



DIGITAL MEDIA KIT

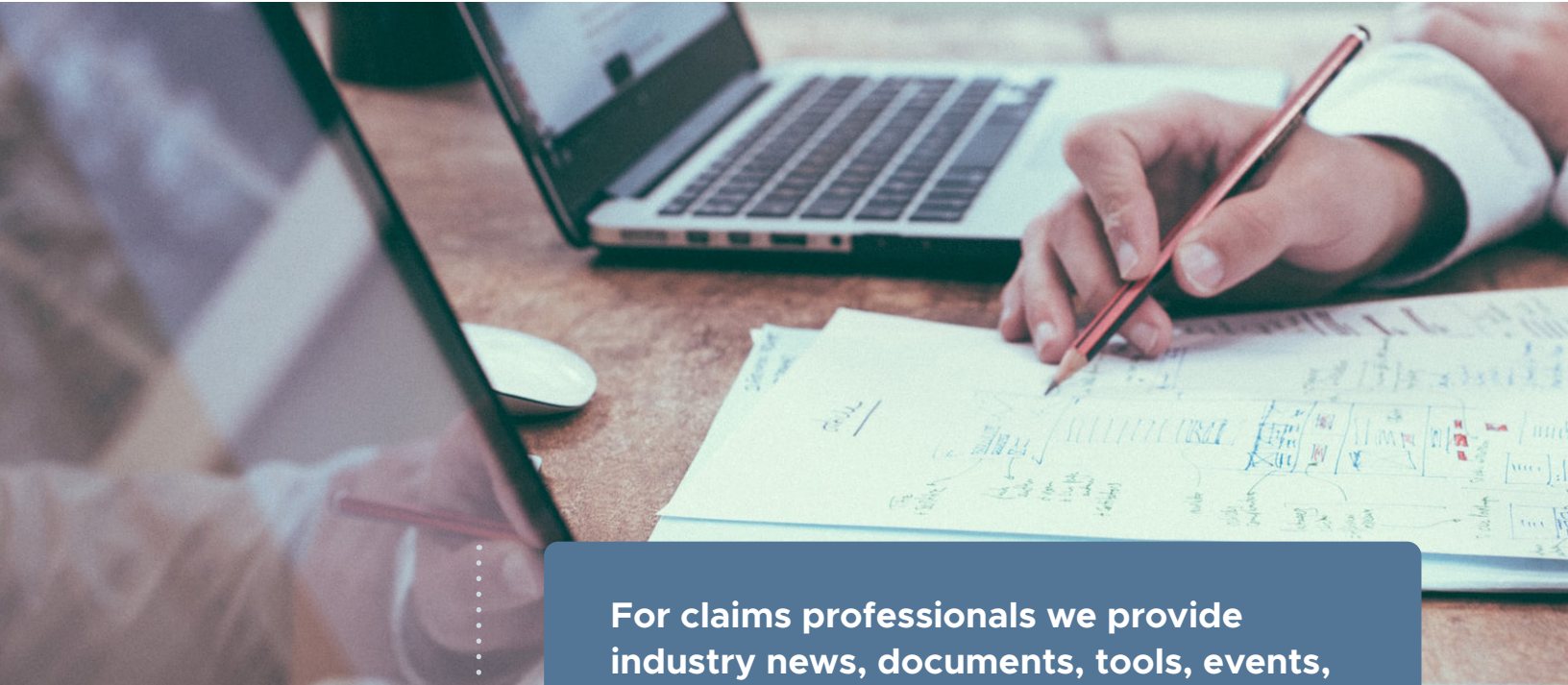
2023

Insurance Insiders. Claims Experts. Policyholders.

The largest reference source for insurance claims adjusters on the web today.

About Us

25+ Years of Industry Service



For claims professionals we provide industry news, documents, tools, events, careers, and other resources critical to effective adjuster performance.

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- OUR AUDIENCE P4
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Our core mission is to be the industry’s most comprehensive and most recognized online reference source for insurance claim professionals and adjusters, and to connect those professionals with the vendors, resources, and tools they need to be successful in their jobs. **Claims Pages** serves two critical industry segments: claims professionals and the service providers they depend on to be effective.



