late fee of 1.5% of the outstanding balance due. It is further agreed that in the event it becomes necessary for publisher to institute any collection process, advertiser or its designated agency shall, in addition to amounts owed publisher; pay all costs including attorney fees associated with any collection process for space. In addition, once this contract is executed and accepted by the publisher; it may only be canceled by the advertiser or its authorized representative with advance written notice signed and received by the publisher no later than the space reservation date of canceled issue as specified on rate card, a copy of which is acknowledged to have been received by advertiser or its representative in case of cancellation of inside front, inside back or outside back cover; a minimum of ninety days notice must be provided. If said cancellation is not received as specified herein, advertiser and/or its advertising representative shall be liable for all charges/fees for canceled space reservations and shall promptly remit to publisher amounts due, collection charges and late payment penalties as noted above. These conditions shall also apply to any cancellations not received by space reservation deadline.

#### Credit Card Payment Details:

Visa      Card No: \_\_\_\_\_

AMEX      Expiration Date: \_\_\_\_\_

MasterCard      Validation Code: \_\_\_\_\_

Discover

#### Billing Address Details:

Same as above.

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

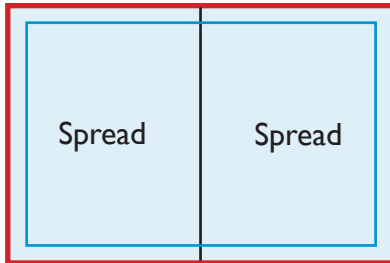
**For questions or advertising specifications, please contact us at 888-394-5688, or email us at ads@sipconline.net**

Return completed Advertising Contract with payment to:  
Self Insurers' Publishing Corp., 4310 Thermal Drive, Midland, NC 28107

# AD SPECS

Self-Insurers' Publishing Corp.

**SPREAD**  
**Live Area:** 19.25" x 7"  
**Trim Area:** 17" x 11"  
**Bleed Area:** 17.25" x 8.75"

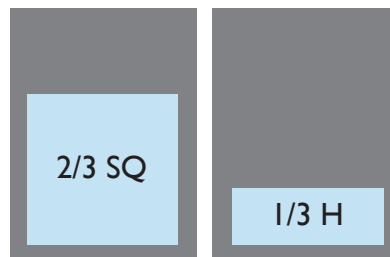


**FULL PAGE**  
**Live Area:** 7" x 9.625"  
**Trim Area:** 8.5" x 11"  
**Bleed Area:** 8.75" x 11.5"



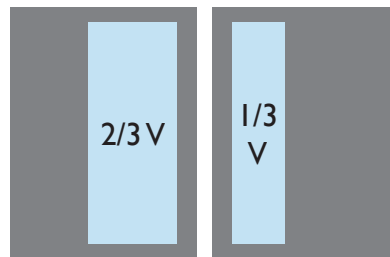
**FULL PAGE  
 NO BLEED**  
 7" x 9.625"

**2/3 SQ**  
**Size:** 7" x 7"



**1/3 H**  
**Size:** 7" x 3.0425"

**2/3 V**  
**Size:** 4.58" x 9.625"



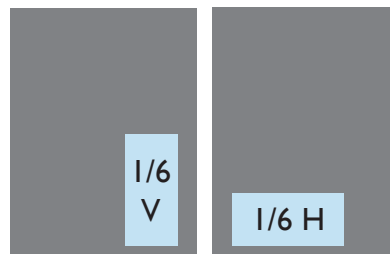
**1/3 V**  
**Size:** 2.1667" x 9.625"

**1/2 H**  
**Size:** 4.8125" x 7"



**1/3 SQ**  
**Size:** 4.58" x 4.58"

**1/6 V**  
**Size:** 2.1667" x 4.8125"



**1/6 H**  
**Size:** 2.3825" x 4.58"

All dimensions are in inches width by height.

## requirements

SIPC prefers all ad submissions to be submitted as a high resolution **PDF file at 300 DPI and in CMYK format.**

Images should be 300 DPI and formatted as CMYK. Line art should be 1,200-2,540 DPI.

Fonts should be converted to outlines and all images converted to CMYK with resolutions of 300 DPI. Images must be embedded.

Spot colors and RGB files are **NOT** accepted.

### Ad Files **NOT** Accepted:

Pagemaker, Corel Draw, Freehand, Word Perfect, MS Word, Publisher, PowerPoint

## file submission

Files may be submitted through the following methods:

[ads@sipconline.net](mailto:ads@sipconline.net)

CD or DVD

Updated 2/2011



## DIGITAL PUBLISHING - iPubViewer

Interactive or Streaming Media:

Integration of Animated Ad/Banner – supplied and built to spec by advertiser or client

Integration of Audio Stream – supplied and built to spec by advertiser or client

Integration of Video Stream – supplied and built to spec by advertiser or client

## ACCEPTED FILE FORMATS AND MEDIA SPECIFICATIONS

### Video/Audio

Video must be uploaded as a FLV video format. Audio must be uploaded as a MP3 audio format.

### Flash Animations

- Please supply animation as Flash 6 files. You must supply both .swf and .fla files.
- Make sure there is no white space around the edge of the flash animation. Use a transparent background to define the correct area of the animation.
- Set the flash file to a frame rate of 30 fps.
- For animations that shouldn't loop, please "action script" it as such.
- Any action script used in the animations cannot use the root reference. It must instead use parent references.
- If you wish links to be tracked via BlueToad's statistics package, there should be no links in the animations we are given. We will create the links so they can be tracked.
- Any user-interactive elements (e.g., buttons) must use the following two functions to disable and then re-enable the container SWF's control over interactions:

1) `_root.overButton();` //to deactivate the container SWF's control over viewer events;

2) `_root.outButton();` //to reactivate the container SWF's control over viewer events.

example:

```
btn_mc.onRollOver = function(){
    _root.overButton();
    ...
}
btn_mc.onRollOut = function(){
    _root.outButton();
    ...
}
stop();
```

- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- Images should be set to lossless compression instead of photo compression.