

LOMA Home Page (Tier 1)-- Banner Ads—www.loma.org

LOMA Website Traffic:

- *Over 300,000 page views a month
- *Over 24,000 unique visitors
- *16-minute average length of visit

[Español](#)
[Français](#)
[Português](#)
[简体中文](#)
[繁體中文](#)
[한국어](#)
[Bahasa Indonesia](#)

LOGIN

[Home](#)
[About Us](#)
[LOMA Canada](#)
[Life Insurers Council](#)
[LIMRA](#)
[News Center](#)
[Technology Directory](#)
[New User Registration](#)

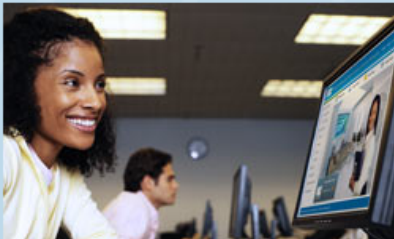


Welcome to the new loma.org!

Click here to read more about the exciting features and functionality of our site.

[Learning & Development](#)
[Assessment](#)
[Professional Communities](#)
[Research and Knowledge Database](#)
[Events](#)

How Do I...



- > Select a learning path for my job?
- > Take an exam?
- > Order study materials?
- > View my grades?
- > Find student forms and policies?

What's New

- > Check out our new Course Portal demo
- > The Onboarding Series: "Day One" Learning

Resource Magazine

- > In this issue:
Read what CIOs say about technology strategy for insurers.
- > Find an issue



Learning Applications

- > LOMANET
- > LOMALearn

Technology for better business outcomes.
hp.com/enterprise/insurance

LOMA Customer Service Conference
June 2-4, 2010 ■ Orlando, FL
The World is Calling. Serve It Well

LOMALearn ONLINE
e-Learning That Works!®

Standard Banner
280 x 60 pixels
\$2,600 a month
Subject to rotation

Rectangle Banner
280 x 150 pixels
\$3,500 a month
Subject to rotation.
(Includes a 190 x 125 medium banner bonus on 15-20 high-traffic inside Tier 2 pages.)

LOMA Website—Inside Pages (Tier 2)-- Banner Ads

Home | About Us | LOMA Canada | Life Insurers Council | LIMRA | News Center | Technology Directory | New User Registration




LOMA Delivers

Learning & Development | Assessment | Professional Communities | Research and Knowledge Database | Events

- Research and Knowledge Database**
- LOMA Information Center
 - Benchmarking Surveys and Knowledge Database
 - Meeting & Conference Presentations
 - Resource Magazine
 - Webinars
 - Whitepapers
 - Learn More

Research

Have a question? Looking for information? LOMA helps members find the answers they need to solve today's business problems. Members can access a variety of information sources that include:

- Consult the Information Center to...
 - Search recently published InfoCenter briefs
 - Ask the InfoCenter
 - Evaluate Quick Queries (survey results conducted by LOMA committees)
- Access meeting/conference presentations
- Listen to webinars on a variety of employee development and productivity topics
- Search recently published research studies
- Review whitepapers



Basic Banner
 190 x 60 pixels
 \$1,200 a month
 subject to rotation
 available on 10 to 20 pages.

Medium Banner
 190 x 125 pixels
 \$1,800 a month
 subject to rotation
 available on 10-20 pages.

Vertical Banner
 190 x 240 pixels
 \$1,400 a month
 Subject to rotation
 available on 10-20 pages.

LOMA Website Pages—Availability Paid Banner Positions

Home Page:

<http://www.loma.org>.

