

LOMA[®] RESOURCE

MEDIA KIT 2019

Your Strategic Move to Reach the Insurance Industry



| | |
|-------------------------------|-----------|
| Buying Power | 3 |
| Circulation | 4 |
| Editorial Calendar | 6 |
| Print Ad Rates | 8 |
| Sponsorships | 10 |
| Banner Ads | 12 |
| Digital Opportunities | 13 |
| Webinars & Surveys | 14 |



What is LOMA?

LOMA is an Atlanta-based international association of insurance and financial services companies. Serving more than 1,200 member companies in the U.S., Canada and worldwide, LOMA promotes excellence in management and operations in the insurance and financial services industry.

Information exchange, conferences, research, education and other activities help LOMA's membership deal with challenges in the areas of technology, financial management, customer service, human resources and education. LOMA's FLMI Program has long been a designation of professionalism for the life insurance industry, and other LOMA courses develop expertise in financial services.

LOMA has 48 committees and councils composed of more than 1,000 upper management officials from member companies. These meet regularly to discuss issues, and all committee members receive Resource. Learn more about LOMA at www.loma.org or e-mail askloma@loma.org.

Who reads Resource?

Resource, LOMA's official magazine, is aimed at the upper and middle management of LOMA's member insurance & financial services companies. In fact, Resource is the only insurance magazine devoted exclusively to overall insurance company management and operations. Readers include chairmen, presidents, CEOs, CIOs, vice presidents and other top management officials of LOMA's 1,200 member companies. Circulation is about 14,000 worldwide. Through pass-throughs and route lists, total readership is approximately 40,000.



More than life insurance! P&C also!

LOMA members are involved in more than life insurance. Our members are involved in annuities, pensions, mutual funds and related financial services. Many are also in the P&C business (about 25 percent). LOMA has several P&C committees.

What subjects does Resource cover?

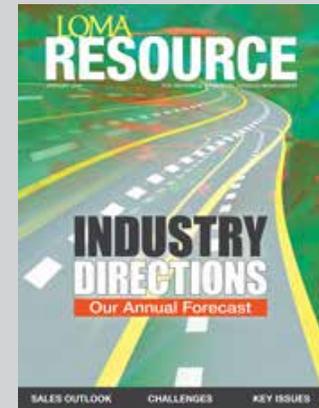
Resource, published monthly, provides readers with information about insurance and related financial services company management. Topics covered include industry trends, technology, computer systems, software, operations, customer service, human resources, financial management, strategic management, and education. Resource keeps readers informed about industry management through staff by-lined articles, case studies, contributions by industry officials, and LOMA research. Resource is available in both print and on-line versions.

What is the quality of Resource?

Resource and the staff have received many awards for excellence. The magazine has received more than 50 awards from national and international organizations. In readership surveys, more than 80 percent have rated Resource as above average or excellent in quality. Many decision-makers distribute Resource articles to their employees for information and education purposes.

Reading time and use of articles and ads

Readership studies confirm the average reader spends about 30 minutes reading Resource, and over 14% say they spend an hour or two. A high percentage have used Resource information in their job in the last year, and over 20% have visited an advertiser's web site in the last year.



“I love the LOMA Resource magazine. It is my primary source of industry information! I look forward to getting it every month.”

– VP of Service



Resource reaches the decision-makers of the insurance industry:

- 15,000 executives and professionals
- including the CEO, CIO, CFO and other C-level executives at 1,200 insurance companies that are LOMA members
- representing 95% of the assets of all life insurers in North America
- 80% of our readers are senior-level business and IT executives

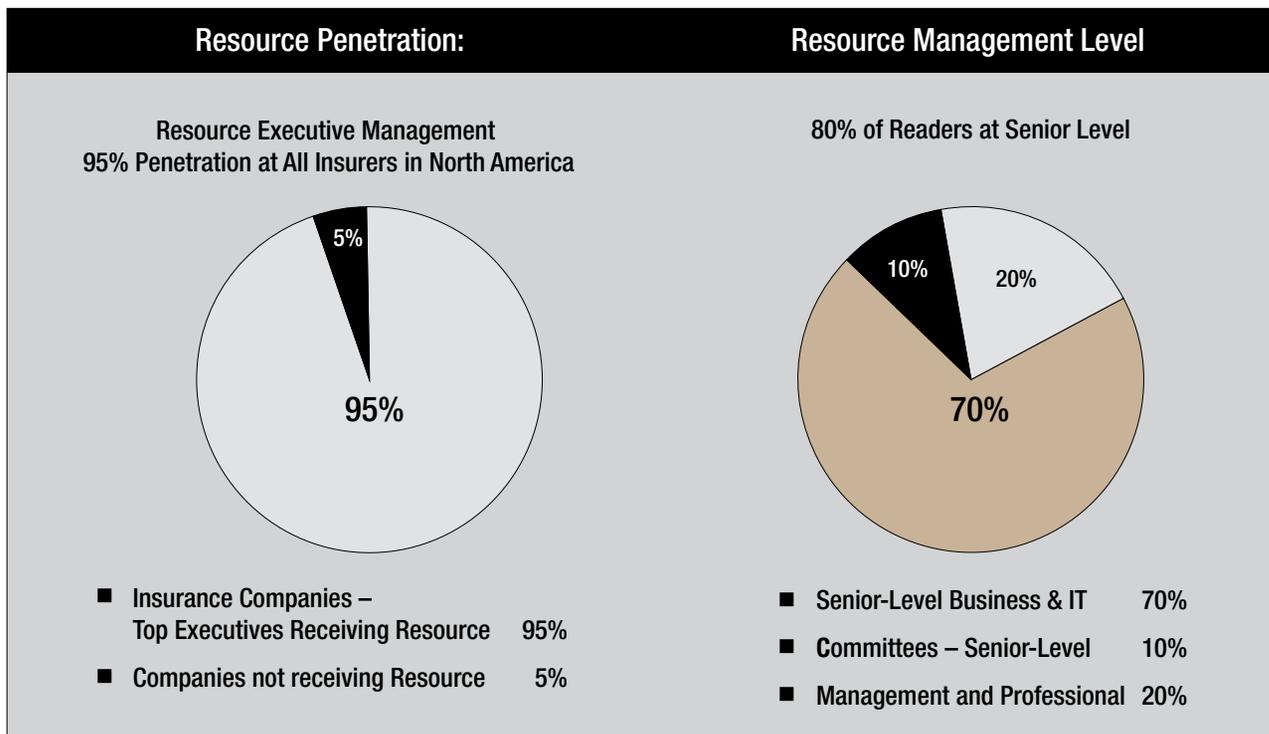
Resource delivers buying power:

