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-drive 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

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

- 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

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**

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/Chairman</td>
<td>21%</td>
</tr>
<tr>
<td>VP/C-level</td>
<td>40%</td>
</tr>
<tr>
<td>Manager</td>
<td>5%</td>
</tr>
<tr>
<td>Director</td>
<td>7%</td>
</tr>
<tr>
<td>Analyst/Consultant</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Media</td>
<td>20%</td>
</tr>
<tr>
<td>All</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.