For service providers, **Claims Pages** generates unparalleled brand exposure to adjusters.

Why People Love Us

Effective Digital Media Marketing



DELIVERED FOR FREE

Claims Pages provides all content online, free of charge. We pride ourselves on never charging for access to our resources.



DAILY CURATED CONTENT

Claims Pages staff scours the Internet every single day to bring you the latest and greatest news, events, careers, documents, and more!



CONSISTENT GROWTH



2022

343,021 Accounts
377,642 Calculations



2021

337,927 Accounts
294,126 Calculations



2020

331,355 Accounts
204,038 Calculations



HANDPICKED PROVIDERS

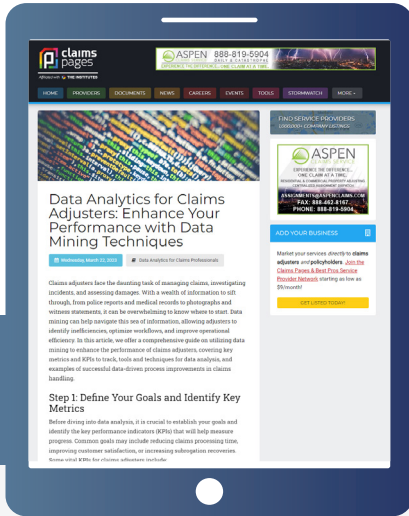
Claims Pages' service provider directory has always been manually aggregated and each profile has been reviewed by staff. Adjusters trust the process.



BRAND ENGAGEMENT

Claims Pages has built multiple channels of content delivery which allows advertisers to target interests like workers' comp or subrogation.

Active Audience, High Impression Counts



DIGITAL FORMAT

Local claims professionals are able to use Claims Pages easily on-the-go!



343,021
Registered Users



377,642
Depreciation Calculations



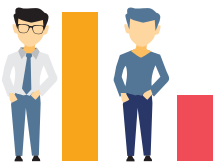
GENDER

MALE – 48%
FEMALE – 52%



AGES

25 to 34 – 24%
35 to 44 – 22%
45 to 54 – 18%



ROLES

Insurance – 74%
Policyholder – 26%



CATEGORIES




Business – 18%
Consumer – 11%
Industrials – 5%
Property – 5%

Claims Pages Digital Multi-Screen Adventure

Desktop + Tablet + Mobile



Key Statistics

<p>Unique Users / Month</p> <p>95,000</p> 	<p>Average Session Duration</p> <p>3 min 24 sec</p> 	<p>Pageviews / Month</p> <p>385,000</p> 
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Increasing Visitors

All Claims Pages editorials, news articles, and digital services remain free on all devices for registered users.



Low Bounce Rate

No paywalls and a constant stream of new content and services keep users from bouncing to competitor.

