

**INSURANCE
INFORMATION
INSTITUTE**

ADVERTISING AND PARTNERSHIP OPPORTUNITIES

Updated June 2020



Since 1960 the Insurance Information Institute (Triple-I) has been the trusted source of unique, data-driven insights on insurance to inform and empower consumers. We serve consumers, media and professionals seeking insurance information.

From the beginning, our independent fact-based mission has been to empower consumers through knowledge.

Over the years, we became the premier, go-to source for local and national

media and other opinion leaders. And we became a respected publisher of consumer-oriented materials as well as thought leadership, including data-driven research studies. As a unique industry supported organization, we neither lobby nor sell insurance.

Today, we're the leading industry spokespersons on understanding financial resilience, insurance-related innovation, and emerging issues. Our expert research and commentary covers all lines of insurance.

- 60 years of experience
- Leading industry supported organization solely dedicated to explaining insurance and enhancing knowledge without lobbying
- Membership includes nearly 60 percent of P/C premiums written and 9 of top 10 carriers
- Represents an industry employing more than 2.7 million people and demonstrating the benefits of insurance and risk management as a preferred career destination
- Respected publisher of thought leadership: independent, objective, data-driven research studies
- Leader in promoting resilience, helping consumers prepare and recover from catastrophe
- Premier go-to source for local and national news media, covering business, consumer and finance
- Extensive network of thought leaders from academia, business and government

Advertisement in The Triple-I Daily

\$1,000 per week

4,000

insurance leaders
distribution list

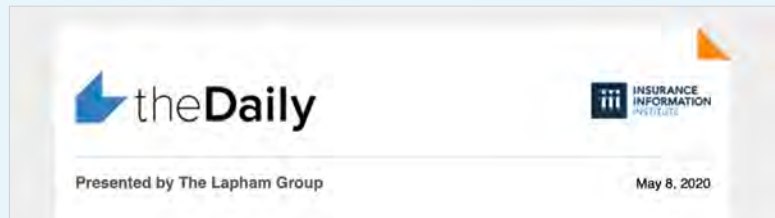
4,500-6,800

total opens

21%

open rate average*

In-line text advertisement to appear in *The Daily*, Triple-I's newsletter. *The Daily* is distributed directly from the Triple-I to more than 4,000 insurance leaders each weekday morning. Due to additional internal distribution by subscribers, the total number of times *The Daily* is opened averages between 4,500 and 6,800.



Text ad specs

Headline: 12 words

Summary: 48 words

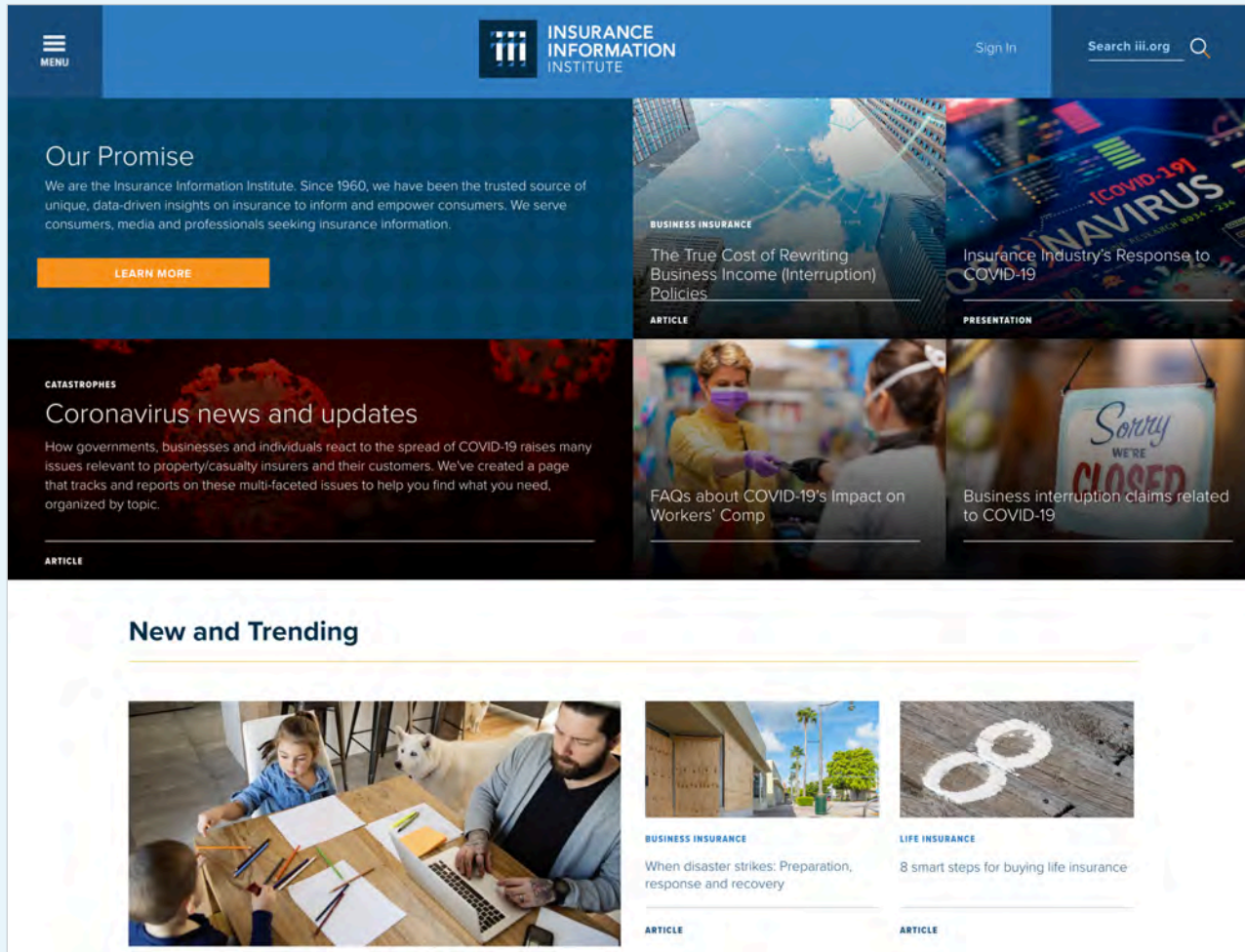
*Among those receiving directly from the Triple-I.