- Premium income of our audience in North America totals over \$600 billion.
- The typical reader works at an insurance company with more than 3,000 employees.
- Our members account for 95 percent of the \$15 trillion worth of life insurance in force in the U.S.
- IT spending among these life insurers is estimated to be \$15 billion
- Over half our readers are involved in the purchasing process of systems, services and related products, including: policy administration systems, consulting services, financial or accounting software, e-commerce/internet systems, document management/imaging, reinsurance and bank services/asset management.



“ I think it is very valuable for all FLMI's to continue to have access to the information in Resource magazine. ”

– VP of HR



RESOURCE Circulation Analysis

From SRDS Sworn Statement for June 2018

Average Circulation, 6 months period ending June 2018: 14,200

ANALYSIS OF APRIL 2018 ISSUE:

1. Top Management Circulation 5,650

Key Top Executives: 1,205

Includes:

- Presidents
- Chairmen
- CEOs
- Managing Directors
- Chairman

Key C-Level: 4,445

Includes:

- CIOs & Chief Technology Officers
- CFOs
- Chief Customer Service Officers
- Chief Actuaries
- Chief Underwriter
- C-level business unit heads for life insurance, annuities, pensions
- C-level heads of marketing, claims, compliance, human resources, treasurers, etc.

Total Top Management: 5,650

2. Council & Committee Members 1,017

Resource goes to all members of LOMA's councils and committees. LOMA committees cover some 48 subject areas, including technology, financial, service, HR and others. Committees meet regularly to discuss issues and work on projects and research.

3. Other Upper Management 3,259

Includes VPs, department heads, managers, etc.

4. Other Management, Professional/Technical & industry related, including FLMI: 5,000

TOTAL CIRCULATION 14,925

Geographic Circulation:

| | |
|----------------|--------|
| U.S.: | 13,025 |
| Canada: | 1,000 |
| International: | 900 |

Audit: Resource is a non-audited publication. Provided to 1,200 LOMA member insurance companies as a member benefit and as part of LOMA dues, Resource is distributed monthly to each member company's corporate management team. LOMA's membership is company-based, not individual-based.



“ Please keep the printed Resource Magazine coming. Thank you! ”

– AVP Accounting



Why advertise? Because Resource readers are active and involved in LOMA, and they value Resource!

You want to make sure your ads are noticed. If you want to reach life insurance/financial services industry management, the best way to do that is to advertise in Resource, LOMA's official magazine.

LOMA is an internationally respected association specializing in life insurance/financial services management and operations. LOMA's Resource has a circulation of 14,000 executives at the 1,200 companies that are LOMA members. (LOMA member companies account for 95 percent of the assets of all life insurers in North America).

These Resource readers are active and involved with LOMA. They attend LOMA conferences and seminars; they participate in LOMA education programs; they are members of LOMA committees and councils, they serve on LOMA's board of directors; and they serve on LOMA task forces. And they all turn to Resource for news of the industry and information about LOMA's programs and activities.

No other insurance publication can offer you such involvement!

For example, the 48 LOMA councils and committees are extremely well known in the industry. Composed of top insurance executives, they meet several times a year to discuss industry issues and perform cooperative research and projects in the areas of technology, service, human resources, financial management and other topics. Resource goes to every one of these council and committee members.

Readers value Resource; **they spend an average of 30 minutes reading it** each month. Over 65% of readers rate Resource as above average or excellent in quality.



The courses in LOMA's educational programs are utilized by more than 50,000 individuals worldwide every year. Global standards of professional development, our designations are held by all levels of management at more than 1,000 companies, and many future leaders are working on their LOMA designation right now. About 70 percent of current Resource readers have their FLMI or FFSL. Resource is a benefit they value as a means to keep up with industry trends, essential information, and LOMA.

You want involved readers—you'll get them with LOMA's Resource.