Claims Pages Banner Advertising

Access to the National Claims Pages Audience

Leaderboard Banner

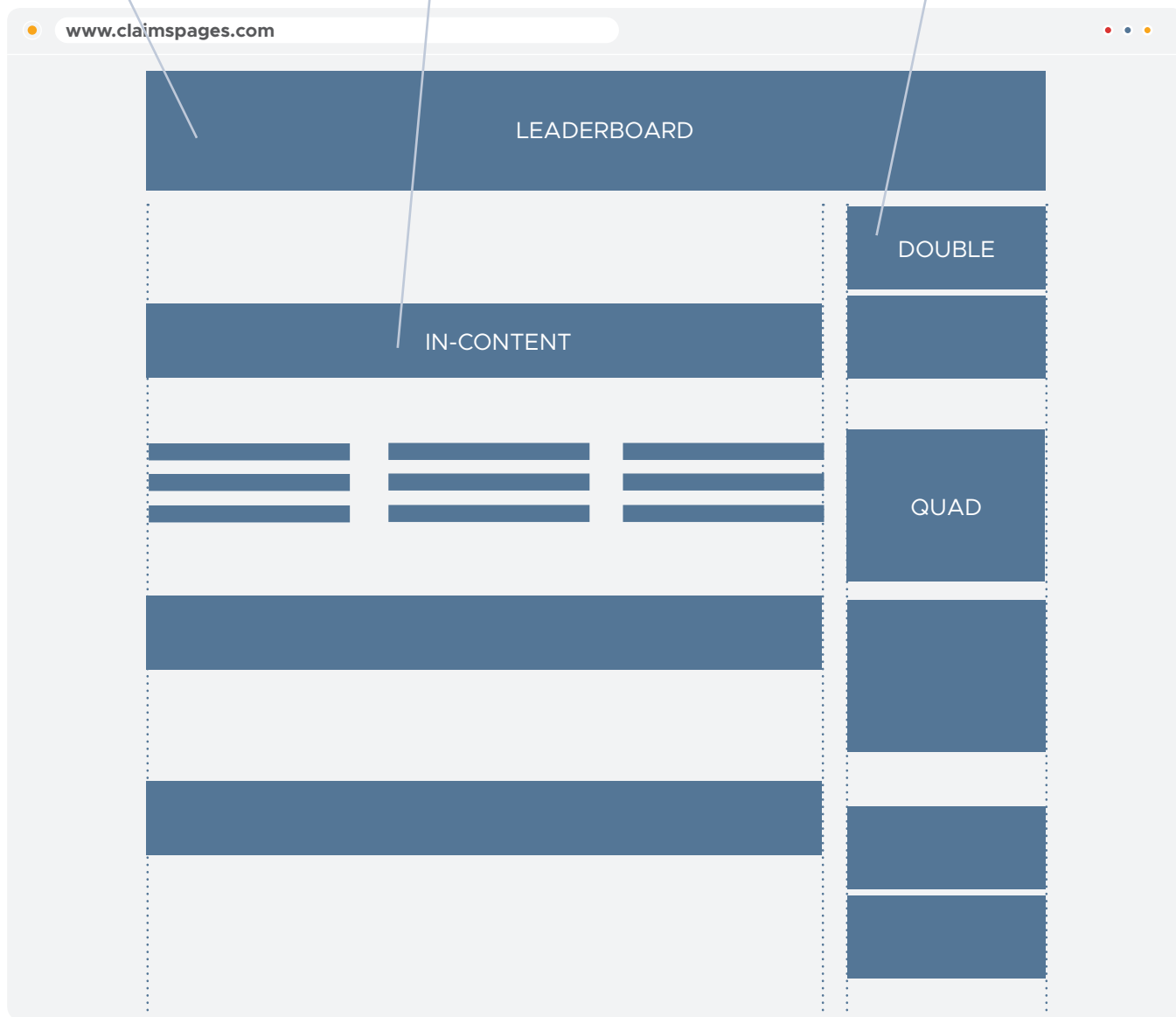
750 pixels (w) x 90 pixels (h)

In-Content Banner

685 pixels (w) x 80 pixels (h)

Double Banner

260 pixels (w) x 100 pixels (h)



Banners Ads

Web banners appear in rotation on a number of site positions.



Text Promotions

Links to customer content (editorials, events, careers)



Mobile Friendly

All sponsorship positions are stacked in proper order on mobile devices.

Platinum Provider Profiles

Highly Targeted Advertising Opportunities

Our preferred Platinum Providers are set apart from our general listings. They are always listed first and receive fully-customizable pages that allow you to completely describe your business: company overview, territories serviced, certifications, license numbers, and so much more!

What's included:

- 1 Custom artwork designed in-house by professional designers.
- 2 Indexed URLs across Claims Pages and Best Pros Network websites.
- 3 Direct contact forms connected to your email address.

Custom Listing Artwork
400 pixels (w) x 300 pixels (h)

