

# SIUtoday

2018 MEDIA KIT



*SIU Today* is a quarterly magazine written and edited specifically for members of the International Association of Special Investigation Units (IASIU). The magazine covers issues and trends most relevant to deterring and uncovering all types of insurance fraud.

Today's leading voices in insurance fraud investigation are found in *SIU Today*. In addition, the magazine features regular updates on the following topics:

- Law
- Education
- Fraud
- Social Media
- Legislation



Reach SIU decision makers in 2018 by advertising in *SIU Today*!



IASIU membership is made up of approximately 4,200 individuals representing more than 600 insurance and self-insured companies around the world, allowing you to target your marketing message to professionals on the frontlines of the fight against fraud.

Members are employees of insurance or self-insured special investigation units, special agents or supervisors of the National Insurance Crime Bureau (NICB) or Insurance Crime Prevention Bureau.

Each issue of *SIU Today* is available to members digitally at [www.iasiu.org](http://www.iasiu.org).

With a change to a digital format we've been able to track readers' habits and there's great news for advertisers – *SIU Today* readers aren't just flipping through the ads – they're reading them. The average time on page for each issue is 34 seconds with an average time on page of 32 seconds for each ad. Readers are engaged and interested in your ads.

## Special Winter Issue:

The winter issue, which is an expanded edition that includes a Buyer's Guide and Annual Report, is printed and mailed to over 4,500 members and subscribers. It's an indispensable year round resource that will have a long shelf life. Each advertiser will receive a complimentary copy.





## SIU Today Rates and Schedule:

AD SIZE	1X	ALL FOUR	Ask about sponsoring one of the regular columns in <i>SIU Today</i> and about advertising opportunities in the daily <i>SIU eNews</i> distributed during our Annual Seminar.
Full Page	\$2,200	\$8,000	
Half	\$1,900	\$7,000	
One-Third	\$1,800	\$6,600	
One-Quarter	\$1,700	\$6,200	
One-Sixth	\$1,550	\$5,800	

## SIU Today Rates Winter Issue Only:

AD SIZE	1X
Full Page	\$2,640
Half	\$2,280
One-Third	\$2,160
One-Quarter	\$2,040
One-Sixth	\$1,860

**Don't miss being part of this special Winter issue!**

**All rates are net.**

ISSUE	DISTRIBUTED	AD CLOSE	FORMAT	Full
Spring	March	February 16	Digital	
Summer	June	May 18	Digital	
Fall	September	July 27	Digital	
Winter	December	October 19	Print & Digital	



## Buyer's Guide Listing Rate

<b>Basic Listing</b>	\$399 (Includes basic contact information)
<b>Standard Listing</b>	\$499 (Basic plus 50 word company profile)
<b>Enhanced Listing</b>	\$599 (Standard plus 100 word company profile and 4 color logo)

All advertisers, Diamond, Platinum and Gold sponsors receive a free Enhanced Listing.

### Basic Listing Example:

**SIU Software Solutions**  
**1234 West First Street**  
**Seattle, WA 98127**  
**www.siussolutions.com**  
 Michael Smith  
 206-555-5555  
 michael.smith@siussolutions.com  
 Territory: Global

### Standard Listing Example:

**Howard Law**  
**44 South Sunshine Way**  
**Tampa, FL 33611**  
**www.acmelaw.com**  
 Angela Howard  
 813-555-5555  
 amh@howardlaw.com  
 Territory: Florida

Howard Law has a reputation of excellence in the advocacy to achieve its client's goals through pre-suit resolution, mediation, arbitration, or trial. With over 20 years of experience working with insurance companies, we work with our clients to bring results they seek to achieve.

### Enhanced Listing Example:



**ACME Forensics**  
**111 Main Street**  
**Boston, MA 02111**  
**www.acmeforensics.com**  
 Paul Goodwell  
 617-555-5555  
 paul.goodwell@acmeforensics.com  
 Territory: USA, Canada

ACME Forensics provides the insurance industry with comprehensive forensic investigations. Our services include forensic engineering, fire investigations, and component testing. We have performed thousands of evaluations to determine the origin and cause of a loss and the extent of damages. Our response times are second to none. We provide fire investigators, engineers, and environmental scientists who are experts in their field at helping resolve our client's technical issues. With offices throughout the U.S. and Canada, one of our professionals is always available to quickly respond to a project site.



## Guidelines for Supplying Magazine Artwork

**Preferred format:** PDFX1a with fonts and 300 dpi images embedded

**Other acceptable file formats include:**

Adobe InDesign – include all Mac screen and printer fonts and all resources placed in the layout; Adobe Illustrator – fonts must be changed to outlines or Adobe Photoshop files.

### Format:

Trim size:	8 3/8" w x 10 7/8" h
Live copy area:	8" x 10 1/2"
One Page Bleed:	8 3/4" x 11 1/8"
Spread copy area:	16 3/4" x 10 7/8"
Spread Bleed:	17" x 11 1/8"
Vital reading matter should be kept 3/8" from all sides.	

