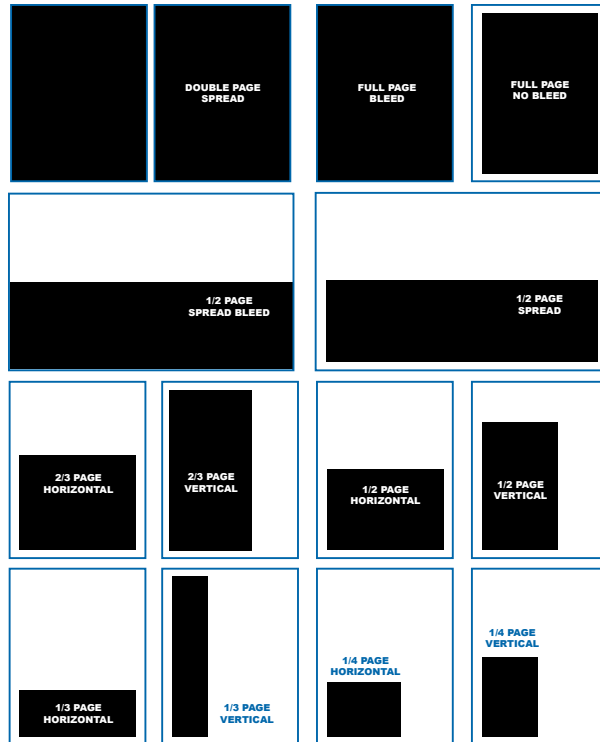


## 2010 DEADLINES

	Spring 2010	Summer 2010	Fall 2010	Winter 2010
<b>Ad Space Reservation Deadline</b>	12/29/09	3/29/10	6/28/10	9/27/10
<b>Ad Copy Deadline</b>	1/11/10	4/5/10	7/5/10	10/4/10



### Advertising Specifications

Halftone Screen —	133-150 lines		
DPS Bleed —	17.0" w	x	11.125" h
DPS Trim —	16.75" w	x	10.875" h
Full Page Bleed —	8.625" w	x	11.125" h
Full Page Trim —	8.375" w	x	10.875" h
Full Page No Bleed — [Live Area]	7.0" w	x	9.5" h
2/3 Horizontal —	7.0" w	x	6.33" h
2/3 Vertical —	4.583" w	x	9.5" h
1/2 Horizontal —	7.0" w	x	4.583" h
1/2 Vertical —	4.583" w	x	7.0" h
1/3 Horizontal —	7.0" w	x	3.0" h
1/3 Vertical —	2.166" w	x	9.5" h
1/4 Horizontal —	4.583" w	x	3.333" h
1/4 Vertical —	3.333" w	x	4.583" h

The placement of advertising in *Claims Advisor* magazine at the request of an advertiser or advertising agency, if any, constitutes an agreement between *Claims Advisor* magazine and the advertisers/advertising agency. Rates are subject to change and the current rate card is published on the *Claims Advisor* Web site. Advertisers/advertising agencies agree to be bound by the published *Claims Advisor* magazine advertising rate card and schedule in effect at the time the advertisement is placed.

All costs, including but not limited to reasonable attorneys' fees and collection agency fees arising out of a breach of this agreement by the advertiser/advertising agency for nonpayment of fees due or any other reason shall be the responsibility of the advertiser/advertising agency. *Claims Advisor* magazine, advertiser, and advertising agency agree that this contract shall be subject to the laws and jurisdiction of the state of Florida.

Publisher reserves the right to refuse any advertising and shall be under no liability for failure, for any cause, to insert an advertisement.

*Claims Advisor* assumes all advertisements that it has accepted have been properly authorized by the advertiser and/or agency for publication of the advertisement's entire contents and subject matter thereof. In consideration of the publishers' acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and hold the publisher harmless from and against all claims, liabilities, lawsuits, actions, losses, damages, or expenses of any nature (including reasonable attorneys' fees and the costs of defense) arising out of any acts or omissions in connection with the advertisement(s) published, including without limitation, actions, claims or lawsuits for libel, violation of rights of privacy, plagiarism and copyright infringement.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies or business publications contract and copy regulations as published by SRDS will be binding to the publisher.

# claims ADVISOR

## INFORMATION FOR TODAY'S CLAIMS PROFESSIONALS



# claims ADVISOR

186 Industrial Center Drive, Lake Helen, 32744  
[office] 866.276.7970 / [fax] 866.276.7972

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

**2010 rate card**  
[www.claimsadvisor.com](http://www.claimsadvisor.com)

# 2010 RATE CARD

EFFECTIVE JANUARY 1, 2010

## Print Color Advertising Rates

Full Page	—	\$ 4,645	<sup>1x</sup>	\$ 4,390	<sup>2x</sup>	\$ 4,125	<sup>4x</sup>	\$ 3,915	<sup>8x</sup>
2/3 Page	—	\$ 3,850	<sup>1x</sup>	\$ 3,660	<sup>2x</sup>	\$ 3,460	<sup>4x</sup>	\$ 3,305	<sup>8x</sup>
1/2 Page	—	\$ 3,370	<sup>1x</sup>	\$ 3,225	<sup>2x</sup>	\$ 3,060	<sup>4x</sup>	\$ 2,935	<sup>8x</sup>
1/3 Page	—	\$ 2,890	<sup>1x</sup>	\$ 2,780	<sup>2x</sup>	\$ 2,660	<sup>4x</sup>	\$ 2,570	<sup>8x</sup>
1/4 Page	—	\$ 2,570	<sup>1x</sup>	\$ 2,490	<sup>2x</sup>	\$ 2,390	<sup>4x</sup>	\$ 2,315	<sup>8x</sup>