Direct Contact Form
Name, Email, Phone, Message

Social Media Profiles
Facebook, Twitter, LinkedIn



Dozens of Optional Profile Details

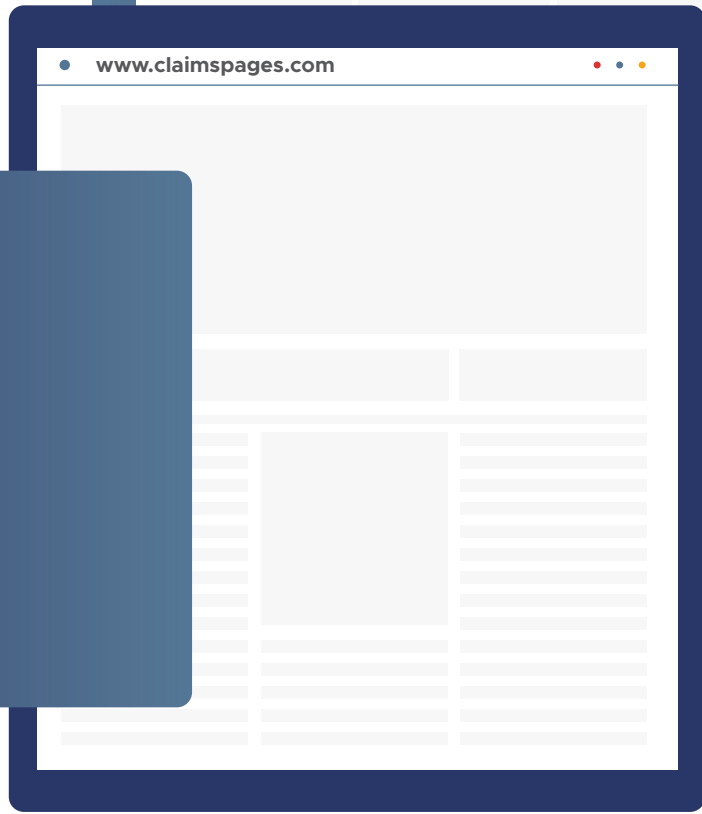
Native Advertising



Drive Traffic Utilizing Full-Page Sponsored Posts

Native advertising is promotional content matching our editorial style.

Drives targeted prospects from our high-traffic resources to your website or marketing piece, increasing your audience engagement, conversion rates, and boosting ROI on your content investments.

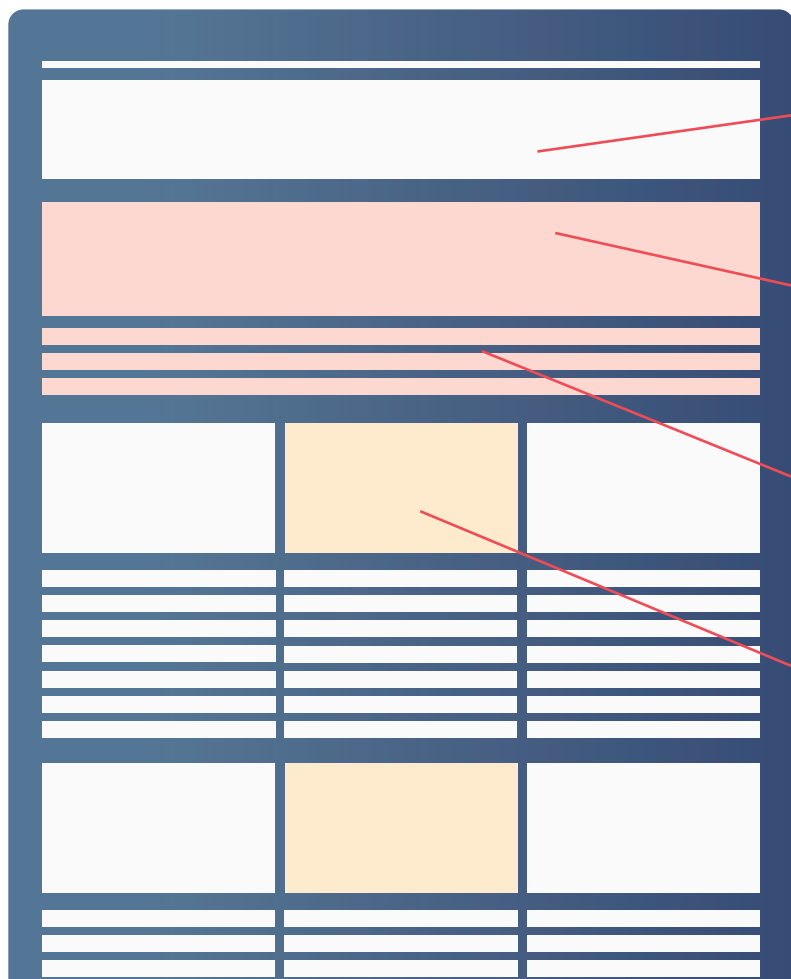
The native advertising opportunity includes an editorial-style headlines with body copy allowing unlimited outbound links to your content.



