

2025 RIMS

DIGITAL ADVERTISING AND SPONSORED CONTENT OPPORTUNITIES

MEDIA KIT



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To learn more or reserve space, please contact:

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www.RIMS.org

2025 RIMS AUDIENCE DEMOGRAPHICS

RIMS connects, engages, and demonstrates competitive advantages among corporate insurance buyers across multiple platforms that include digital, thought leadership and events.

RIMS, *the risk management society*, is a global not-for-profit committed to advancing the practice of risk management throughout the world. We bring networking, professional development, certification, and education opportunities to our membership of 8,650+ risk management professionals in over 60 countries. Founded in 1950, the Society represents more than 1,921 industrial, service, nonprofit and government entities globally. For more information on RIMS, visit www.RIMS.org.

Exclusive Audience

RIMS represents the voice of the corporate insurance customer. As such, RIMS members exert tremendous purchasing power in the commercial insurance arena. Collectively, on average, they budget \$16.7 million annually for commercial insurance and risk management services and an additional \$4.4 million for risk management technology purchases and updates.

Audience Demographic Highlights

*Company Revenue (mean: \$4.23 billion)

\$10B+	18%
\$5-\$10B	11%
\$1-\$5B	22%
\$500M-\$1B	9%
\$100-\$500M	16%
<\$100M	7%
No gross sales	12%
No response	5%

*Job Titles

Risk Management Director	32%
Risk Manager	30%
VP of Risk Management	13%
Risk Analyst	8%
Risk Management Officer	4%
Claims Adjuster/Manager	4%
President/Owner/CEO	1%
All others:	8%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

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2025 LEARNING EXPERIENCES

Event Education Sessions (2023): 320+ Sessions

Webinars, Workshops & Courses (2023): 178 Experiences

Risk Knowledge (on-demand resource library for risk professionals): 830 Resources available

Magazine Articles (2024): 188 Published

RIMScast Episodes 300 Published to date

White Papers (2024): 35 Issued

RIMS Newsletters (2024):

Weekend Read 280,000 Monthly Engagements

RiskWire 48,000 Monthly Engagements

**RIMS 2024 Historical Data*

FINDINGS: About their Work

Products/Services Involved in Purchasing

For which of the following products/services do you have any level of purchasing involvement (approve/authorize, recommend, select/specify, or any other involvement) for your organization? (use graphs to display percentages)

Property/Casualty Insurance	64%
Cyber Risk Insurance	62%
Brokerage Services	58%
Directors & Officers' Liability Insurance	57%
Excess Liability Insurance	57%
Fidelity and Crime Insurance	56%
Claims Administration/TPA Services*	53%
Business Interruption and Property**	44%
Enterprise Risk Management	44%
Alternative Risk Financing Programs	43%
Professional Development	43%
Environmental Liability Insurance	42%
Third-Party Risk Management	42%
Property Loss Prevention Engineering Services	42%
Risk Data Analytics:	41%
Certificate of Insurance Tracking Software	39%
Terrorism Insurance	38%
Audit, Risk & Compliance Management Programs	36%
Business Continuity	31%
Pandemic Risk Management	30%
Construction Wrap-ups and Surety Bonds	28%
Fleet Safety	26%
Medical Cost Management for Workers***	24%
Litigation Management Programs	24%
Captive Domicile Selection	20%
At least one	89%

*(property/casualty or benefits)

**damage claims services

***compensation (pharmacy benefit management, return to work, claims management)

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

2025 LEARNING EXPERIENCES

FINDINGS: Content Interests, Opinions and Preferences

Interest in Topics

How interested are you in reading about each of the following topics in Risk Management?

