

Forensic Insider eNewsletter

Your Source for Claims Investigation Information

Forensic Insider covers the critical investigative role forensics plays in claims of all sizes. Each issue will provide news and insights into forensic best practices helping insurance professionals stay abreast of the latest trends. As part of *Claims* magazine and the award-winning PropertyCasualty360.com, Forensic Insider provides the industry with focused coverage of this important science.

FREQUENCY: Bi-weekly

DISTRIBUTION: 5,000

SPONSORSHIP PACKAGES (LIMITED TO 4 SPONSORS):

Elite Sponsorship –

- Leaderboard or Medium Rectangle for 6 months (total of 6 ads)
- Full page ad in July *Claims* (forensic issue)
- Showcase article in July *Claims* (forensic showcase section)
- 5,000 impressions/month on the Forensic/Investigative Topic Pages (includes leaderboard and medium rectangle ads)

RATE: \$9,000

Premier Sponsorship –

- Leaderboard or Medium Rectangle for 6 months (total of 6 ads)
- Half page ad in July *Claims* (forensic issue)
- Showcase article in July *Claims* (forensic showcase section)

RATE: \$7,000

Standalone eNewsletter Rates

Frequency	Rate/Ad	Total
1x	\$1,000	\$1,000
6x	\$950	\$5,700
12x	\$900	\$10,800
18x	\$850	\$15,300
26x	\$800	\$20,800

(Note: Standalone rates are for the following ad sizes - Leaderboard, Medium Rectangle or Text Ad with Logo)

The screenshot shows the layout of the Forensic Insider eNewsletter. At the top, it displays the dimensions '728x90' and the title 'Forensic Insider' with the tagline 'Your Source for Claims Investigation Information'. The PropertyCasualty360 logo is in the top right. Below the header, there are several content sections: 'Web Exclusive' featuring an article 'Contents Claim Solved: The Ming Vase' by Tom Kirkpatrick; 'Top News' with 'Tropical Storm Risk: 7 to 8 Atlantic Hurricanes for 2011' by Staff Writer and 'Wash. Law Linked to Surge in Homeowners' Claims' by Christina Bramlet; a 'Featured Fraud' article about a former legislator; and a 'Claims IQ' section. A sidebar on the right contains 'Claims IQ', 'Industry Events Calendar', 'Claim-Handling Guidelines', 'Web Seminars', and 'Connect with Us' with social media icons. At the bottom, there are 'Subscribe' and 'Contact the Editor' buttons, and a footer with 'Advertise | Subscribe: eNewsletters | Magazines' and '©2011 PropertyCasualty360.com All rights reserved. Privacy Policy'.

HURRY – SPACE IS LIMITED! CONTACT YOUR ACCOUNT MANAGER TODAY.

Andy Rowe | Publisher | 603.544.8240 | arowe@sbmedia.com

Jeremy Campbell | Regional Sales Manager | 859.692.2209 | jcampbell@sbmedia.com