### Ad Dimensions:

Full Page	8 3/8" w x 10 7/8" h
Half Page	Vertical: 4 3/16" x 10 7/8" Horizontal: 8 3/8" x 4 7/16"
One-Third	Vertical: 2 3/4" x 10 7/8" Horizontal: 4 9/16" x 8 3/8"
One-Quarter	Horizontal: 2 11/16" x 8 3/8"
One-Sixth	Vertical: 2 1/8" x 5 7/16" Horizontal: 4 3/16" x 3 5/8"

**NICB Update**  
By Bob Minton, Reporter and CEO, National Consumer Claims Bureau

### Hurricanes Leave Industry with Record Number of Claims for Waterlogged Vehicles

For the first time in its history, the National Consumer Claims Bureau (NICB) has issued a report and claims update for waterlogged vehicles. More than 45,000 claims resulted from Harvey and other 2017 hurricanes and related flooding. That compares with about 30,000 claims in 2016 and 2015, and 150,000 for hurricanes in 2004.

NICB, as we have done in other years following previous hurricanes, issued a public service announcement on the prevention of the industry's water damage and the writing of the annual vehicle loss prevention public loss prevention manual vehicle's loss prevention manual. It covers the most common causes from the large number of lost vehicles that will be changed up and added to risk with the millions of that were damaged or destroyed. In addition, we have had to be the public through multiple channels, including a national news story on the NBC Nightly News.

NICB's 2017 "Loss" database, created after Hurricane Harvey, has proved a valuable tool for consumers in the search for a used vehicle. By making vehicle loss prevention available, the best interests of our members provide a service that helps the public know if a vehicle has been issued a salvage title.

To learn the impact of this service, for the entire week period following Harvey, NICB's VINCheck site had nearly 800,000 hits, that is a 100 percent increase over the same period last year.

We hope that consumers will find the warning in our report on the aftermath of Florida. To further increase awareness of the issue, we have created and distributed this 7.5 x 10.5 inch and 300 dpi for TV and radio stations across the country that has been included in this being of the year special.

By Bob Minton, Reporter and CEO of the National Consumer Claims Bureau

Headed out on one of the salvage sites.

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### STAGED ACCIDENTS

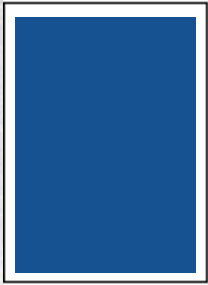
What to Do When Something About That Accident Claim That Just Landed On Your Desk Doesn't Add Up...

By Bob Minton, CEO, NICB

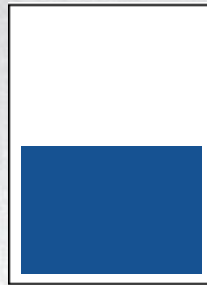
Have you ever had an auto accident? If so, you know how quickly claims adjusters are involved with their insurers and how quickly they can get right. If you are fortunate, you will receive a check and you will know what to do. However, if you are not so lucky, you may find yourself in a situation where you are being misled or even worse, you are being misled.

NICB's accident prevention service is a valuable tool for consumers. It provides a guide to help you understand what to do when you are involved in an accident. It also provides a guide to help you understand what to do when you are involved in an accident.

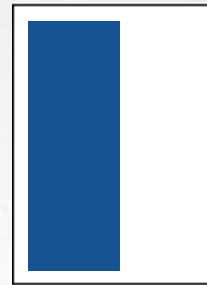
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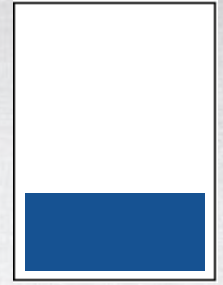
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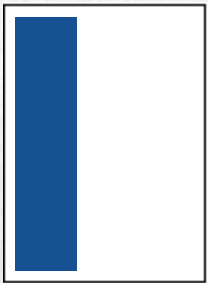
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Horizontal**



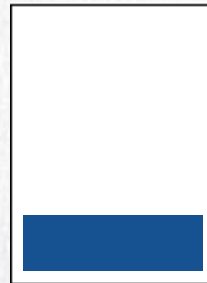
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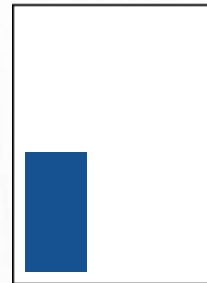
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Horizontal**



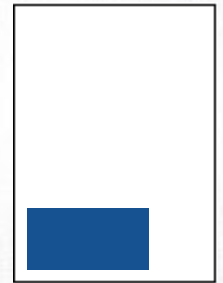
**1/3 Page  
Vertical**



**1/4 Page  
Horizontal**

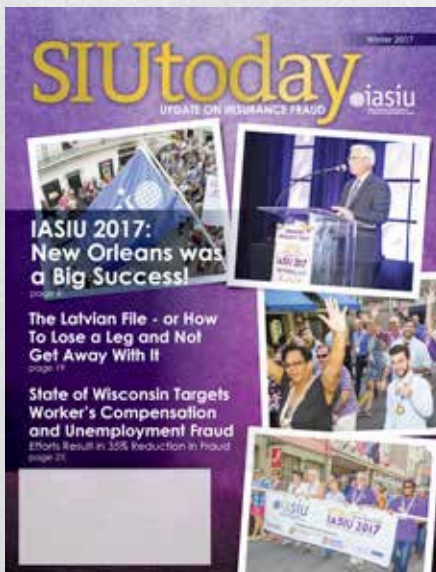


**1/6 Page  
Vertical**



**1/6 Page  
Horizontal**

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**Don't miss your opportunity to be seen by influential SIU decision makers.**

- High readership appeal
- Long ad shelf life
- Annual Report & Buyer's Guide

**Advertise in SIU Today!**

**To Advertise, Contact:**  
**Greg Haag, Managing Editor**  
**IASIU**  
**414-375-2992 (ext. 1118)**  
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