## Covers & Premium Positions (full color included)

Inside Front Cover	—	\$ 5,342	<sup>1x</sup>	\$ 5,049	<sup>2x</sup>	\$ 4,744	<sup>4x</sup>	\$ 4,502	<sup>8x</sup>
Inside Back Cover	—	\$ 5,110	<sup>1x</sup>	\$ 4,829	<sup>2x</sup>	\$ 4,538	<sup>4x</sup>	\$ 4,307	<sup>8x</sup>
Outside Back Cover	—	\$ 5,574	<sup>1x</sup>	\$ 5,268	<sup>2x</sup>	\$ 4,950	<sup>4x</sup>	\$ 4,698	<sup>8x</sup>

### Color Rates

Four Color	\$ 1,450
Process Color	\$ 500
Match Color	\$ 750
Metallic Inks per Color	\$ 750

## Black & White Advertising Rates

Full Page	—	\$ 3,195	<sup>1x</sup>	\$ 2,940	<sup>2x</sup>	\$ 2,675	<sup>4x</sup>	\$ 2,465	<sup>8x</sup>
2/3 Page	—	\$ 2,400	<sup>1x</sup>	\$ 2,210	<sup>2x</sup>	\$ 2,010	<sup>4x</sup>	\$ 1,855	<sup>8x</sup>
1/2 Page	—	\$ 1,920	<sup>1x</sup>	\$ 1,775	<sup>2x</sup>	\$ 1,610	<sup>4x</sup>	\$ 1,485	<sup>8x</sup>
1/3 Page	—	\$ 1,440	<sup>1x</sup>	\$ 1,330	<sup>2x</sup>	\$ 1,210	<sup>4x</sup>	\$ 1,120	<sup>8x</sup>
1/4 Page	—	\$ 1,120	<sup>1x</sup>	\$ 1,040	<sup>2x</sup>	\$ 940	<sup>4x</sup>	\$ 865	<sup>8x</sup>

## Web Advertising Rates

Leaderboard [728w x 90h]	—	\$ 1,250/mo.
Wide Skyscraper [160w x 600h]	—	\$ 1,000/mo.
Mini Banner [160w x 90h]	—	\$ 550/mo.

## Claims Advisor Live Advertising Rates

First Position Leaderboard [468w x 90h]	—	\$ 1,025/mo.
Second Position Leaderboard [330w x 70h]	—	\$ 595/mo.
Wide Skyscraper [160w x 600h]	—	\$ 1,025/mo.

### COVER RATES (FOUR COLOR ONLY)

Inside Front Cover	.....	+ 15%
Inside Back Cover	.....	+ 10%
Back Cover	.....	+ 20%

\*orders for covers are not cancelable.

### SPECIAL POSITIONS

Guaranteed positions	.....	+ 15%
Up front positions, four color only	.....	+ 15%
Center Spread, four color only*	.....	+ 20%

\*position not cancelable.

### INSERT

Furnished by advertiser. If *Claims Advisor* prints, cost of printing will be in addition to the insertion rate.

Full page only	.....	\$ 3,750
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**Polybags, Belly Bands, Business Reply Cards, Onserts, Cover Wraps, and Other Special Features**—Ask your representative for prices and details.

### COMMISSIONS

15% of published rate to recognized agencies if paid within 30 days of invoice. No cash discount. Binding and other handling charges for inserts are not commissionable.

### DATES

Verbal orders are not cancelable after space reservation deadline or an extension. *Claims Advisor* is published four times per year, or once every three months.

### SPECIFICATIONS

Trim size	.....	8.375" x 10.875"
Recommended line screen	.....	133-150
Printing	.....	offset
Binding	.....	saddle stitch

### BLEED PAGE

Plate size	.....	8.625" x 11.125"
Trim size	.....	8.375" x 10.875"

### SPREAD SIZE

DPS Full two-page bleed	.....	17" x 11.125"
DPS Full two-page trim	.....	16.75" x 10.875"

### FORMAT REQUIREMENTS

High resolution (print quality) PDF is the preferred format. Fonts must be embedded and images converted to CMYK. PDF, EPS or TIF format, PC compatible must have at least 300dpi resolution. Additional costs may be incurred with other formats or with improperly prepared files. Additional spot color plates in 4-color ads will be billed accordingly or converted to CMYK process. Turn off any security for the PDF.

### DESIGN AND PRODUCTION

Need help creating your print or online ad? *Claims Advisor's* professional production team is available to meet your needs, including copy writing, layout and design. Fees are based on the scope of the project with a minimum charge of \$50. E-mail [advertise@claimsadvisor.com](mailto:advertise@claimsadvisor.com) for more information.

### PAYMENT

Payment is due upon receipt of invoice. A copy of the ad will be sent after the issue is printed unless otherwise requested. Cancellations must be made before space reservation deadline of the corresponding issue, unless special position. Failure to fulfill the scheduled frequency will result in a "short rate" based on the actual number of ads run. Short rate charges for decreased frequency or cancellation are made at earliest possible billing.

**CANCELLATIONS AND AUTOMATIC REPEATS:** We will not accept cancellations after the space reservation deadline. Without materials or instructions, we reserve the right to repeat the advertiser's most recent advertisement of the same size.

### SHIPPING INSTRUCTIONS

To send insertion orders, advertising copy or for FTP upload instructions, e-mail [advertise@claimsadvisor.com](mailto:advertise@claimsadvisor.com). To mail information, send to:

Claims Advisor  
Attn: Advertising Department  
186 Industrial Center Drive, Lake Helen, FL 32744

**To place advertising or  
for more information, contact:**

**BEVLEE J. LIPS**  
Publisher

[office] 866.276.7970 x1357

[fax] 866.276.7972

[advertise@claimsadvisor.com](mailto:advertise@claimsadvisor.com)