THE Self-Insurer

A SIPC PUBLICATION | SIPCONLINE.NET

Published By SIPC

MEDIA KIT

2027

GENERAL INFORMATION

THE Self-Insurer

A SIPC PUBLICATION | SIPCONLINE.NET

ARTICLES

If you are interested in writing an article for placement in *The Self-Insurer*, please adhere to the following guidelines:

Articles must be at least 1,500 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 submitted by email to articles@sipconline.net in Microsoft Word format.

A short biography of the author should accompany each article.

Please keep in mind the readership is typically high level executives in the self-insurance/captive industry.

Articles received by the Ist of the month will be considered for the following month's issue and beyond.

Questions? Email articles@sipconline.net

CIRCULATION

The digital edition of *The Self-Insurer* is delivered to more than 15,000 readers. Its reach encompasses top-level executives from all aspects of the alternative marketplace. It is the best way to get your message to all SIIA members. Factor in *The Self-Insurer's* sizable pass-along readership, quadrupling the number of people who see your ad. In addition, the publication is made available to all attendees at every SIIA conference and seminar held throughout the year.

LIMITED SPACE

To insure a quality publication advertising space is strictly limited to no more than 40% of total pages of content. All orders will be processed on a first come, first-served basis. Annual space holders will receive priority over single insertion buyers.

FREQUENCY COMMISSION & DISCOUNTS

The Self-Insurer is published 12 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 regarding error in 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) of advertisement printed, and also assume responsibility for any claims arising there from 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-day (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 ad is canceled after first issue, payment is still required in full.

AD SPECS

Ad materials must meet these explicit requirements in order for SIPC to deliver the high quality our advertisers deserve. Please review all advertising specifications against your ad to ensure quicker processing.

REQUIREMENTS

Please follow these guidelines for submitting advertising materials to avoid any additional charges.

Image Format, Color Profiles & Fonts

- All IMAGES must be high-resolution (300 dpi), CMYK or Grayscale only, convert any spot colors to CMYK (No RGB, LAB or ICC color profiles.
- Black text should ONLY be 100% black and NOT a build of CMYK.
- All FONTS must be embedded within the PDF.

Safe/Live Area Margins

For All FULL PAGE ads, all text and logos intended to print must be kept at .6875" from bottom and sides of trim edges. Safe or Live area is 7" x 9.625" **Do not ADD white borders inside or outside the 7" x 9.625" safe area.** Every page has a .6875" white margin unless ad is provided with bleed.

Marks and Positioning

File should only contain one page, should be right reading, portrait mode and sized at 100%, with no rotation applied. **Crop marks and registration marks are REQUIRED for ads that bleed.** ONLY include standard trim and bleed marks placed .25" outside trim area. No marks should be included in the live image area.

- Do NOT include crop marks on fractional ads.

Mechanical Specifications at a Glance

- Trim size is 8.5" x 11"
- Safe or Live area is 7" x 9.625"
  (Text should NOT appear outside this area to avoid clipping.)
- Magazine covers and pages are printed offset on coated stock with four-color process inks (**C**yan, **M**agenta, **Y**ellow and **B**lack) with a saddle-stitched binding.

Accepted File Formats

ALL ads must be saved and submitted as a high-resolution PDF. Ads can be created using Adobe InDesign, Photoshop or Illustrator, Quark XPress; CorelDraw or Freehand. Please do NOT create ads in Microsoft Word, WordPerfect or any other word processing or Microsoft application. Ad templates are available on request, contact sbyars@sipconline.net

FILE SUBMISSION

Submit PDF files to: **ads@sipconline.net**

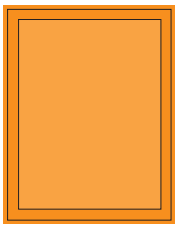
An Important Message to Advertisers

If the above specifications are not met, there will be a $50 minimum charge for any work that we have to do in order to provide your advertisement to our printer in the proper format.

Files that do not meet the specifications will be sent back to the advertiser(s) but must be resubmitted by the 10th of the Editorial Month (the month prior to the ad running) to sbyars@sipconline.net.

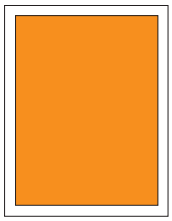
Updated 7/2026

Email ads@sipconline.net for information on **SPREAD** specs.



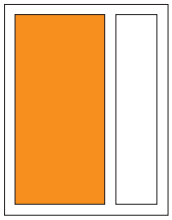
FULL PAGE
with BLEED

Bleed 8.75" x 11.25"
Trim 8.50" x 11.00"
Live 7.00" x 9.625"

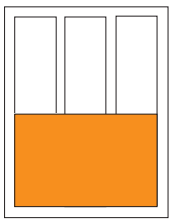


FULL PAGE
NO Bleed

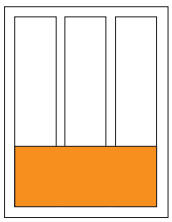
Bleed –
Trim 8.50" x 11.00"
Live 7.00" x 9.625"



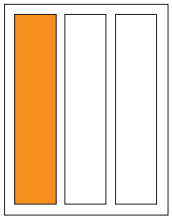
2/3 PAGE
VERTICAL
Live 4.58" x 9.625"



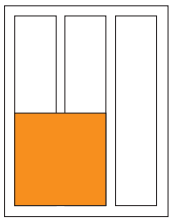
1/2 PAGE
HORIZONTAL
Live 7.00" x 4.8125"



1/3 PAGE
HORIZONTAL
Live 7.00" x 3.125"



1/3 PAGE
VERTICAL
Live 2.16" x 7.00"



1/3 PAGE
SQUARE
Live 4.58" x 4.58"

All dimensions are in inches width by height.

