

PRIMA RiskWatch

REACH

1,600

RISK MANAGERS

EVERY WEEK

MEDIA KIT



A



Share PRIMA's Student Scholarship information with students or colleagues at local colleges and universities!

PRIMA created the Student Scholarship Program to increase the visibility of risk management in public administration programs at colleges and universities across the nation. This program provides students with a distinctive opportunity to meet, talk with, and learn from directly expert practitioners in the public risk management field.



Actuarial & Consultants
Expert Solutions to Risk and Insurance Problems
Diverse Insurance Expertise, Collaborating to Meet all of Your Risk Management Needs
Proactive Business Solutions
Committed to Our Client's Success
Service Driven, Responsive

C



Pennsylvania House panel approves anti-shackling bill

A legislative panel in Pennsylvania took the first step toward ending what critics call a medieval procedure of shackling inmates as they give birth. The Senate Judiciary Committee, in a unanimous vote, endorsed the Healthy Birth for Incarcerated Women Act, which would make Pennsylvania the seventh state to outlaw the practice.

World Cup 2010: Four countries go private to protect teams in South Africa

Despite assurances by World Cup 2010 organizers over the safety of players and officials, several countries are already making their own arrangements. Australia, Germany, Italy and New Zealand are planning either to engage a local security firm or to take their own protection to South Africa. Greece admits that it is considering it as "an option."

E



Munich Reinsurance America Inc.

Munich Reinsurance America's Specialty Markets division recognizes that green building certification is important to public entities and nonprofits, and has developed a Green Property Endorsement that allows for green materials and additional costs associated with LEED certification in the event of a property loss.



Proceed with Safety
The nation's leader in Excess Work Comp for public Entities.

D



PRODUCT SHOWCASE

Product Showcase: Company Nurse

Right Time...Through first day response, we leverage the critical point at which to influence costs, outcomes, and employee satisfaction.

Right Care...Listening to the nature of each injury, our nurses refer employees to the appropriate, cost effective level of care.

Right Results...Our customers have experienced over 100% ROI within the first year.

C1



Safety concerns now cast doubt on Nairobi Internet conference

Unease following the arrest of radical Islamic preacher Abdullah al-Faisal threatens to jeopardize Kenya's chances of hosting a key global meeting to discuss the future of the Internet. Organizers of the March conference, initially planned for the Kenyatta International Conference Centre in Nairobi, are currently evaluating their options following recommendations made by consultants sent to the country last week to assess the suitability of the city to hold the meeting.

City in Connecticut investigates chemical containers found near school, retirement home

The Stamford Advocate via WaterWorld Share
Stamford, Conn., officials are investigating the discovery of potentially hazardous materials on the property of Scofield Magnet Middle School and the nearby Scofield Manor retirement facility. Turn of River firefighters and a state Department of Environmental Protection official responded to the locations after a North Stamford resident reported finding a rusted 55-gallon barrel north of Scofield Magnet Middle School. Later that day, area residents led officials to nearby Scofield Manor, where they found a five-pound bag of a banned pesticide and other chemical containers, according to witnesses.

B

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

F

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 1,600 risk managers (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$2000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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THE PRIMA RiskWatch, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO PUBLIC  
RISK MANAGERS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of risk managers for public entities, the PRIMA RiskWatch keeps professionals abreast of topics that impact the daily operation of their businesses. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

PRIMA RiskWatch  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN PRIMA RiskWatch:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in PRIMA RiskWatch solidifies your place among weekly information provided to PRIMA members.



## TARGETED DISTRIBUTION

Advertising in PRIMA RiskWatch allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to PRIMA RiskWatch have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, PRIMA RiskWatch ensures your ad will be seen every week by our 1,600 subscribers.



## AFFORDABLE

Advertising in PRIMA RiskWatch is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of PRIMA RiskWatch has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in PRIMA RiskWatch.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.