



The
DC Captive
Insurance Newsletter

The DC Captive Insurance Newsletter is the official publication of the Captive Insurance Council of the District of Columbia, Inc. (CIC-DC). Each quarterly edition is packed with timely educational articles written by leading experts in the industry. If you're trying to reach key decision makers in the DC domicile, *The DC Captive* delivers. Advertising starts as low as \$275 for members with discounts for multiple insertions.

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."
- Articles should be emailed to Jaclyn Walker at jwalker@dccaptives.org.
- A short biography of the author and a black & white photo should accompany each article.

Circulation

The DC Captive 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's sizeable pass-along readership doubles the number of people who see your ad to 500. In addition, the publication is made available to attendees at every CIC-DC conference and numerous industry tradeshows 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 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 SIPC within 15 days after publication regarding error on advertisement. At the discretion of SIPC, 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 the publisher. SIPC 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. SIPC 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

The preferred format for artwork is a high resolution pdf. All images must be a minimum of 300 dpi.

Send/Email 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

Rate Information

Proper notification of any rate change will be given at the time of receipt of insertion order. Advertisers who are CIC-DC members will receive member rates protected through calendar year 2009, provided 2009 membership dues are current. Non-Members will receive non-member rates.

MEDIA KIT

The DC Captive Insurance Newsletter

Advertising Rates

	Member	Non-Member
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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

Above rates are per insertion.



Advertising Reservation Form

Company Name _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Total Amount Due \$ _____ (cost of first insertion)

Enclosed is my check made payable to SIPC.

Please charge 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.

Terms & Conditions

In signing this contract, the authorized representative agrees to remit payment in advance or within 15 days of invoice date for all placements and/or multiple insertions. Any late payments shall be subject to a late fee of 1.5% of the outstanding balance due. It is further agreed that in the event it becomes necessary for publisher to institute any collection process, advertiser or its designated agency shall, in addition to amounts owed publisher, pay all costs including attorney fees associated with any collection process for space. In addition, once this contract is executed and accepted by the publisher, it may only be canceled by the advertiser or its authorized representative with advance written notice signed and received by the publisher no later than the space reservation date of canceled issue as specified on rate card, a copy of which is acknowledged to have been received by advertiser or its representative in case of cancellation of inside front, inside back or outside back cover, a minimum of ninety days notice must be provided. If said cancellation is not received as specified herein, advertiser and/or its advertising representative shall be liable for all charges/fees for canceled space reservations and shall promptly remit to publisher amounts due, collection charges and late payment penalties as noted above. These conditions shall also apply to any cancellations not received by space reservation deadline.

Please indicate in which issue(s) you would like your ad to appear:

- 4th Quarter 2008
 1st Quarter 2009
 2nd Quarter 2009
 3rd Quarter 2009
 4th Quarter 2009

Please select size of ad:

- 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

4th Quarter 2008

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

1st Quarter 2009

Space Deadline 2-27-09
 Artwork Deadline 3-6-09

2nd Quarter 2009

Space Deadline 5-30-09
 Artwork Deadline 6-5-09

3rd Quarter 2009

Space Deadline 8-28-09
 Artwork Deadline 9-4-09

4th Quarter 2009

Space Deadline 11-27-09
 Artwork Deadline 12-4-09