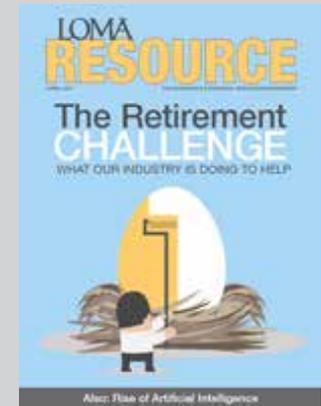
Resource readers act!

Over two-thirds of our readers report they have taken some action after seeing ads and articles. Most common are:

- Visited an advertiser's web site
- Discussed with others
- Passed along to others
- Kept ad for reference

Readers are highly involved in purchasing decisions for a wide variety of systems, consulting, and services.

Ask our ad reps for a copy of our reader survey.



“ I am a boomer so my preference is hard copy. The articles are quite informative. ”

– CFO



| | Editorial Focus | Advertiser Extras | Bonus Distribution | Deadlines |
|----------|---|--|---|--|
| JANUARY | <p>2019 Industry Forecast</p> <p>The annual forecast for 2019, with discussion of the major issues facing the industry in technology, service, HR and more. One of our most-read issues!</p> | <p>Thought Leadership Forecast Article</p> <p>An opportunity for advertisers to give their views or “forecast” for the upcoming year. Advertisers that place a full-page ad in this issue can have 250 words of editorial to give their views on what they think are key issues for the industry. This roundup article will be supported by news releases, web posting on our site and the LOMA e-newsletter.</p> | <p>On-line posting on the LOMA website for the cover story and the advertiser comments.</p> | <p>Ad Close 12/5</p> <p>Materials Due 12/7</p> |
| FEBRUARY | <p>The Insurance Industry of the Future</p> <p>What will the insurance industry look like in 10 years? How can insurers prepare to handle this future? A special report.</p> | <p>Industry Future Sidebar</p> <p>Advertisers of 1 page may contribute 250 words for a roundup article on the long-term future of the industry. This roundup article will also be posted on our website and highlighted in our e-newsletter</p> | <p>On-line posting on the LOMA website for the cover story and the advertiser comments.</p> | <p>Ad Close 1/7</p> <p>Materials Due 1/10</p> |
| MARCH | <p>Technology Update Issue</p> <p>We will explore the newest trends in technology and how they can help the insurance and financial services industry, such as:</p> <ul style="list-style-type: none"> ■ blockchain ■ wearable technologies ■ social media ■ the cloud, and more | <p>Life Insurance Conference/Retirement Conference On-Site Show Issue, plus 1-page Exhibitor Profiles</p> <p>The Life Insurance Conference is the must-attend event for 2019, sponsored by LOMA, LIMRA, ACLI and SOA. A special Technology Track makes the conference even more important for the industry. It will be held April 1-3 in Baltimore. It's followed by the Retirement Industry Conference.</p> <p>The March issue of Resource will feature an Exhibitor Profile Section for advertisers. One-page advertisers get a one-page profile article of 500 words plus logo. Plus this section will be posted on the LOMA website!</p> | <ul style="list-style-type: none"> ■ The Life Insurance Conference, April 1-3 in Baltimore, attended by over 600 top executives. ■ The Retirement Industry Conference, April 3-5 in Baltimore, attended by 500 top executives | <p>Ad Close 2/4</p> <p>Materials Due 2/7</p> |
| APRIL | <p>Solving the Retirement Crisis</p> <p>What can be done to solve the looming retirement crisis? What are insurers doing to serve the retirement industry market? Many industry analysts and observers say this market has a lot of potential for the insurance industry.</p> | <p>Retirement Opportunities Sidebar</p> <p>Advertisers of 1 page may contribute 250 words for a roundup article on what they think are the opportunities in the retirement industry, and how they can help insurers. This roundup article will also be posted on our website and highlighted in our e-newsletter</p> | <ul style="list-style-type: none"> ■ LOMA Customer Experience Conference, May 1-3 in Baltimore. | <p>Ad Close 3/6</p> <p>Materials Due 3/11</p> |
| MAY | <p>Strategic Update: Financial, Economic, Regulatory</p> <p>This issue will focus on the top strategic management issues facing the industry: financial, economic, and regulatory.</p> | <p>Reinsurance, Bank Services Section</p> <p>In this section, reinsurers and banks will receive a 1-page 500 word profile if they place a 1-page ad.</p> | <ul style="list-style-type: none"> ■ 2019 LOMA Financial Inform, May, date TBA. <p>Tentative: IASA, June</p> | <p>Ad Close 4/5</p> <p>Materials Due 4/10</p> |
| JUNE | <p>Global Insurance Update</p> <p>This issue will look at worldwide industry trends and review key insurance markets around the world.</p> | <p>International Sidebars</p> <p>Advertisers of one page may have 200 words for a sidebar commenting on some aspect of the international insurance industry.</p> | | <p>Ad Close 5/3</p> <p>Materials Due 5/9</p> |