-  Pageviews / Month
385,000
-  Unique visitors/month
95,000
-  New visitors/month
85,500 (90%)

eNewsletter Sponsorships

Delivered to over 200,000 Users, Twice Weekly



1

Newsletter Header

The logo and introduction to the newsletter being delivered.

2

Sponsorship Graphic

Custom artwork from our art department. 600 pixels (w) x 200 pixels (h)

3

Sponsorship Paragraph

Three sentences describing your business and/or promotion.

4

Amazing Content

We scour the Internet everyday to bring our readers the best stories and resources.



OVERVIEW

Frequency

Two Newsletters per Week – Optimized delivery times.

Content Types

Intel Report, News Recap, and Event Lineup newsletters complete our roster.

Advertising Opportunity

Top leaderboard banners combined with a link/text block.

KEY STATISTICS

Type	Deliveries	Opened	Clicked
News Recap	10,858,400	23.22%	3.6%
Intel Report	4,343,360	18.70%	2.9%
Event Lineup	4,126,192	14.48%	2.4%
Total	19,327,952	18.80%	2.9%

Statistics January-December 2022

Social Media Publishing

Reaching the Audience Outside of Work

All news articles, editorials, high-value resource updates, and event information are published daily through social channels to our already impressive insurance professional and policyholder audience.

Claims Pages has built a reputation for offering all content without paywalls, so our readership has only grown over that past two decades. True professionals understand the value that we consistently bring.



FACEBOOK

Claims Pages publishes most content directly to Facebook and your business page can benefit.



2,400+
FOLLOWERS

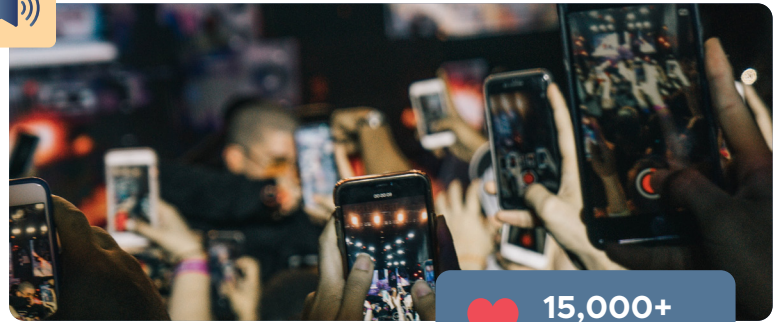


225,000+
ANNUAL REACH



INFLUENCER MARKETING

Utilizing our suite of Claims Pages social media profiles to engage an audience of insurance professionals & policyholders has never been easier with 15,000+ followers across all channels.



 **15,000+**
Total Followers

INSTAGRAM

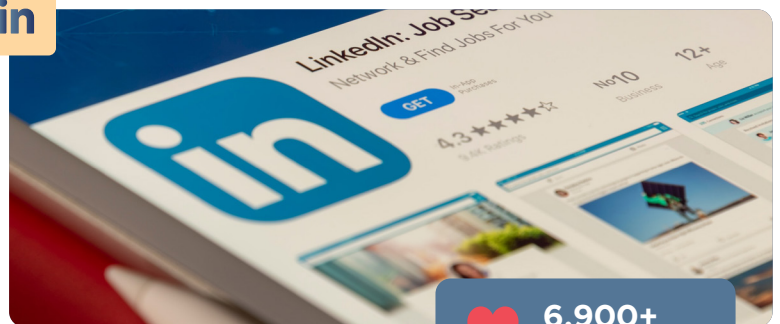
Claims Pages posts key news articles and event information to Instagram followers multiple times per month. Your business could be featured with custom artwork or high-quality stock photos.



