

2022

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 more than 15,000 insurance professionals, including CAS members and actuarial professionals working towards membership.**

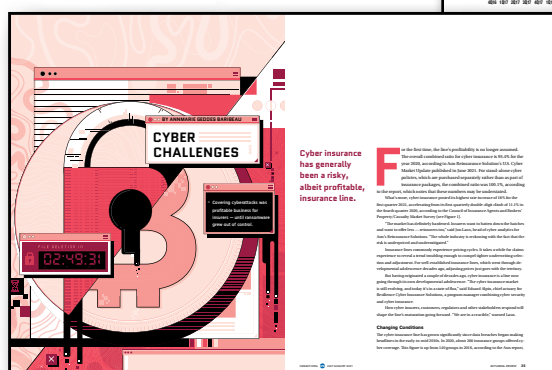
The nature of actuarial training and education gives CAS members broad expertise in insurance and provides exposure to all areas of the industry. Nearly 30 percent of CAS members are senior-level executives, many of whom have moved beyond purely actuarial positions and hold positions throughout the financial 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.

"I am really pleased with the new Actuarial Review. The new structure and design and content are very appealing, and seem to be on track with where the CAS is headed. I enjoy every aspect of this publication. The length and depth of articles seem just right for a magazine that tells the CAS story — I am so glad we haven't gone the way of many other magazines in boiling everything down to tiny sound bites. The magazine strikes a good balance of news, serious content, and fun."

Bob Conger, FCAS
Consultant, Towers Watson



● 2022 Actuarial Review Editorial Calendar

Actuarial Review magazine continually tracks emerging trends and issues in 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
Jan/Feb 2022	Actuaries in Insurtech Insurance Careers Month (Feb 2022) Annual Meeting Recap
Mar/Apr 2022	COVID-19: A Retrospective
May/Jun 2022	Marijuana Legalization and New Insurance Markets Data Privacy
July/Aug 2022	Spring Meeting Recap CAS Elections — Meet the Candidates; Constitution & Bylaws changes
Sep/Oct 2022	CAS Research News
Nov/Dec 2022	Volunteer/Committee Profiles & Achievements

*Topics are subject to change.

● Actuarial Review Advertising Opportunities

Actuarial Review magazine offers three sizes of 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.



● 2022 Actuarial Review Advertising Contract

Special rates shown below are offered to CAS member companies that participate in the CAS Society Partner Program. For more information about this program, contact Lisa Broyhill at lbroyhill@casact.org.

CAS Partner Ad Rates	1X	3X	6X
Back Cover	\$2750	\$2550	\$2350
Inside Front Cover, Opposite Inside Front Cover	\$2650	\$2450	\$2250
Inside Back Cover	\$2600	\$2400	\$2200
Opposite TOC, Editor's Note or President's Message	\$2550	\$2350	\$2150
Full Page	\$2350	\$2150	\$1950
Half Page	\$1650	\$1500	\$1350
Third Page	\$1400	\$1300	\$1200

All other advertisers pay the following rates:

Regular Ad Rates	1X	3X	6X
Back Cover	\$3500	\$3250	\$3100
Inside Front Cover, Opposite Inside Front Cover	\$3350	\$3100	\$2850
Inside Back Cover	\$3300	\$3050	\$2800
Opposite TOC, Editor's Note or President's Message	\$3250	\$3000	\$2750
Full Page	\$3000	\$2700	\$2500
Half Page	\$2100	\$1900	\$1700
Third Page	\$1800	\$1700	\$1600

Please circle your ad rate in the chart above and select the issues(s) below where your ad(s) will appear:

2022

- | | |
|--|---|
| <input type="checkbox"/> Jan/Feb — Ad Sales Close Nov 12; Ad Copy Due Nov 29 | <input type="checkbox"/> July/Aug — Ad Sales Close May 13; Ad Copy Due May 27 |
| <input type="checkbox"/> Mar/April — Ad Sales Close Jan 14; Ad Copy Due Jan 28 | <input type="checkbox"/> Sept/Oct — Ad Sales Close July 15; Ad Copy Due July 29 |
| <input type="checkbox"/> May/June — Ad Sales Close Mar 18; Ad Copy Due Mar 25 | <input type="checkbox"/> Nov/Dec - Ad Sales Close Sept 16; Ad Copy Due Sept 30 |

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 it 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 or FAX it to him at 703-783-5501

● **Actuarial Review Material Specifications**

Actuarial Review 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