

2024

actuarialREVIEW

Published by the Casualty Actuarial Society

Media Kit

Your direct link to the world's leading
property and casualty actuaries



Actuarial Review Advantage

Building on a long tradition of serving the world's leading property and casualty actuaries, the bimonthly *Actuarial Review* magazine has served members of the Casualty Actuarial Society (CAS) for more than 40 years.

Actuarial Review is the only magazine focused solely on property and casualty executives and actuaries.

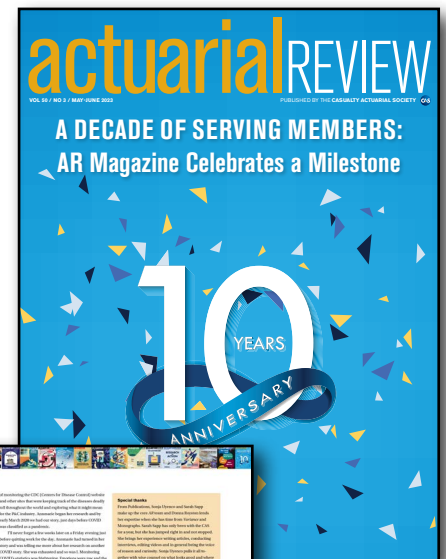
CAS members work for insurance and reinsurance companies and brokers, consulting firms, state insurance departments, educational institutions and other organizations serving the financial services industry.

***Actuarial Review* is delivered to almost 13,000 insurance professionals, including CAS members and actuarial professionals working towards membership.**

The nature of actuarial training and education gives CAS members broad expertise in insurance and provides exposure to all areas of the industry. Nearly 40% of CAS members are senior-level executives, many of whom have moved beyond purely actuarial positions and hold positions throughout the financial services industry, including the executive suites. Other CAS members hold a wide range of actuarial positions.

Many senior actuaries make or strongly influence purchase decisions for their companies and most CAS members are keenly involved in the products and services their companies use.

Actuarial Review has garnered readers' praise for the publication's layout and structure. The actuarial community knows that they can turn to the *Actuarial Review* for award-winning editorial content, the latest information and news in the field, and fresh perspectives from CAS leadership.



2024 Actuarial Review Editorial Calendar

Actuarial Review magazine continually tracks emerging trends and issues in the world of property and casualty insurance and provides in-depth analysis, new ideas, best practices and knowledge essential to the actuaries in this field.

Each issue is focused on a major theme relevant to property and casualty actuarial practice.

Issue	Theme*	Exhibit Booth Bonus Distribution
Jan/Feb 2024	Auto Insurance, Inflation Study Annual Meeting Recap	
Mar/Apr 2024	Novel Technology Applications by Actuaries, International Focus	Ratemaking, Product and Modeling Seminar
May/June 2024	Emerging Risks	Spring Meeting, Reinsurance Seminar
July/Aug 2024	Spring Meeting Recap CAS Elections — Meet the Candidates	
Sept/Oct 2024	CAS Research News	Casualty Loss Reserve Seminar
Nov/Dec 2024	Volunteer/Committee Profiles & Achievements	CAS Annual Meeting

*Themes are subject to change.

Actuarial Review Print Advertising Opportunities

Actuarial Review magazine offers three sizes of print advertisements — full page, half page and third page. Sample ad placements are shown below. Details on rates and ad specifications are shown later in this media kit.

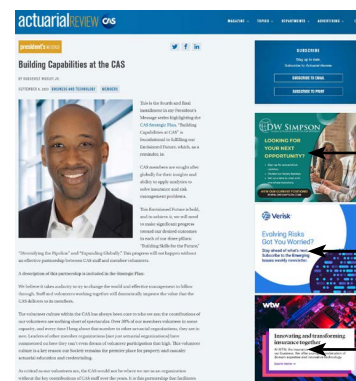
Your Full-Page Ad
HERE



Your Half-Page Ad
HERE

Actuarial Review Digital Advertising Opportunities

The online version of Actuarial Review (which includes current articles and all archived articles) offers three prominent ad positions opposite every single online article. It is impossible to view an article and not see these ads, which receive 10,000 views per month. These ads are in high demand and are available on a first-come, first-served basis when a position becomes available.



Ad position 1

Ad position 2

Ad position 3

● 2024 Actuarial Review Advertising Contract

Print Ad Rates	1X	3X	6X
Back Cover	<input type="checkbox"/> \$3675	<input type="checkbox"/> \$3400	<input type="checkbox"/> \$3250
Inside Front Cover, Opposite Inside Front Cover	<input type="checkbox"/> \$3500	<input type="checkbox"/> \$3250	<input type="checkbox"/> \$2990
Inside Back Cover	<input type="checkbox"/> \$3450	<input type="checkbox"/> \$3200	<input type="checkbox"/> \$2940
Opposite TOC, Editor's Note or President's Message	<input type="checkbox"/> \$3400	<input type="checkbox"/> \$3150	<input type="checkbox"/> \$2875
Full Page	<input type="checkbox"/> \$3150	<input type="checkbox"/> \$2825	<input type="checkbox"/> \$2625
Half Page	<input type="checkbox"/> \$2200	<input type="checkbox"/> \$1995	<input type="checkbox"/> \$1785