 **1,300+**
FOLLOWERS

LINKEDIN

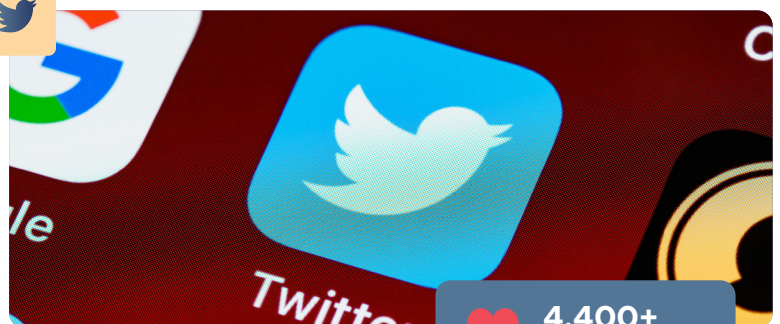
Claims Pages posts regularly to LinkedIn and has amassed a large audience of professionals. We share articles, editorials, events, and more. Your profile could be directly linked and promoted.



 **6,900+**
FOLLOWERS

TWITTER

Claims Pages posts everything to Twitter. It acts as a repository for everything we have going on and we post things immediately. Your business could take over thousands of timelines.



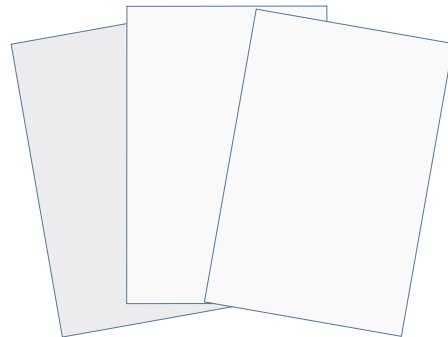
 **4,400+**
FOLLOWERS

Content Calendar

Find the Right Sponsorship Opportunity



SPRING 2023



SUMMER 2023

Target Topics

March — Data Analytics for Claims Professionals

April — The Importance of Customer Service in Claims Handling

May — Navigating Complex Coverage Issues

Target Topics

June — Tips for Building Strong Relationships with Insureds and Carriers

July — Managing Liability Claims in a Litigious Environment

August — Effective Strategies for Subrogation Recovery

Key Dates

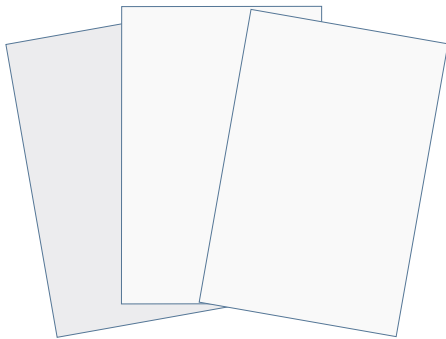
March Final Copy:	Feb. 22nd
 Ad Deadline:	Mar. 1st
 Publication:	Mar. 20th
April Final Copy:	Mar. 31st
 Ad Deadline:	Apr. 10th
 Publication:	Apr. 17th
May Final Copy:	Apr. 30th
 Ad Deadline:	May. 8th
 Publication:	May. 15th

Key Dates

June Final Copy:	May. 31st
 Ad Deadline:	Jun. 5th
 Publication:	Jun. 12th
July Final Copy:	Jun. 30th
 Ad Deadline:	Jul. 3rd
 Publication:	Jul. 10th
August Final Copy:	Jul. 28th
 Ad Deadline:	Aug. 1st
 Publication:	Aug. 7th

2023

Planner



FALL 2023

Target Topics

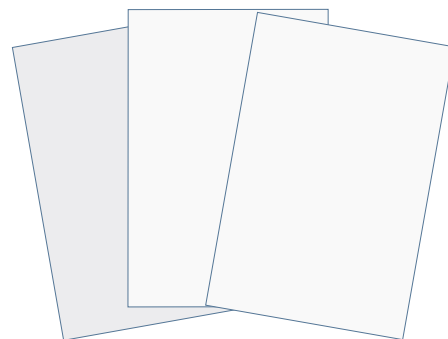
September — Maximizing Your Productivity as a Claims Professional

October — Navigating State-Specific Laws and Regulations

November — The Role of Claims Adjusters in Fraud Detection and Prevention

Key Dates

September Final Copy:	Aug. 28th
 Ad Deadline:	Sep. 1st
 Publication:	Sep. 4th
October Final Copy:	Sep 25th
 Ad Deadline:	Sep. 29th
 Publication:	Oct. 2nd
November Final Copy:	Oct. 23rd
 Ad Deadline:	Oct. 27th
 Publication:	Nov. 1st