Emerging Risks	84%
Cyber Risk	78%
Strategic Risk Management	73%
Artificial Intelligence	69%
Benchmarking	69%
Enterprise Risk Management	64%
Property/Casualty	64%
Litigation/Legal Issues	62%
Crisis Management	59%
Risk Data Analytics	54%
Alternative Risk Financing	53%
Global Risks	52%
Disaster Preparedness	51%
Directors' & Officers' Liability	50%
Loss Prevention	50%
Privacy & Data Governance	47%
Claims Management	46%
Environmental, Social & Governance Risks	44%
RIMS News	43%
Climate Change	42%
Pandemic Risk Management	38%
Supply Chain Risk	38%
Workers' Compensation	37%
Digital Business Transformation	34%
Diversity, Equity & Inclusion	27%
GRC & Security Assurance	25%
Insurtech/Risktech	22%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

FINDINGS: Use of Digital Resources

Digital Resources Accessed Most Frequently

Which of the following digital resources do you access most frequently when seeking new information related to risk management?

Websites	64%
Webinars	62%
Whitepapers	60%
Newsletters	46%
Podcasts	15%
Social media sites (LinkedIn, X, Meta, etc.)	15%
Videos	9%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

2025 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

RIMS.org

Display Unit	Dimensions (pixels)	Monthly Cost
HP and ROS Leaderboard Banner, above the fold (ATF)	970 x 90	\$8,000
HP and ROS Leaderboard Banner, above the fold (ATF)	728 x 90	\$7,500
HP and ROS Leaderboard Banner, below the fold (BTF)	728 x 90	\$3,500
RIMS Log-in page banner	1261 x 1003	\$7,500
RiskWire Leaderboard Banner	728 x 90	\$6,000
RiskWire first content well	650 x 90	\$6,500
RiskWire second content well	650 x 90	\$5,500
RiskWire native banner	180 x 150	\$7,000
The Weekend Read e-newsletter banner	650 x 90	\$7,500

Average Monthly Web Traffic

RIMS.org

Users: 54,004

Sessions: 76,668

Unique pageviews: 70,256

Monthly pageviews: 166,299

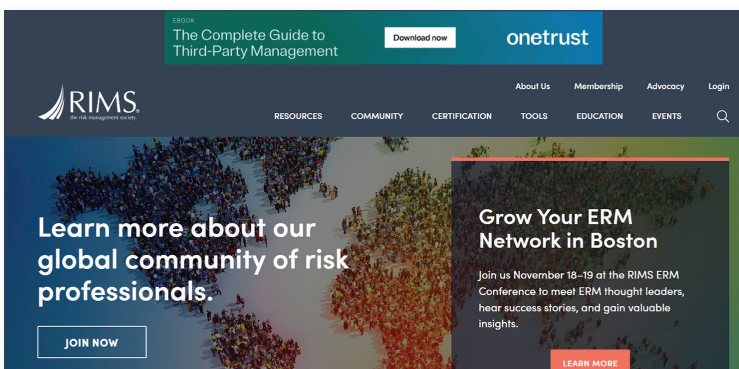
Visit duration: 00:03:12

Source: Google Analytics Dashboard Report for RIMS.org: 9/1/24-9/30/24

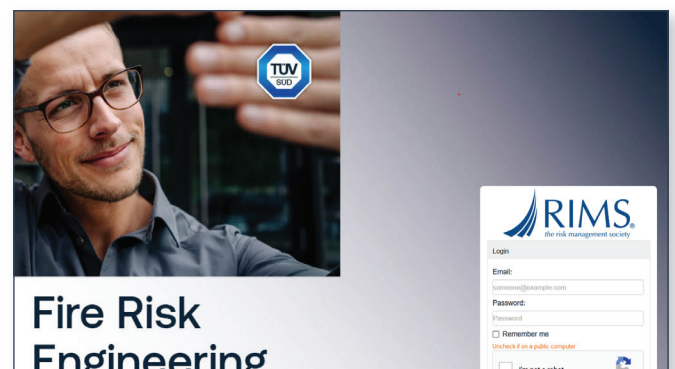
Site Positioning Statement

RIMS.org, the official website of the Risk and Insurance Management Society, Inc. (RIMS), is the premier online destination for those business executives that practice the discipline of risk management. Navigation on the RIMS website highlights the key tools that RIMS is committed to providing risk professionals: resources and content, connections, certification, education, and events. The RIMS website allows the Society to better connect the world's risk management community with curated content and resources. Access to knowledge, expertise, and other online assets that our members expect is front and center, supporting them as they navigate the challenges and advance in this rewarding profession.