Sponsor-generated Content on Triple-I Website

\$2,000 per week

5 million
annual pageviews

- Placement of sponsor’s content adjacent to Triple-I content on www.iii.org, which secures 5 million pageviews annually. Includes article placement, promotional advertising and social media amplification.
- In 2019 Amazon Alexa.com metrics of internet search traffic indicates the Triple-I website was a primary source for industry data driven by keywords.



www.iii.org home page



Research White Paper

Triple-I Branded - \$30,000

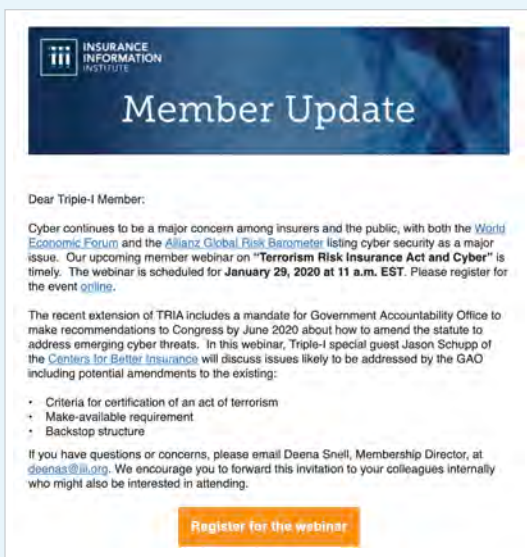
White Label - \$20,000

- Triple-I Research team to conduct research and prepare white paper at sponsor's request on specific insurance topics. Package will include Triple-I branding and publication with basic communications placement (press release, placement in *The Daily* and a Triple-I web posting, subject to added costs for webinar, sponsored event(s) and blog posting).
- White-label production for publication and amplification by sponsor, subject to additional costs for promotion via Triple-I distribution channels.

Webinars (Member and Non-Member)

\$2,000 – \$3,000

- Sponsor's logo and link in all pre- and post-webinar marketing
- Sponsor's logo on the Triple-I's homepage and on webinar landing page
- Verbal recognition of sponsor during opening remarks
- Verbal recognition of sponsor during closing remarks
- Sponsor will receive a list of registered participants



Joint Industry Forum

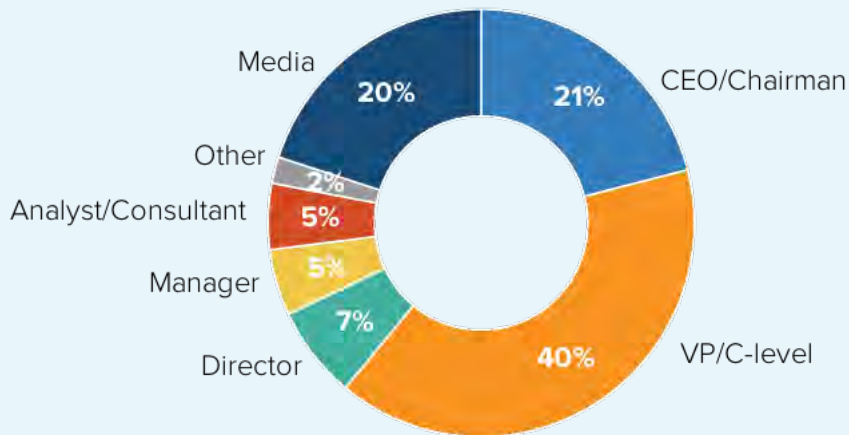
\$2,500 – \$35,000

200+
CEO, C-level, VP and
media participants

Sponsorship packages available for the Triple-I's premier industry event.

- Platinum, Gold, Bronze and Silver packages include panelist and introduction opportunities, advertising in *The Daily*, signage throughout conference venue and projected on screen during program. Digital advertising in event brochure also available.
- Conference draws 200+ industry executives, vendors and partners annually including CEO, C-level, VP and media participants.

Joint Industry Forum Audience Breakdown



Michael Barry, Triple-I's Head of Media Relations & Public Affairs, moderates the interactive discussion at JIF 2020.



Guests network before the start of JIF 2019.

All content-related items and advertising, including webinars, subject to Triple-I approval.