| | Editorial Focus | Advertiser Extras | Bonus Distribution | Deadlines |
|-----------|--|--|---|---|
| JULY | <p>Life Conference Report Editorial coverage of the 2019 Life Insurance Conference. A highlight will be an article summarizing product or technology announcements at the conference by exhibitors.</p> | <p>Tech News E-Bonus for Advertisers Advertisers in this issue will have their Life Insurance Conference news or announcements included in a bonus Resource article that will also be posted on our Web site.</p> | | <p>Ad Close 6/6 Materials Due 6/10</p> |
| AUGUST | <p>Learning and Other HR issues This issue will focus on Learning & Development, critical to the future of the industry. Other HR issues will be covered.</p> | <p>Case Studies Advertisers of one page or more are invited to contribute a 500-word article about how they helped an insurer improve its operations or profitability, or the workforce.</p> | <p>LOMA Annual Conference, Sept. 4-6, 2019, Boston</p> | <p>Ad Close 7/8 Materials Due 7/11</p> |
| SEPTEMBER | <p>Customer Experience Issue This issue will focus on the latest trends in improving the customer experience in the insurance and financial services industry, such as:</p> <ul style="list-style-type: none"> ■ web-based service, ■ the rise of service apps, ■ mobile service, and more. | <p>Customer Experience Advertorial Section Advertisers of one page may have one page of editorial (500 words) to discuss trends or issues in customer experience and tell how they can help insurers.</p> | <p>On-line posting on the LOMA website for the cover story and the special section.</p> | <p>Ad Close 8/5 Materials Due 8/8</p> |
| OCTOBER | <p>Life Underwriting Trends Underwriting is a critical function for life insurers. What are the current issues and trends in underwriting?</p> <ul style="list-style-type: none"> ■ Teleunderwriting, ■ instant issue, ■ Rx profiles and more. | <p>Underwriting Case Studies Advertisers of one page may have one page of editorial (500 words) for an underwriting case study, or to tell how they can help improve underwriting.</p> | | <p>Ad Close 9/6 Materials Due 9/11</p> |
| NOVEMBER | <p>Cover Focus: Salute to Learning Achievers Recognition of FLMI and FFSI achievement, and a report from the LOMA Annual Conference.</p> <p>Special Feature: Emerging Technology for the Industry This special section will look into the future of e-business and new technologies for the financial services industry.</p> | <p>New Technology Advertorial Section In the New Technology Advertorial, advertisers who provide a new or improved technology can receive a full page of editorial (500 words) to describe it if they place a full-page ad.site. This section will be posted on the LOMA website.</p> | <p>On-line posting on the LOMA website for the special section.</p> | <p>Ad Close 10/4 Materials Due 10/9</p> |
| DECEMBER | <p>LOMA Technology Directory This issue will contain the printed version of LOMA's Technology Directory, which contains information about software, hardware and technology-related services for the insurance industry.</p> | <p>Companies that list in the Directory and who advertise in this issue will receive highlighted listings in the print version of the directory and a logo in the electronic version on LOMA's Web site.</p> | <p>On-line posting on the LOMA website all year</p> | <p>Ad Close 11/4 Materials Due 11/7</p> |

Each issue contains a mix of articles on topics pertaining to the management of the insurance & financial services industry, including industry trends, technology, financial management, service, human resources and more.



2019 Black & White Space Rates

Color is additional—see color rate charge, below:

| SIZE | 1 TIME | 3 TIMES | 6 TIMES | 12 TIMES | 18 TIMES | 24 TIMES |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1 pg | \$3700.00 | \$3545.00 | \$3300.00 | \$3200.00 | \$2900.00 | \$2800.00 |
| 2/3 pg | 2442.00 | 2339.00 | 2178.00 | 2112.00 | 1914.00 | 1848.00 |
| 1/2 pg | 1850.00 | 1772.00 | 1650.00 | 1600.00 | 1450.00 | 1400.00 |
| 1/3 pg | 1221.00 | 1169.00 | 1089.00 | 1056.00 | 957.00 | 924.00 |
| 1/4 pg | 925.00 | 886.00 | 825.00 | 825.00 | 725.00 | 700.00 |

Note: LOMA Members will receive a discounted rate, starting with the 3x rate.

Color Rates:

(Add color rate to B&W space rate)

Per page or fraction, extra:

4 color, process, one page, add \$1,380.

4 color, process, per spread, add \$2,500.

Standard 4A or matched PMS color, add \$800.

Metallic colors, add \$1,200

Special Positions:

Covers:

Earned rate plus:

Front cover: no advertising

Inside Front cover: 10% extra

Inside back cover: 10% extra

Outside back cover: 15% extra



Other Special positions: 10% extra

Front Cover Sticker Advertisement:

Now available, a special 2" diameter cover ad, that promotes your ad or news inside. Can contain your logo. Deadline 45 days prior to month of publication.

Price: \$2,200 net.

Inserts: Available, contact publisher for rates. Based on earned B&W rate.

Bleeds: No charge.

Commission: 15% to recognized agencies for space and color only; no cash discount.

Mechanical Requirements:

Number of columns per page: 3 Column width, 13 picas; column depth, 60 picas

Trim size: 8 1/8" x 10 7/8"

Bleed specifications: add 3/16" to each side to allow for trim

Ad Composition Charges:

Will be billed at prevailing rates. No agency discounts apply to composition charges.

Frequency Conditions:

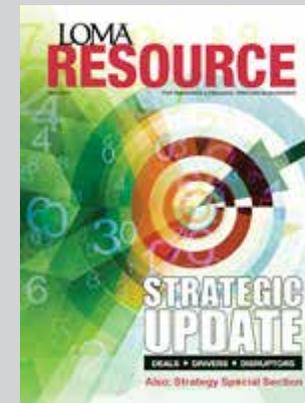
Any advertiser wishing rates other than 1-time basis must sign an advertising agreement specifying frequency. This space must be used within one year of first insertion to qualify for that rate. Advertisers may increase frequency at any time and qualify for new rate effective with the date of change; however, rebates will not be given. Advertisers who fail to comply with frequency agreements will incur a short rate.

