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.

EDITORIAL FOCUS

- Fraud Analysis
- Legal Trends
- Fraud Technology
- Legislation
- Education
- Social Media
- Case Reports
- Industry Trends
- Professional Development
- IASIU News

Reach SIU decision makers in 2020 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.

IASIU members are employees of insurance companies 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 published in a digital flipbook format and is available to IASIU members at www.iasiu.org.

SIU Today will move to a new online platform in 2020 giving both readers and advertisers expanded capabilities. New features such as social sharing, bookmarking and multimedia content will boost reader engagement and broaden the impact of your advertising investment. Premium sponsorship positions allow for digital advertisements to be placed to the left of the cover or outside the trim of the publication to ensure maximum impressions and add additional marketing value.

A full demonstration of the online platform can be presented upon request.
SIU TODAY ADVERTISING

CIRCULATION: 4,500
FREQUENCY: QUARTERLY

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>PUBLICATION</th>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>2/21/20</td>
<td>3/17/20</td>
<td>DIGITAL</td>
</tr>
<tr>
<td>SUMMER</td>
<td>5/25/20</td>
<td>6/17/20</td>
<td>DIGITAL</td>
</tr>
<tr>
<td>FALL</td>
<td>8/18/20</td>
<td>9/11/20</td>
<td>DIGITAL</td>
</tr>
<tr>
<td>WINTER*</td>
<td>11/12/20</td>
<td>12/9/20</td>
<td>DIGITAL</td>
</tr>
</tbody>
</table>

*The Winter issue is an expanded edition that includes a Buyer’s Guide and Annual Report. Readers look forward to this indispensable year-round resource!

2020 ADVERTISING RATES / PER INSERTION

<table>
<thead>
<tr>
<th>COLOR</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2200</td>
<td>$2000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1900</td>
<td>$1750</td>
</tr>
<tr>
<td>One-Quarter</td>
<td>$1700</td>
<td>$1530</td>
</tr>
<tr>
<td>One-Sixth</td>
<td>$1550</td>
<td>$1450</td>
</tr>
</tbody>
</table>

Ask about sponsoring one of the regular columns in SIU Today and about advertising opportunities in the daily SIU eNews distributed during our Annual Seminar.

PREMIUM ADVERTISING FEATURES / IN ADDITION TO DISPLAY RATES

<table>
<thead>
<tr>
<th>AD ENHANCEMENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Half-page insert</td>
<td>$500</td>
</tr>
<tr>
<td>Expanded Ad</td>
<td>$300</td>
</tr>
<tr>
<td>Video Ad insertion</td>
<td>$250</td>
</tr>
<tr>
<td>Dynamic/Animated Ad Insert</td>
<td>$100</td>
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DISPLAY AD SIZES / DIMENSIONS ARE WIDTH × HEIGHT IN INCHES

LIVE AREA
8.5” x 11”

HALF PAGE
8.5” x 11”

QUARTER PAGE
4.25” x 2.75”

SIXTH PAGE
2.83” x 3.67”

THE GLOBAL ASSOCIATION OF INSURANCE FRAUD INVESTIGATORS

Contact Kevin Hall, Advertising Sales Executive / (785)865-9143 / khall@allenpress.com
SIU TODAY ADVERTISING

**PREMIUM SPONSORSHIP POSITIONS**

- **2000** MONTHLY PAGEVIEWS
- **30 MIN** AVERAGE TIME ON PAGE

<table>
<thead>
<tr>
<th>ONLINE RATES PER ISSUE</th>
<th>1x</th>
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<tbody>
<tr>
<td><strong>TOP BANNER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>495 × 65 pixels</td>
<td>$1000</td>
<td>$900</td>
</tr>
<tr>
<td><strong>SKYSCRAPER (2 AVAILABLE PER ISSUE)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>120 × 600 pixels</td>
<td>$800</td>
<td>$700</td>
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<tr>
<td><strong>BOTTOM BANNER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>495 × 65 pixels</td>
<td>$600</td>
<td>$550</td>
</tr>
<tr>
<td><strong>COVER AD BLOCKS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>custom sizes</td>
<td>$250</td>
<td>$225</td>
</tr>
</tbody>
</table>

Contact Kevin Hall, Advertising Sales Executive / (785)865-9143 / khall@allenpress.com
BUYER’S GUIDE LISTING RATE

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing</td>
<td>$399 (includes basic contact information)</td>
</tr>
<tr>
<td>Standard Listing</td>
<td>$499 (Basic listing, plus 50 word company profile)</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$599 (Standard, plus 100 word company profile and four color logo)</td>
</tr>
</tbody>
</table>


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.
NEW ISSUE ALERT
Upon publication, a new issue alert email is distributed to all IASIU members and magazine subscribers. The alert features a list of articles, society news and announcements and upcoming events.

CIRCULATION: 4,500

TOC ALERT AD RATES

<table>
<thead>
<tr>
<th>Banner 728 × 90 pixels</th>
<th>$950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper 728 × 90 pixels</td>
<td>$750</td>
</tr>
</tbody>
</table>

SIU TODAY

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FEATURES

Is It Arson Or An Accident?
Figuring Out The Cause Of A Vehicle Fire Loss
By Chris Ellis

Four Ways to Increase Success for Fraud Analysts
By Jessica Rust

Investigating Life Insurance Fraud Can Uncover...Murder
Three Murder Case Studies Involving Life Insurance
By Ellen Withers

IASIU Launches Virtual Communities
to Connect Members and Chapters
By Ron Bryant
TECHNICAL SPECIFICATIONS

PAGINATED ADS

PRINT ADS
• High-resolution PDF files.
• Resolution for ads should be 300 dpi or higher with fonts embedded.
• Color mode CMYK, no RGB, Pantone, or indexed color mode graphics.
• Ads must be supplied in final format. IASIU and SIU Today not responsible for any errors in content.
• Necessary alterations are the responsibility of, and at the expense of the advertiser.

DIGITAL ADS
• Recommended file formats: jpeg, bmp, wbm, svg, swf/flash , png, gif, and animated gif
Note: some mobile devices do not render flash.

AGENCY COMMISSION
There is a standard 15% commission to recognized agencies.

TERMS AND CONDITIONS
It is the policy of the International Association of Special Investigation Units that all potential advertisements submitted by any person or entity for publication in any IASIU media must be deemed consistent with the goals and objectives of the IASIU and/or SIU Today, within the sole and unbridled discretion of the IASIU and/or SIU Today. Any potential advertisement deemed to be inconsistent with the goals and/or objectives of the IASIU shall be rejected. The IASIU also reserves the right to require publication prepayment. IASIU and SIU Today do not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads published and must be fully authorized for use of the ads content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

CREATIVE SERVICES
Creative services are available to all advertisers at a rate of $100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.