RIMS.org Homepage



RIMS.org Log-in Page



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2025 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

Average Monthly Web Traffic

RMMagazine.com

Display Unit	Dimensions (pixels)	Monthly Cost
HP and ROS leaderboard banner, above the fold (ATF)	728 x 90	\$4,500

RMMagazine.com

Users 43,251

Sessions: 53,306

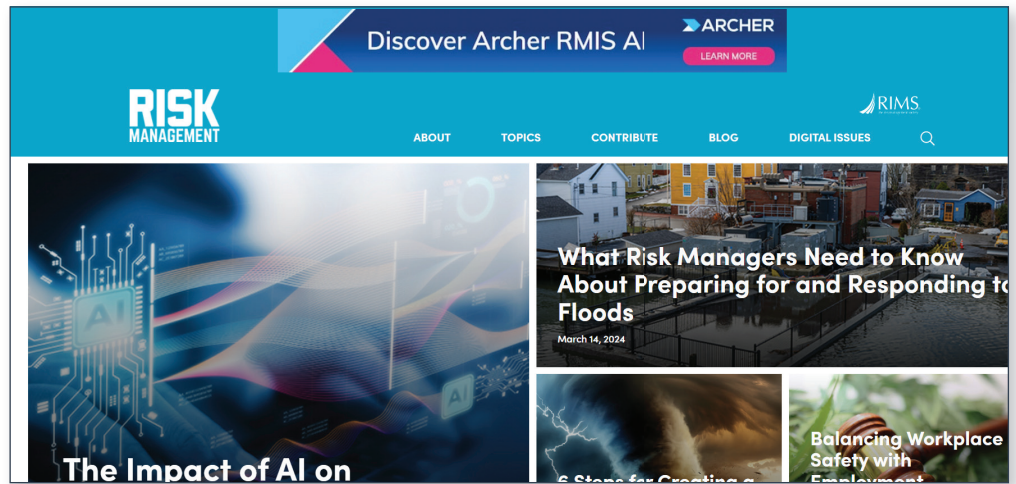
Unique pageviews: 27,745

Total pageviews: 37,492

Avg Visit duration: 00:01:59

Source: Google Analytics Dashboard Report for RMMagazine.com: 9/1/24-9/30/24

RMMagazine.com Homepage



SITE POSITIONING STATEMENT

RMMagazine.com, the official website of Risk Management, provides analysis, insight, and news for the risk management community. RMMagazine.com explores the foundational and dynamic concepts and strategies used by those tasked with protecting the physical, financial, human, and intellectual assets of their organizations, and provides the in-depth insight into new and emerging risks to help risk and insurance professionals meet the evolving challenges of today's business landscape.

ONLINE CAMPAIGN MEASUREMENT

You have the option of using RIMS' third-party ad server, Google Ad Manager, or your approved third-party ad server to monitor the results of your online campaigns on RIMS' digital platforms.

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2025 RIMS WHITE PAPER SPONSORSHIPS

Utilize a proven marketing vehicle by engaging risk management professionals with your thought-leadership content. Sponsored white papers give your brand competitive advantage and generates highly-qualified sales leads.

*60% of RIMS members access white papers most frequently when seeking new information related to risk management.**

Background

All sponsored white papers are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored white paper will be archived on Risk Knowledge indefinitely.

Process

We will review our email inventory calendar to recommend and schedule a date for your white paper marketing email. After you select a date, your copy, logo and white paper PDF are due 5 business days before your scheduled launch. All sponsored white paper submissions are reviewed and vetted by RIMS' content team. RIMS will send you a test email for approval.