Ad Material:

Digital Required: e-mail acceptable for ad under 6MB. Create ads in 300 dpi, CMYK format. FTP transfer site also available for larger ads, contact publisher for information and password.

ACCEPTED FILES: hi-res PDFs preferred. EPS or TIFF files also accepted. Create PDFs to PDF X-1a standard or higher. PDFs should be hi-res composite with fonts, images embedded. All images should be high-resolution, CMYK. Supply color laser proof if possible.

Alterations: Note: we cannot alter original or pickup ads, we can add a line to new ads only if it is an EPS or TIFF file.



“ This is one insurance magazine I use to update my knowledge. Thanks. ”

– Assistant VP





1/2 Page Island Ad
4-9/16" x 7-3/8"



1/2 Page Horizontal Ad
7" x 4-7/8"



Ad sizes in inches

| | |
|-------------------------------------|-----------------|
| 2 page spread (full bleed)..... | 16 1/4 x 10 7/8 |
| 2 page spread (without bleed) | 15 1/8 x 10 |
| 1 page full bleed (trim size) | 8 1/8 x 10 7/8 |
| add for bleed: 3/8" each side | |
| 1 page (without bleed) | 7 x 10 |
| 2/3 page vertical | 4 9/16 x 10 |
| 1/2 page horizontal..... | 7 x 4 7/8 |
| 1/2 page island..... | 4 9/16 x 7 3/8 |
| 1/3 page vertical..... | 2 1/8 x 10 |
| 1/3 page square | 4 9/16 x 4 7/8 |
| 1/4 page vertical..... | 3 3/8 x 4 7/8 |
| 1/4 page horizontal..... | 4 1/2 x 3 1/2 |
| 1/6 page vertical..... | 2 1/8 x 4 7/8 |

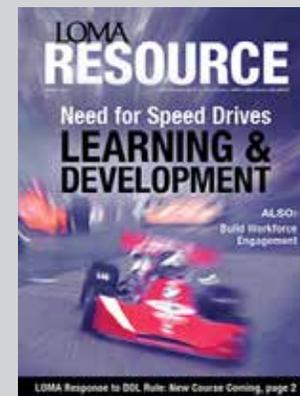
Printing:

Web offset. Binding: saddle.
Send ad materials to:
Resource Magazine
LOMA
2300 Windy Ridge Pkwy., Suite 600
Atlanta, GA 30339-8443

Representatives:

Partners Publishers' Representatives
3300 Timber Glen Lane
McKinney, Texas 75070
972-587-9064
info@partnerspr.com

Publisher & Advertising Director:
Ron Clark, LOMA, 770-984-3718,
clark@loma.org



Policies and Contract Regulations:

Insertion orders required for every advertisement, stating full instructions. Advertisers agree that the placement of an ad, either verbally or through an insertion order, signifies that they accept all terms on this rate card, including the following: All rates are subject to change, and advertisers holding reservations will be notified if an increase is made.

A contract year starts from the date of first insertion.

Advertiser and advertising agency agree to assume full liability for all content of ads printed (including text, representation and illustration) and also agree to assume liability for any claims arising therefrom made against the publisher.

Publisher is LOMA.

All advertising is subject to the publishers approval. Publisher reserves the right to reject any advertising it feels detracts from the integrity of the publication, or is offensive to association members, or makes derogatory statements about other companies, or makes comparisons with specifically named products/service of other companies, or promotes products/services that compete with LOMA, or implies LOMA endorsement.

Ads that simulate the magazine's editorial format will not be accepted. Publisher reserves the right to add the word "Advertisement" to copy.

Ad rates are for space only.

Advertisers agree that the publisher's liability for any error in placing or producing an ad will not exceed the charge for any advertisement in question.

Publisher shall not be liable for any delays in delivery and/or non-delivery in the event of fire, flood, or act of God, strikes, labor or material shortage, transportation interruption, or any condition beyond the control of publisher that affects production or delivery.

Payments for ads are due 30 days after the invoice date.

Publisher shall hold advertiser and/or its agency liable for such monies that are due and payable to the publisher for advertising that was ordered by advertiser/agent and which advertising was published.

Positioning of advertisements is at the discretion of the publisher unless advertiser/agent agrees to pay for the special position.

Ad orders may be canceled by publisher if the advertiser or agency fails to pay accounts when due.

“ I appreciate LOMA's quality and prompt service. Keep on! ”

– VP & CIO



Resource offers the innovative Thought Leadership Sponsorship, which gives you extensive, year-round multimedia exposure highlighting your company's thought leadership, brand and products/services to an audience composed of insurance management professionals at LOMA member companies, which represent assets of \$2.8 trillion and premium income of \$633 billion in North America.

The program includes visibility in:

- Print
- Website
- e-newsletters
- LOMA Conferences

Supported by:

- News releases and e-newsletters sent out by LOMA
- Articles and sidebars throughout the year

Levels of Sponsorships:

- Platinum
- Gold
- Silver
- Customized

The most comprehensive package is the Platinum Package. However, we can customize a package for you at the Gold or Silver level, using various elements of the Platinum package or we can consider your ideas. Contact the ad director for details.

