



The DC Captive Insurance Newsletter

Articles

If you are interested in writing an article for placement in *The DC Captive Insurance Newsletter*, please adhere to the following guidelines:

- Articles must be 1,500 - 2,000 words in length.
- Articles should not make mention of specific companies and products in any way which could be construed as “promotional.”
- Article should be submitted on a 5-1/4” or 3-1/2” diskette in a generic or ASCII format. A hard copy of the article should also be submitted.
- A short biography of the author and a black & white photo should accompany each article.

Circulation

The DC Captive Insurance Newsletter is delivered to approximately 250 CIC-DC members and subscribers. Its reach encompasses top-level executives from all aspects of the alternative risk financing marketplace, making the publication a cost-effective way to get your message to all DC Captive members.

The DC Captive Insurance Newsletter's sizeable pass-along readership doubles the number of people who see your ad to 500. In addition, the publication is made available to all attendees at every conference and seminar held throughout the year.

Limited Space

To insure a quality publication, advertising space is strictly limited to no more than 50% of total pages of content. All orders will be processed on a first-come basis. Annual space holders will receive priority over single insertion buyers.

Frequency Commission and Discounts

The DC Captive Insurance Newsletter is published 4 times per year. No commissions or discounts are payable.

Payment

Prepayment of all one time insertion orders is required with submission of materials. For multiple insertion orders, subsequent issues will be billed one month in advance of publication's closing date, with payment required on or before publication's closing date. If payment is not received in accordance with invoice instructions, advertisement will not be run. Self-Insurers' Publishing Corp. assumes no responsibility or liability for advertisements not included as a result of advertiser and/or advertising agency's failure to remit payment as required.

Make-Good Policy

Agency/Advertiser must contact Publisher within 15 days after publication regarding error on advertisement. At the discretion of the Publisher, a make-good policy ad will be inserted at no charge in the next available issue. Make-good is to be a re-run of the corrected ad that ran in error. Payment is required in full on the original ad/invoice.

Publisher's Protective Clause

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyright matter) for any claims made against publisher. The publisher reserves the right to reject advertising which does not conform to publication standards.

Cancellation Policy

ALL CANCELLATIONS MUST BE IN WRITING AND RECEIVED IN OUR OFFICE PRIOR TO PUBLISHED CLOSE DATE. Ninety (90) day cancellation notice is required for preferred positions. Publisher reserves the right to repeat previous ad at the contracted rate unless advertiser sends replacement material and no cancellation order has been received. All contracts are billed with the first issue. If an ad is canceled after first issue, payment is still required in full.

Mechanical Requirements

Macintosh or PC formatted disks. Acceptable formats include: Adobe Photoshop, Adobe Illustrator, or QuarkXpress. Acrobat PDF files are acceptable only as high resolution files. Please include all fonts and high-resolution images (300 dpi). A proof is required with each electronic file. Please label disks with: issue date, advertiser and agency. Please include a self-addressed stamped envelope if you wish materials to be returned.

Send/E-mail materials to:

Jaclyn Walker • 1250 H Street, NW • Washington, DC 20005 • jwalker@dccaptives.org • Phone 888-302-4232 • Fax 202-463-8155

Questions?

Contact Jaclyn Walker at 888-302-4232

Bleed Rates

Bleeds – add \$175 per insertion (For bleed ads, please add 1/8” to dimensions above.)

Rate Information

Proper notification of any rate change will be given at the time of receipt of insertion order. Advertisers who are CIC-DCmembers will receive member rates protected through calendar year 2008, provided 2008 membership dues are current. Non-Members will receive non-member rates.



Advertising Rates

Member Non-Member

Outside Back Cover

1 Time	\$632	\$764
2 Times	\$577	\$709
3 Times	\$522	\$654
4 Times	\$467	\$599

Inside Front or Back Cover

1 Time	\$550	\$660
2 Times	\$495	\$605
3 Times	\$440	\$550
4 Times	\$385	\$495

Full Page

1 Time	\$522	\$632
2 Times	\$467	\$577
3 Times	\$412	\$522
4 Times	\$357	\$467

Half Page

1 Time	\$385	\$467
2 Times	\$330	\$412
3 Times	\$275	\$357
4 Times	\$220	\$302

Quarter Page

1 Time	\$330	\$401
2 Times	\$275	\$346
3 Times	\$220	\$291
4 Times	\$165	\$236

Third Page (Square or Vertical)

1 Time	\$275	\$330
2 Times	\$220	\$275
3 Times	\$165	\$220
4 Times	\$110	\$165

The DC Captive Insurance Newsletter

Advertising Reservation Form

Yes, we would like to advertise in *The DC Captive Insurance Newsletter*

Advertising Company Name _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Please find enclosed my check payable to **SIPC** in the amount of \$_____.

Please charge to the following:

MasterCard VISA American Express Discover

Card in the Name of _____

Credit Card # _____

Exp. Date _____ VAL Code _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

The DC Captive Insurance Newsletter is published by The Self-Insurer's Publishing Corp (SIPC) and is the official publication of the Captive Insurance Council of the District of Columbia. Cancellations must be received by space reservation deadline. Please make all checks payable to SIPC.

Please indicate which issues you would like your ad to appear in.

- 1st Quarter 2008
 2nd Quarter 2008
 3rd Quarter 2008
 4th Quarter 2008

Please select the size of ad you would like to choose.

- Outside Back Cover
8" w x 6" h
 Inside Front Cover
8" w x 9-5/8" h
 Inside Back Cover
8" w x 9-5/8" h
 Full Page
8" w x 9-5/8" h
 Half Page
8" w x 4-5/8" h
 Quarter Page
8" w x 2-1/4" h or 3-3/4" w x 4-5/8" h
 Third Page Vertical
2-1/4" w x 9-5/8" h
 Third Page Square
5-1/8" w x 4-5/8" h

Material Deadlines

1st Quarter 2008

Space Deadline 2-29-08
 Artwork Deadline 3-7-08

2nd Quarter 2008

Space Deadline 5-30-08
 Artwork Deadline 6-6-08

3rd Quarter 2008

Space Deadline 8-29-08
 Artwork Deadline 9-5-08

4th Quarter 2008

Space Deadline 12-1-08
 Artwork Deadline 12-8-08