Promotion

RIMS will publish your white paper/eBook on Risk Knowledge and distribute your co-branded email blast to 70,000+ risk professionals. If your submitted paper/eBook(s) do not meet these requirements, RIMS will delay the release of the white paper/eBook(s) until these conditions are met. We expect white paper authors to provide educational content lending some context and perspective in interpreting data/trends that corporate insurance buyers should look for as well as addressing the subject matter at hand. If your submitted paper(s) do not meet these requirements, RIMS will delay the release of the white paper(s) until these conditions are met.

Download Reports

Within 2 to 3 business days of hosting your white paper/eBook, we will send you an initial report with contact information of everyone who downloaded your white paper/eBook (including email addresses). At the end of the following week, we will send you a second report that captures any remaining leads.

Average Downloads

Broad white paper/eBook topics average 150 downloads+ per white paper/eBook. Niche topics average 75 to 100 downloads per white paper/eBook.

The image shows a white paper cover with a dark blue header. The RIMS logo is in the top left. The title 'Steering Fleet Liability Insurance Onto a More Sustainable Road' is in white. The Zurich logo is in the top right with the text 'Sponsored by'. The main body has a white background with blue text. On the right, there is a vertical blue sidebar with the title and a photograph of a road. The bottom of the cover features a blue and white graphic.

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2025 RIMS WEBINAR SPONSORSHIPS

Sponsored webinars are one of your strongest solutions to generate revenue through your marketing efforts.

62% of RIMS members access our webinars most frequently when seeking out new information related to risk management.*

Reasons for Attending a Webinar

- Develop short list of vendors
- Justify potential purchase
- Compare products as part of analysis
- General interest
- Identify features
- Preliminary info gathering
- Evaluating new products and services
- Staying up to date

RIMS will develop a multiple touch point webinar campaign to build your brand awareness and increase your customer engagement among corporate risk management professionals who are members of RIMS.

Process

In order to launch your webinar, we require the title, description and speaker biographies and headshots. We request 4-6 weeks of lead time to set up and promote your webinar.

One week before the live date, we will do a test webinar to determine final details, i.e. slide control, Q&A delivery, polls, surveys and handouts. Three business days after the live date, your webinar presentation will be made available to registered users.

Promotion

After your webinar registration page is live on RIMS.org, we will send you a marketing schedule which will include group webinar digest email blasts to 70,000+ risk professionals and social media marketing outreach to RIMS' followers on LinkedIn, X and Instagram to help drive registrations and attendance for your webinar event(s). RIMS will include your webinar promotion blurb(s) and registration links as one of five pieces of RIMS' selected content to appear in upcoming *Weekend Read* newsletter editions which will be delivered to 70,000 risk professionals' desktops on Saturday mornings.

Audience Engagement

Attendee numbers are driven by how interested risk managers are in the topic presented. Topics such as emerging risks, data privacy and cybersecurity, strategic risk management, artificial intelligence, benchmarking, enterprise risk management, property/casualty insurance, litigation/legal issues, crisis management, risk data analytics, alternative risk financing, global risks and disaster preparedness may command webinar attendance of 225+ executives, on average. Niche topics may draw 125 to 150 attendees, on average.

*Source: *Risk Management's* 2023 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

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2025 RIMSCAST SPONSORSHIPS

RIMScast is the Risk and Insurance Management Society's official podcast. In a conversation-style format, these weekly 20-minute episodes explore different topics impacting the global risk management community. RIMS business content manager and host Justin Smulison explores a topic through interviews with an expert or experienced risk professional.

From new laws and international risk guidelines to emerging trends and opportunities, RIMScast informs the audience of developments in various industries and how risk professionals might consider and act on them.