Sponsorship Elements Include:

- Thought leadership articles
- Comments in cover stories
- Logos
- News releases
- Print ads
- Banner ads
- White papers on website
- Reprints at conferences
- and many more!

Value Added Services

- 1. Special rates on reprints.** Cost varies as to size of reprint. Available for: ad reprints, article reprints, or Technology Trends reprints.
- 2. White Papers on the Resource/LOMA Web site.** Length of posting depends on ad volume. This will also be promoted in the print magazine. Also available on a sponsored basis, \$3,200 a month.
- 3. Polybagging of brochures** with magazine mailing. This is available to advertisers who place a certain volume of advertising. (Goes to North America only). Cost depends on volume of advertising.
- 4. Special promotions at LOMA conferences.** Belly bands, inserts, flyers, etc. can be put into copies of the magazine distributed at such LOMA conferences as the Life Insurance Conference, the Financial Inform, the Customer Service Conference, the Annual Conference and others. Cost depends on ad volume.
- 5. Advertorials:** Available to advertisers depending on ad volume.
- 6. Letters from the Publisher.** For advertisers who place a certain volume of ads we will send a letter with a copy of the magazine to a limited number of prospective customers of that advertiser. We must review this letter for appropriateness, however. Can be also done with reprints.
- 7. Priority placement of news and product releases** in the Technology Trends section of Resource. No cost, given to all advertisers.
- 8. Special section featuring User Group News:** Advertisers of 2 pages or more in a year can have a free write-up of their user group meetings in this special section of Technology Trends. Non-advertisers pay a fee.



“Keep up the great work I really appreciate your magazine!”

– Executive VP



LOMA Technology Directory

The LOMA Technology Directory is accessed through two sources: It is online year-round, as a featured part of LOMA's Web site, and a print version appears in the December issue of Resource magazine. Technology suppliers to the industry can list in both for one low price. Resource advertisers receive extra benefits in both versions. The print Technology Directory is seen by 50,000 Resource readers, while the online version receives about 10,000 page views a month.

Advertisers (of 1/2 page or more) in the December issue of Resource who enroll for the Directory receive a free logo in the on-line listing! The logos will appear in rotation on the main page!

Two directory packages are available:

Package One – Enhanced Listing for Maximum Visibility, with Added Features, including news release link and product images!

Includes: Company name and contact info; Live hotlink back to vendor website; List up to 25 products and product descriptions; Links to a company news release; Displays product image or a screen shot.

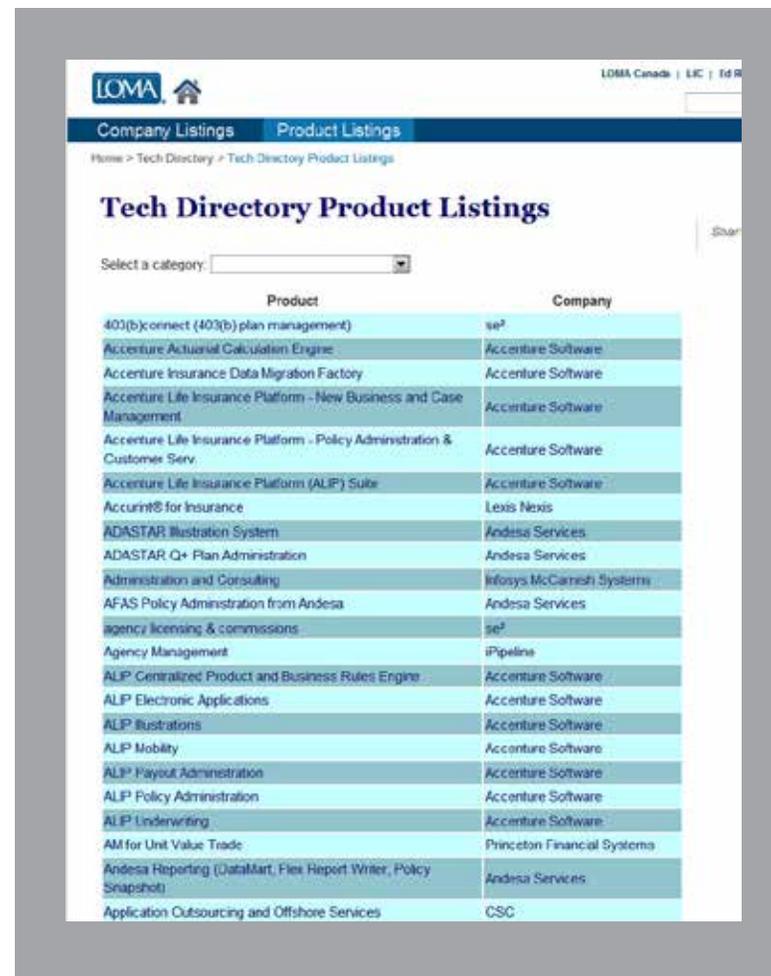
LOMA Members: US \$1200 for a year LOMA Nonmembers: US \$1500 for a year

Package Two – Basic Listing. Includes company name and contact info, list up to 5 products and product descriptions.

LOMA Members: US \$695 LOMA Nonmembers: US \$895



Directory Page



Place a banner ad on LOMA's highly visited Website!