280 x 60 pixels: Standard banner. Ads subject to rotation

280 x 150 pixels. Rectangle Banner. Ads subject to rotation

Inside Tier 2 pages:

Banner ads available on 20 pages representing these LOMA site main categories (the orange bar categories). Ads rotate and may not appear on all pages at the same time due to the rotation program. **

Learning & Development:

<http://www.loma.org/learn/default.aspx>

<http://www.loma.org/learn/learners/default.aspx>

<http://www.loma.org/learn/learners/how/default.aspx>

<http://www.loma.org/learn/senior/default.aspx>

<http://www.loma.org/learn/learners/designations/default.aspx>

Professional Communities:

<http://www.loma.org/procommunities/default.aspx>

<http://www.loma.org/procommunities/committees/default.aspx>

Research & Knowledgebase:

<http://www.loma.org/research/default.aspx>

<http://www.loma.org/research/infocenter.aspx>

<http://www.loma.org/research/resource.aspx>

<http://www.loma.org/research/whitepapers.aspx>

<http://www.loma.org/research/webinars.aspx>

<http://www.loma.org/research/meetconfpresentations.aspx>

Events:

<http://www.loma.org/events/default.aspx> (tentative for now--in development)

<http://www.loma.org/events/conferences.aspx>

<http://www.loma.org/events/bydate.aspx>

Assessment:

<http://www.loma.org/assessment/default.aspx>

Plus ads on several other main categories (at top of home page)**News Center:**

<http://www.loma.org/newscenter/default.aspx>

(More>)

Technology Directory:

Top of welcome page, <http://www.loma.org/techdirectory/default.aspx>

About LOMA: <http://www.loma.org/aboutus/default.aspx>

LOMA Canada: <http://www.loma.org/canada/default.aspx>

LOMA Website Banner Ad Rates:

Package options:

1. Home page only, right side : Rotating ads, 2 sizes available
 - a. 280 x 60 \$2,600 a month (subject to rotation)
 - b. 280 x 150 \$3,500 a month (subject to rotation). Includes bonus rotating ads on 15-20 inside pages with high traffic.*
2. Inside pages only package: Rotating on about 10-20 pages*, 2 sizes available
 - a. Right side: 190 x 125, \$1,800 a month
 - b. Bottom: 468 x 80, \$1,400 a month
 - c. Right side: available, 190 x 60, \$1,200 a month
3. Combination home and inside, rotating ads. Custom price depending on location.
4. Exclusive on inside pages, for extra cost.
 - a. Bottom only available as exclusive, \$4,000 a month, with 6-month commitment

**page availability subject to change.

*number of pages may vary due to page changes and page content, and the rotation program.



Sponsored Whitepaper
\$2,000 a month
Includes basic banner
and summary in Resource

Other Industry Whitepapers
Title & Description of paper here

LOMA E-newsletter Sponsorship:

Monthly newsletter sent to 7,000 opt-in subscribers.


Sponsorship includes a logo and 25 words of copy plus a link.

Primary position: \$1,800

Secondary position: \$1,200

Co: LOMA newsletter - What's Ahead for Learning and Development?

Subject: LOMA newsletter - What's Ahead for Learning and Development?



For insurance and financial services professionals

June 22, 2010

What's in this issue:

Resource Magazine Featured Article: What's Ahead for Learning and Development?

New Information Center Research Briefs:

- Can't I Use My iPhone?
- Sign on the Dotted Line – or Not...
- Special (Contract) Delivery
- What about the Kids?
- How Do Annuity Payouts Go Out?


New LOMA website - log in and learn!

Professional Development and Training News

The wait is over...LOMA 307 is now available! Plus: designations awarded in September

Featured Industry Event: Social Media for Financial Services

Featured article from this month's Resource Magazine



What's Ahead for Learning & Development?

Some of the biggest drivers of changes in learning have been the continued transformation of the insurance industry and new expectations from LOMA member companies and learners. A recent Resource article explores the convergence of changes, describes basic principles LOMA is applying in shaping new learning programs, and highlights examples of ways that LOMA is leading industry learning into the future.

[Read this month's featured article](#) (login not required to view this PDF)

Members: The complete article may be read on the [Resource section](#) of the LOMA website. Visit the site and download the June issue.

start | 11 Microsof... | Breaking New... | Banners LOM... | BANNER, Ad in... | Images | My Documents | Microsoft Exc... | BANNER ADS ... | BANNER ADS ... | Adobe InDesi... | 2:05 PM

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