2024 Print Issues of Actuarial Review

- | | |
|---|--|
| <input type="checkbox"/> Jan/Feb — Ad Sales Close Nov 16;
Ad Copy Due Nov 30 | <input type="checkbox"/> July/Aug — Ad Sales Close May 17;
Ad Copy Due May 27 |
| <input type="checkbox"/> Mar/April — Ad Sales Close Jan 18;
Ad Copy Due Jan 29 | <input type="checkbox"/> Sept/Oct — Ad Sales Close July 15;
Ad Copy Due July 31 |
| <input type="checkbox"/> May/June — Ad Sales Close Mar 18;
Ad Copy Due Mar 29 | <input type="checkbox"/> Nov/Dec - Ad Sales Close Sept 16;
Ad Copy Due Sept 30 |

Digital Ad Rates	Two Months
Digital ad on every Actuarial Review article for two months	<input type="checkbox"/> \$5000
Available in two-month placements with due dates shown below	
Ad specification – 500px wide x 416px high JPG or PNG file	

2024 Digital Timeslots for Actuarial Review

- | | |
|---|--|
| <input type="checkbox"/> Jan/Feb — Ad Sales Close Dec 15;
Ad Copy Due Dec 19 | <input type="checkbox"/> July/Aug — Ad Sales Close June 17;
Ad Copy Due June 26 |
| <input type="checkbox"/> Mar/April — Ad Sales Close Feb 16;
Ad Copy Due Feb 22 | <input type="checkbox"/> Sept/Oct — Ad Sales Close Aug 14;
Ad Copy Due Aug 24 |
| <input type="checkbox"/> May/June — Ad Sales Close Apr 16;
Ad Copy Due Apr 24 | <input type="checkbox"/> Nov/Dec - Ad Sales Close Oct 15;
Ad Copy Due Oct 23 |

Please select your ad rate in the charts above and select the issues/timeslots where your ad(s) will appear. If your company participates in the CAS Society Partners Program, you will receive a discount on these ad rates according to the following schedule:

Executive Partner (25% discount)

Premier Partner (20% discount)

Supporting Partner (15% discount)

For more information about this program, contact Joyce Warner at jwarner@casact.org.

ADVERTISER INFORMATION

Contact Name _____

Company _____

Address _____

Phone _____ Email _____

Signature _____

PAYMENT

Total Payment Amount \$ _____

Select how payment will be submitted

☐ CAS Partners Funds

☐ Request Invoice
(if paying with card or check)

☐ Wire Transfer

Terms and Conditions

1. Payment for advertising, whether in print or online, is due no more than 30 days from date of invoice.
2. You will not necessarily be reminded of issue deadlines.
3. Frequency discounts apply to ads run in a continuous, 6 - 12-month period. Frequency must be ordered with first insertion. Advertisers will be short rated if, within a 6 - 12-month period from the date of their first insertions, they have not used the amount of space upon which their billings have been based.
4. Ad changes are the sole responsibility of the advertiser. *Actuarial Review* does not provide ad production services or editing of existing ad materials. Ad changes submitted after the ad copy due dates are not guaranteed by *Actuarial Review*.
5. All ads are subject to approval by CAS.
6. Premium positions may not be available if purchased earlier by other advertisers.
7. Cancellations for non-cover advertisements must be received in writing 15 days before space closing. Cancellations received within 15 days before the closing date will be reimbursed in full. Neither the advertiser nor its agency may cancel insertion orders for advertising after the ad sales closing date.
8. Advertisers that are not CAS Partners must pay in full by the ad placement deadline for the issue.
9. No refunds will be issued for ads not running due to late artwork, submissions or cancellations after closing date.

Please email this form to Al Rickard at arickard@assocvision.com.

Questions? Call Al Rickard at 703-402-9713.

● **Actuarial Review Material Specifications**

Actuarial Review Print Ad Sizes (in inches)

Trim Size: W 8.25" H 10.875"

Ad Size	Width	Height
Full Page (Bleed)	8.5"	11.125"
Full Page (Non-Bleed)	7.25"	9.875"
Half Horizontal	6.75"	4.625"
Third Square	4.375"	4.675"
Third Vertical	2.125"	9.625"

All ads should be supplied as PDF files with crop and bleed marks included. All PDFs must have fonts 100 percent embedded and must be created from original files that contain no spot colors or RGB images.

Ads should be created ONLY in Adobe InDesign, QuarkXPress, Adobe Illustrator or Adobe PhotoShop. All images should be in JPG or TIFF format and at least 300 dpi (with the exception of vector images) at the size the image is to be used. All colors must be CMYK; no RGB or PMS spot colors. All logos should be in vector format with all text converted to outline.

Ad changes are the sole responsibility of the advertiser. *Actuarial Review* does not provide ad production services or editing of existing ad materials. Ad changes submitted after the materials due date are not guaranteed by *Actuarial Review*.

Storing of Materials

Actuarial Review will retain ads submitted electronically for one year for pickup purposes as needed.

Submission Instructions

Advertising materials of 10 MB or less should be emailed to Al Rickard at arickard@assocvision.com. For materials larger than 10 MB, contact Al Rickard at 703-402-9713 for upload instructions.

Advertising Materials Contact

Al Rickard
President, Association Vision
703-402-9713
FAX 703-783-5501
arickard@assocvision.com