2027 RATE CARD

THE Self-Insurer

A SIPC PUBLICATION | SIPCONLINE.NET

2027 ADVERTISING RATE CARD

(Effective 12/26)

MEMBER		NON-MEMBER	
SPREAD (Center Placement)	$5,000	SPREAD (Center Placement)	$6,500
SPREAD (No Guaranteed Placement)	$3,500	SPREAD (No Guaranteed Placement)	$4,500
Outside Back COVER	$2,495	Outside Back COVER	$3,295
Inside Front OR Back COVER	$1,995	Inside Front OR Back COVER	$2,795
FULL PAGE Bleed OR No Bleed	$1,695	FULL PAGE Bleed OR No Bleed	$2,395
2/3 PAGE Vertical	$1,295	2/3 PAGE Vertical	$1,695
1/2 PAGE Horizontal	$995	1/2 PAGE Horizontal	$1,395
1/3 PAGES Horizontal, Vertical OR Square	$895	1/3 PAGES Horizontal, Vertical OR Square	$1,295

DIGITAL FILE SPECIFICATIONS

- Trim size is 8.5" x 11"
- Safe or Live area is 7" x 9.625"
  (Text should not appear outside this area to avoid clipping.)
- Please note that our system will automatically detect links that are created as text in a layout application. (ex. InDesign/Quark Xpress/ Freehand/Illustrator).

  Unfortunately visible links that were not created explicitly within a layout application (i.e. URL links that are an image and not actual text) may not be activated (ex. Files created in Photoshop/ CorelDraw/Word/or any other Microsoft application).

Accepted File Formats

ALL ads must be saved and submitted as a high-resolution PDF. Ads can be created using Adobe InDesign, Photoshop or Illustrator, Quark XPress; CorelDraw or Freehand. Please do NOT create ads in Microsoft Word, WordPerfect or any other word processing or Microsoft application. Ad templates are available on request, contact sbyars@sipconline.net or call 888-394-5688.

2027 DEADLINES for Advertising & Advertorial Materials

(Including Digital Submissions)

INSERTION Month	SUBMISSION Deadline
January 2027	December 1, 2026
February 2027	January 4, 2027
March 2027	February 1, 2027
April 2027	March 1, 2027
May 2027	April 1, 2027
June 2027	May 3, 2027
July 2027	June, 1 2027
August 2027	July 1, 2027
September 2027	July 12, 2027
October 2027	September 1, 2027
November 2027	October 1, 2027
December 2027	November 1, 2027

THE Self-Insurer

2027 RATE CARD

A SIPC PUBLICATION | SIPCONLINE.NET

AD RESERVATION

The World's Leading Self-Insurance and Captive Insurance Journal

Review the options below, make your selections, complete your reservation form and fax to 864-962-2483.

PRINT ADVERTISING Reservation

YES, we would like to advertise in *The Self-Insurer*

Select the issue(s) in which you wish to have your Advertisement or Advertorial appear.

- ❑ January
- ❑ February
- ❑ March
- ❑ April
- ❑ May
- ❑ June
- ❑ July
- ❑ August
- ❑ September
- ❑ October
- ❑ November
- ❑ December

Note: Refer to Rate Card for Artwork Deadlines

Ad Sizes

See AD SPECS for requirements and submission details.

- ❑ Spread *(Center Placement)*
- ❑ Spread *(No Guaranteed Placement)*
- ❑ Outside Back Cover
- ❑ Inside Back Cover
- ❑ Inside Front Cover
- ❑ Full Page
- ❑ 2/3 Page Vertical
- ❑ 1/2 Page Horizontal
- ❑ 1/3 Page

Total Amount $_____

Reservation Details

Advertiser Name _____

Agency Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

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.

Payment Information

- ❑ Visa
- ❑ MasterCard
- ❑ Discover
- ❑ AMEX

Name on Card _____

Card No _____

Expiration Date _____

Validation Code _____ MC/VISA/Discover - 3 digits on back AMEX - 4 digits on front

❑ Payment by Check _____

Billing Address

❑ Same as above.

Address _____

City _____ State _____ Zip _____

Authorized Signature

_____

For questions or advertising specifications, contact us at 888-394-5688 or at ads@sipconline.net

Return completed Advertising Contract with payment to:

SIPC Processing Center • P.O. Box 1237 • Simpsonville, SC 29681