Downloads

- Total episodes: 318
- 180,000 total unique downloads
- 567 average downloads per episode
- 18,000 unique downloads in 2024

Audience

- Globally-based risk management professionals
- Executive leaders
- RIMS members

Source: RIMScast's metrics since launch in September 2018.

Custom Campaign Sponsorship

- You will have considerable creative input. RIMS will partner with you to meet your customer engagement goals.
- Episodes may have a storyline or narrative. Structure will depend on your strategic objectives.
- Each campaign episode runs on average, between 8-12 minutes.
- Episodes will be hosted on a dedicated RIMScast page, with your company logo featured prominently on the sponsor banner.
- RIMS will deliver the final version of the episode file to the client to use at their discretion.
- RIMS will host sponsored episodes on dedicated pages that allow us to share user-download information with clients.

Publicly Facing Campaign Sponsorship

As a sponsor, you can run four short brief promotional segments (preroll, introduction, midroll and outroll) within RIMScast's opening keynote speaker interviews for RISKWORLD, RIMS Canada, RIMS Texas Regional and the RIMS ERM Conference events.

Leverage these high-visibility marketing platforms to alert and direct potential attendees to your booth/branded kiosk, drive attendance for one of your sessions and/or direct new visitor traffic for thought leadership content hosted on your website.

You also have the option of a sponsoring monthly awareness theme (e.g. National Cyber Security Awareness Month in October or Natural Awareness Month-Natural Disasters in September).

Potential Topics

- Technology (e.g. risktech, insurtech, artificial intelligence, etc.)
- Financial risk management
- Strategic and Enterprise risk management
- Safety (e.g. workplace, worksite, travel, National Safety Month in June)
- Environmental, Social & Governance (ESG) risks
- Cybersecurity (e.g. National Cyber Security Awareness Month in October)
- Diversity, Equity and Inclusion (DE&I)
- Infrastructure (e.g. National Critical Infrastructure Security and Resilience Month in November)
- Violence preparedness (e.g. active shooter, terrorism, workplace violence)
- Workers compensation
- Global risks
- Business continuity
- Legal/Regulatory/Compliance

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The screenshot shows a podcast episode page. At the top left is the RIMScast logo with the tagline 'The Top Risk Management Podcast'. To the right is a headshot of CJ Dietzman. Below the logo is the name 'CJ Dietzman' and 'Sponsored by Alliant'. The episode title is 'Third-Party and Cyber Risk Management Tips' with a date of 'October 21, 2024'. The main text reads: 'Alliant Cyber's CJ Dietzman rejoins RIMScast to explore what organizations should consider when working with vendors and suppliers and offer practical guidance on how to prevent such a breach.' At the bottom, there is a 'Read More' link with a right-pointing arrow and a podcast icon.

2025 RIMS RISKWIRE ADVERTISING OPPORTUNITIES

Connect with RIMS global network

RIMS' RiskWire e-newsletters, delivered via e-mail twice a week (Mondays and Thursdays) to more than 6,000 opt-in risk management professional subscribers, is curated content gathered from sources like *The Wall Street Journal*, *The New York Times*, *Reuters*, *The Washington Post*, *Financial Times*, *The Associated Press* and other leading industry trade publications.

This curated content provides insight and marketing intelligence that helps RIMS members make informed business decisions that impact the structure of their organizations' commercial insurance programs.

Utilize RiskWire as the channel to deepen your engagement with RIMS members by delivering your digital advertising messages to corporate insurance purchasing decision makers in a content-rich environment. On average, risk managers budget *\$16.7 million annually for commercial insurance and risk management services and *\$4.4 million annually for risk management technology purchases and updates.

*Source: *Risk Management's* 2023 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

RiskWire Digital Ad Opportunities

Name	Dimensions (in pixels)
Leaderboard	728 x 90
Banners	650 x 90
Native Banner	180 x 50

RiskWire Digital Ad Positions

Display Unit
728 x 90 leaderboard (top position in the e-newsletter)
650 x 90 banner (placed within the first well of content)
650 x 90 banner (placed within the second well of content)
180 x 50 native banner (placed within the third well of content)

Media File Requirements

- Static image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.