- over 350,000 total page views a month; 45,000 on home page alone
- 30,000 unique visitors,
- 15-minute average visit length.

The site features information about LOMA's education programs, conferences, research and more. You can choose from a LOMA home page ad, an ad that appears on many other Web pages, or choose a specific page.

Home page (Tier 1) banners:

Standard: size 262 x 140 pixels, \$3,500 a month.

(Home page purchase includes a 262 x 140 pixel banner on two high-traffic inside Tier 2 pages.

Inside page (Tier 2) banners:

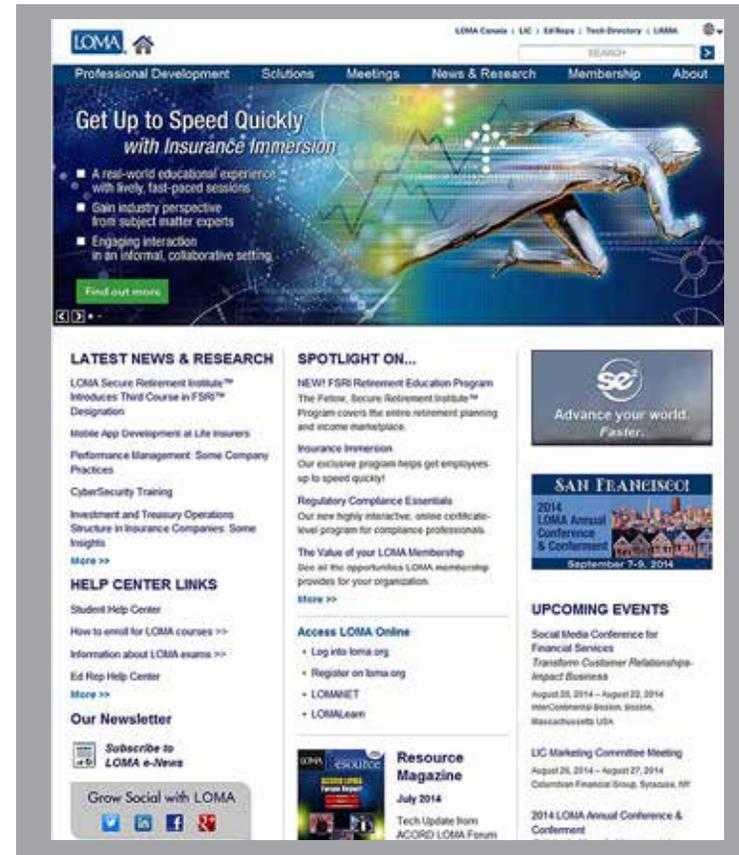
Standard: 262 x 140 pixels, \$1,200 a month on a high-traffic page.

Tech Directory banner, \$1,200 a month

Note: All banner ads subject to rotation

Banner specs: GIF (preferred,) or jpg files. No Flash. Animation OK. 3 loops max. Maximum file size: 50 kb Please supply link, do not build link into ad

Note: LOMA members will receive a 5% discount on website banner ads



Home page (Tier 1)

Standard Banner
262 x 140 pixels,
(includes a standard banner on several inside pages)



Inside Page (Tier 2)

Standard Banner
262 x 140 pixels



E-newsletter Sponsorship Ads

A limited number of sponsorships for the LOMA e-newsletter are available.

Distribution: 7,000 monthly, opt-in list.

Cost: \$1,800 month (primary); \$1,200 month (secondary)

Ad size: 200 x 200 pixels or 350 x 150 pixels. GIF files only, no animation.

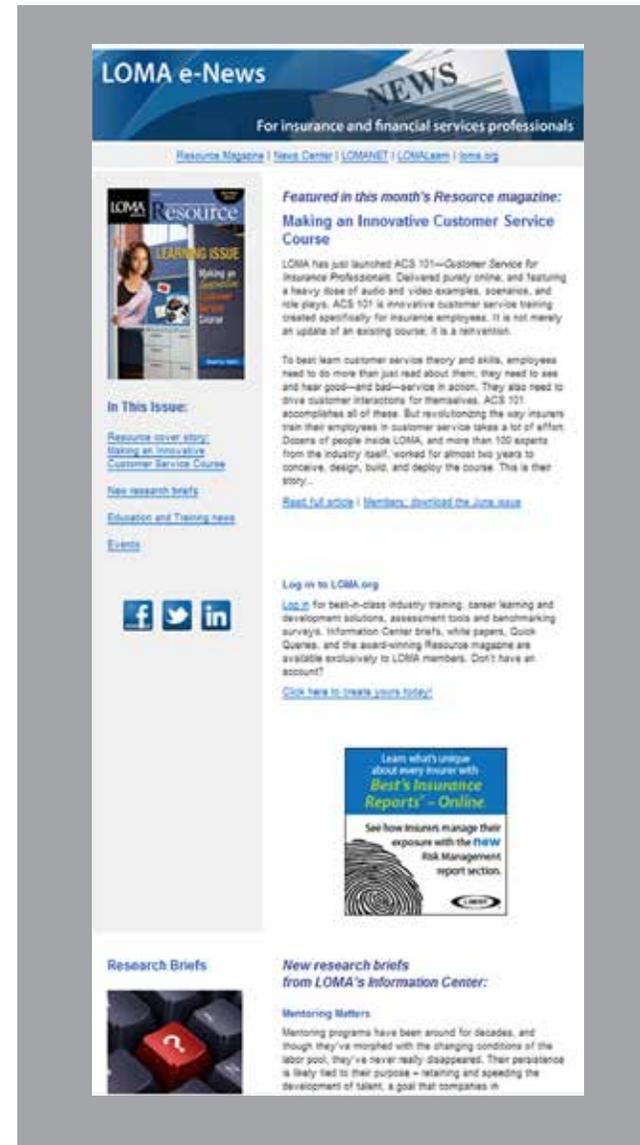
Sponsored White Papers

We will post your white paper on our site (Whitepaper Page) and promote with a banner ad linking to it.