WINTER 2023 / 2024

Target Topics

December — Improving Claims Efficiency Through Technology

January — Emerging Trends in Claims Management

February — Best Practices for Handling Catastrophic Claims

Key Dates

December Final Copy:	Nov. 24th
 Ad Deadline:	Nov. 27th
 Publication:	Dec. 1st
January Final Copy:	Dec. 25th
 Ad Deadline:	Dec. 29th
 Publication:	Jan. 2nd
February Final Copy:	Jan. 25th
 Ad Deadline:	Jan. 29th
 Publication:	Feb. 1st

DIGITAL

Specifications and Rate Card

Web Banner Ad

ARTWORK REQUIREMENTS

Claims Pages can create custom artwork for clients of all sizes. However, should you wish to supply your own artwork, it should only be supplied as a .jpeg file, 72 DPI, and RGB format. Please supply a URL and UTM tracking code.

LEADERBOARD

- 750 pixels (w) x 90 pixels (h)
- 625 pixels (w) x 65 pixels (h)
- 400 pixels (w) x 60 pixels (h)

IN-CONTENT

- 685 pixels (w) x 80 pixels (h)

QUAD

- 260 pixels (w) x 200 pixels (h)

DOUBLE

- 260 pixels (w) x 100 pixels (h)

HOMEPAGE	ANNUAL (\$)
LEADERBOARD	\$7,150
HOME IN-CONTENT	\$5,000
HOME QUAD	\$5,000
NATIONAL DOUBLE	\$11,900

Native Media Ad

ARTWORK REQUIREMENTS

Native ads contain a full-page of content and the customer is required to supply a minimum of a headline, one single royalty-free image selection, and body copy not exceeding more than 3,000 words. The body copy may contain unlimited outbound links and additional photos.

Claims Pages can, however, assist you in writing your content and finding your images. We can put together each post at your direction for an additional cost. Let our experienced staff build your next native media campaign, starting at \$100 per article.

NATIVE ADS	PRICE (\$)
SPONSORED POST (x1)	\$500
SPONSORED POST (x2)	\$800
SPONSORED POST (x5)	\$1,600
SPONSORED POST (x10)	\$2,500

For a full price sheet for all available banner positions, please reach to sales@claimspages.com

Please deliver your digital artwork to: katie.toth@claimspages.com

E-Newsletter Sponsor

ARTWORK REQUIREMENTS

Claims Pages can create custom artwork for clients of all sizes. However, should you wish to supply your own artwork, it should only be supplied as a .jpeg file, 72 DPI, and RGB format. Please supply a URL and UTM tracking code.

LEADERBOARD

600 pixels (w) x 150 pixels (h)

PARAGRAPH

A lot of readers don't have images automatically enabled in their email clients, so we also include a text-based ad for sponsors. This may include additional links and information outside of your leaderboard.

SPONSORSHIP	PRICE (\$)
NEWSLETTER (x1)	\$500
NEWSLETTER (x2)	\$800
NEWSLETTER (x5)	\$1,600
NEWSLETTER (x10)	\$2,500

Platinum Profiles

ARTWORK REQUIREMENTS

Claims Pages can create custom artwork for clients of all sizes. However, should you wish to supply your own artwork, it should only be supplied as a .jpeg file, 72 DPI, and RGB format. Please supply a URL and UTM tracking code.

MAIN LISTING GRAPHIC

400 pixels (w) x 300 pixels (h)

LISTING DETAILS

Our profile listings include the obvious fields for contact information, such as address, phone, email, etc., but we also include optional fields to help. Company overview, territories serviced, license numbers, and so much more, are available for you to detail your listing.

COVERAGE	ANNUAL (\$)
COUNTY	\$450
STATE	\$1,300
REGIONAL	\$2,700
NATIONAL	\$13,000

For a full price sheet for all available platinum options, please reach to sales@claimspages.com



800-290-1347



sales@claimspages.com



Claims Pages



PLACEMENT CONTACTS

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