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The screenshot displays the RiskWire e-newsletter layout. At the top, there's a header with the RIMS logo and navigation links: RIMS.org, RM Magazine, Risk Knowledge Library, RIMScast, and RISKWIRE Archive. Below the header is a 'TODAY'S FEATURE' section with an article titled 'Managing Legal Risks in AI Implementation' from RIMS Risk Management Magazine (2/24/2024). This is followed by an advertisement for SERVPRO, featuring a man and the text 'Experts in providing you and your clients peace of mind.' Below that is an 'INDUSTRY NEWS' section with several articles: 'Florida's Big Bend Braces for Third Hurricane in a Year as Helene Gains Strength', 'Supporting Workplace Sobriety to Safeguard Employees', 'Software Crackdown Leads to Proposed Ban on Chinese Vehicles from U.S. Roads', 'Cyber Risks Top Concern of Businesses: Travelers Survey', 'Justice Department Pushes Companies to Consider AI Risks', 'Company Information on Dark Web Correlates to Higher Cybersecurity Threat: Study', 'AI in Insurance: Transforming Risk Assessment and Customer Service', and 'Coverage for the CrowdStrike Incident under Cyber Insurance?'. There are also several smaller advertisements, including one for Liberty Mutual and another for A.A.A. XL. At the bottom, there's a 'RIMS RESOURCES' section with an article titled 'Mastering ERM: Leveraging Internal and External Risk Factors for Strategic Advantage'.

2025 RIMS THE WEEKEND READ NEWSLETTER ADVERTISING OPPORTUNITIES

As risk professionals' responsibilities continue to mount, finding time for them to keep up on the latest trends and new strategies to navigate today's risks has become increasingly more difficult.

The *Weekend Read* provides the RIMS wider community of 70,000+ risk professionals with a round-up of the Society's insight, articles, interviews, and podcast episodes, delivered every Saturday morning to their desktops without clutter.

With an estimated 280,000 monthly newsletter deliveries, an average monthly open rate of 27%, 70+ banner ad clicks per month and an average monthly CTR rate of 0.10%, your banner ad messages will be noticed and acted upon by our wider risk professionals' audience of corporate risk managers, broker practice leaders, property/casualty insurance executives and C-Suite leaders.

Weekend Read Digital Ad Positions

- 650 x 90 (top position in newsletter)
- 650 x 90 (placed in first well of content)
- 650 x 90 (placed in second well of content)

Media File Requirements

- Static image files must be of type: JPG, PNG, or GIF.
- File types: Flash, BMP and PDF are not supported.

The screenshot displays the layout of the RIMS 'The Weekend Read' newsletter. At the top is a Marsh banner with the text 'The power of perspective.' and a 'Visit Marsh.com' button. Below this is the newsletter header with the RIMS logo and the title 'The Weekend Read Brought to you by RIMS'. The date 'Saturday, May 25' is shown in the top right. The main content area features several sections: an Alliant banner for 'CELEBRATING 100 YEARS', a RIMSCAST episode titled 'LIVE FROM SAN DIEGO DURING RISKWORLD', a 'Live From RISKWORLD' section with a 'RIMSCast' sub-header and a description of the recording, a 'A RISKWORLD Reflection... And More!' section featuring a photo of RIMS President Dave Arick, a 'Fighting Cyber Insurance Denials Over the "Human Factor"' section with a 'UnitedHealth' logo, a 'SERVPRO' advertisement with the tagline 'Experts in providing you and your clients peace of mind.', a 'The 2024 State of Risk Report: Avoiding Complacency in an Era of Novel Risks' section, and an 'Uncovering Hidden Risks in Your Third-Party Program' section. At the bottom, there is a 'SIGN UP' button and a footer with the RIMS logo, contact information, and social media icons.