Cost: \$3,200 a month.

Reinsurance Column

Reinsurers may sponsor a bylined column if they place a 1 page ad.



e-news ad
200 x 200
(350 x 150 is an
option, same price)



LOMA Resource Sponsored Webinars

A unique thought leadership opportunity to reach LOMA members

Companies who supply products or services or services to the insurance industry can submit a sponsored webinar proposal through LOMA's Resource magazine. Companies submitting a proposal must agree to provide content that meets LOMA standards and is informational in nature, rather than promotional. LOMA will need to approve the topic in advance and make sure it is of interest to our members. Upon LOMA's acceptance of the topic, we will schedule a mutually agreeable date and time for the webinar and promote the webinar to our members through e-mails, banner ads and print ads. Here are details:

Webinar Package Includes:

1. We will send 3 e-mail blasts (normally to some or all of the Resource magazine reader list and also targeted names from the LOMA database) promoting the webinar. Size of list depends on topic.
2. We will send reminder e-mails prior to the webinar to those who have registered.
3. We will place a banner ad on the LOMA website promoting the webinar (run of site, subject to rotation), for one month prior to webinar.)
4. We will create a webinar registration page on our website.
5. Depending on timing, the webinar may also be promoted in LOMA's monthly e-newsletter prior to the event.

6. A 1-page print ad for the webinar will be included in an issue of Resource magazine, month depends on timing of the event.
7. The webinar presentation will hosted through an outside webinar site. The webinar will be co-branded with LOMA/Resource and the sponsor.
8. Contact info of those who sign up for the webinar will be provided to the sponsor. This is done after the webinar is held and after the first payment is received.
9. The webinar will be recorded and posted on the LOMA website for 2 months in the Sponsored Webinar section.

Timetable: Normally we need about 60 days after the proposal is approved. We will establish a more detailed schedule when the webinar is approved.

Pricing: Contact your ad representative or the Resource publisher.

Sponsored Surveys

LOMA's Resource will partner with you to conduct a survey on a topic of interest to the LOMA membership. We will survey our members on this topic and report the results in Resource article and promote it though a news release. You may also promote the results.

Pricing: contact your ad rep or the Resource publisher.



Exhibit Opportunities

Resource can work with you to increase your visibility at many of LOMA's industry-leading conferences and meetings. Copies of Resource are distributed at many of the LOMA events.

2019 Life Insurance Conference

LOMA is co-hosting the Life Insurance Conference, with LIMRA, ACLI and SOA. It will feature a Technology Track and a larger exhibit hall! It will be April 1-3 in Baltimore. This is the most important life insurance conference of the year! Exhibit booths and sponsorships are available. Resource can offer ways to increase your visibility there.

Note: *The March 2019 issue of Resource will be distributed at this conference!*

Other Exhibit & Sponsorship Opportunities

Exhibit and sponsorship opportunities are available for most of the major LOMA conferences.

These include:

The Retirement Industry Conference

Customer Experience Conference

The Financial Inforum

And several others

LOMA members receive discounts on some exhibit opportunities.

Exhibit & Conference-Enhancing Services from Resource

Belly Bands on conference copies

Cover stickers

Inserts to conference/show copies

Room drops to attendees



Above and left: Exhibit hall at a LOMA conference.



LOMA[®] RESOURCE

MEDIA KIT 2019

Contact Information

Resource

LOMA
6190 Powers Ferry Rd.
Suite 600
Atlanta, GA 30339
Phone: 770-984-3718
Fax: 770-984-0441
E-mail: resource@loma.org
www.loma.org

Ad Representation

Partners Publishers' Representatives
3300 Timber Glen Lane
McKinney, Texas 75070
972-782-9841
info@partnerspr.com

Advertise in a Magazine with Award-Winning Quality

Quality results in readerhip! Our recent awards:

2018 APEX Award of Excellence, Magazine Writing.
2017 PRSA/GA Phoenix Award of Excellence, Magazines
2016 PRSA/GA Phoenix Award, Magazines
2016 IABC/Atlanta, Gold Award, Magazines
2016 APEX Award of Excellence, Magazine Writing.
2015 APEX Award of Excellence, Magazine Writing.
2014 APEX Award of Excellence, Magazine Writing.
2014 PRSA/GA Phoenix Award, Magazines
2013 PRSA/GA Phoenix Award, Magazines
2013 APEX Award of Excellence, Magazine Writing.
2012 PRSA/GA Phoenix Award, Magazine Writing.
2011 APEX Award of Excellence, Magazines.
2011 PRSA/GA Phoenix Award, Magazines
2009 IABC/Atlanta, Silver Award, Magazines
Plus more than 50 other awards.