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2025 RIMS RISK MANAGEMENT EMAIL BLAST SPONSORSHIP OPPORTUNITIES

Savvy marketers continue to invest heavily in digital marketing efforts to retain and attract new customers. B2B buyers are 57%-70% done with their purchasing decision process by the time they contact a sales representative.

Insurance brand marketers know this. They are partnering with select media outlets to leverage their brand visibility by linking to their thought-leadership content as a way of increasing their customer engagement among their target audiences.

RIMS members have consistently rated *Risk Management*, now 100% digital, as one of their most valuable member benefits because it provides the most comprehensive discussion of issues affecting their jobs.

Sponsors have three email blast options to send out a dedicated monthly email blast to RIMS' database of 70,000+ risk professionals with a 650 x 90 banner placed prominently, at the top of the blast, directing new visitor traffic to the sponsor's URL landing pages on their websites:

1. Monthly Editor's Pick (of selected articles)
2. Mid-Month Pick (of selected articles addressing a specific content topic)
3. Quarterly Digital Issue Email Blast



2025 VIRTUAL ROUNDTABLE EVENT SPONSORSHIP OPPORTUNITIES

For partners who are looking for small focus group discussions, among RIMS member attendees, where there will be a safe space to share their opinions/insights/challenges addressing, the topic at hand, in-depth, RIMS is now offering its clients a 60-minute virtual roundtable event sponsorship hosted by RIMS over Zoom.

Based on the selection criteria, RIMS will send out email invitations, on behalf of the sponsor, with questions/discussion points for potential attendees to start thinking about in advance of the Roundtable. RIMS will collect the RSVPs. The sponsor makes the ultimate decisions on who to extend invitations to their event.

For a sponsor who is looking to conduct a small focus group discussion among RIMS members to better understand how corporate insurance customers address a particular risk management challenge or gain new learnings/insights into a possible new product offering to address an emerging risk need, RIMS' Virtual Roundtable Sponsorship Event would be a great marketing platform to accomplish those objectives.

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2025 RIMS DIGITAL ADVERTISING REQUIREMENTS

Online Banner Advertising

RIMS.org

Banner Ad Size Unit	Max File Size	Accepted File Formats
320 x 50 Mobile banner	200k	GIF (static only) JPG
1261 x 1003 Login Page	3MB	GIF (static only) JPG PNG HTML5
728 x 90 Leaderboard	200k	GIF (static or animated) JPG PNG HTML5

RMMagazine.com

Banner Ad Size Unit	Max File Size	Accepted File Formats
728 x 90	200k	GIF (static or animated) JPG PNG HTML5

Rich Media File Requirements

- Maximum animation length: Unlimited, User-initiated
- Frame rate must be no more than 18 frames per second (fps)
- Audio must be user-initiated (On click)
- All animation/audio must contain Play/Stop controls
- Maximum in-unit video time: additional 30 seconds after user interaction

Newsletter Advertising

Please provide a URL address to accompany the delivery of your ad file.

Channel	Banner Ad Size Unit	Max File Size	Accepted File Formats
RiskWire	728 x 90	150k	GIF (static only) JPG
RiskWire	650 x 90	150k	GIF (static only) JPG
RiskWire	180 x 150	N/A	PNG (static only) JPG
Risk Management's Editor's Pick	650 x 90	150k	GIF (static only) JPG
The Weekend Read	650 x 90	150k	GIF (static only) JPG

Native Text Advertising

Channel: RiskWire

True Text Sponsored Content Ad Requirements

- Image/logo must be 180 x 150 pixels
- Image/logo format must be JPG or PNG file, @72dpi, RGB
- No animation
- No contact information included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/summary text must be plain text and cannot contain HTML or odd characters
- Call to action text: Advertiser supplies text (e.g., click here, read more)
- Advertiser supplies URL address to link to

Native ads will be labeled as "Sponsor provided content".

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