



Reach your clients

EVERY MINUTE OF EVERY DAY

Re-launched in May 2007, StrategicRISK online is an **indispensable business tool** for our rapidly expanding community of risk managers and senior decision makers across Europe. Keeping them ahead of the latest developments in the risk management industry, and giving you the opportunity to directly interact with your next customer.

Whether you're an insurer, consultant law firm or service provider, StrategicRISK online gives you the ability to **place your message in front of leading risk management professionals across Europe**. These key decision-makers are drawn to the site by the latest breaking news, exclusive editorial insight, and expert interviews – all written and hand-selected by our dedicated award-winning team of journalists.



Call our sales team today on +44 (0)20 7618 3447
to discuss your bespoke advertising package

Targeted. Sophisticated. And trackable in real time.

The new StrategicRISK digital service give you the opportunity to target, customise and implement your perfect marketing campaign, based around your individual needs.

The new site has been designed and structured to give you a comprehensive range of strategically placed advertising positions.

We can guarantee maximum exposure for your campaign across the entire StrategicRISK online community. Alternatively, you can effectively target a particular market sector using our new category-specific sponsorship options.

StrategicRISK online gives you...

- › **A custom-made solution:** from category-specific and email newsletter sponsorship, through to on-site advertising, you can now customise your campaign to suit your needs.
- › **Innovative ways to interact with your audience:** with television streams, real-time surveys, and rich-media solutions; increase your results from a responsive audience.
- › **Increased online penetration:** new free access to general news and information for all users provides an expanded audience.
- › **New high value subscription zone containing exclusive insight and analyses:** ensuring StrategicRISK online is a must-read for all the top decision-makers.
- › **A dedicated digital team:** generating insight-driven analysis on the key breaking stories hour-by-hour ensuring that strong traffic figures are maintained throughout the day.



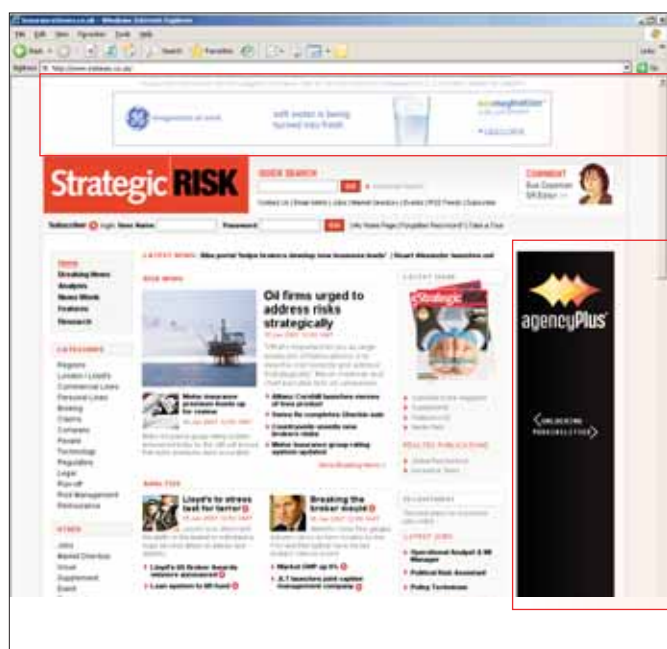
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Banner and Skyscraper Advertising

Across the site, you can place your message in front of your potential clients using the prominent, highly-effective leaderboard and skyscraper positions. See the screenshot below for an examples of some of the range of on-site advertising opportunities available.

These positions are sold on a “Cost per Mille” (CPM) basis. So you’ll only pay a set rate per 1000 ad impressions purchased.

This easily **measurable, trackable** and **flexible solution**, can easily be integrated with your marketing objectives and budgets.



Large size leaderboard unit
Positioned at the top of every page

Skyscraper
Positioned on the top right for maximum visibility

All ad impressions are delivered and monitored through Accipiter, a leading ad serving platform. So you can:

- › **Create a truly flexible campaign:** either targeting individual sections of the website and specific sectors of the industry, or our entire online readership.
- › **Constantly monitor your campaign:** receive comprehensive reports detailing the success of your campaign highlighting delivery and click-through statistics.



Additional Advertising Opportunities

Message Plus Unit (MPU)

The Message Plus Unit (MPU) offers a highly versatile premium advertising position, embedded into the expert editorial content of our story and category home pages.

With large window dimensions, and the capability of housing streaming video and other rich media, StrategicRISK online MPUs grab the attention of your audience, giving your campaign the edge.

On the site's general news story pages, MPUs are available on a CPM basis. And within the category sections MPUs are available as a sponsorship position. Employing MPUs can align your marketing directly with targeted content relevant to your campaign.



Message Plus Unit (MPU)

MPUs are positioned at the centre of story pages and category section pages.



Buttons Sponsorship

These positions lock marketing messages into a guaranteed position throughout the site or on an exclusive category basis, and are offered on a run-of-site basis, or against pages associated with particular content categories within the site.

Available Button Positions

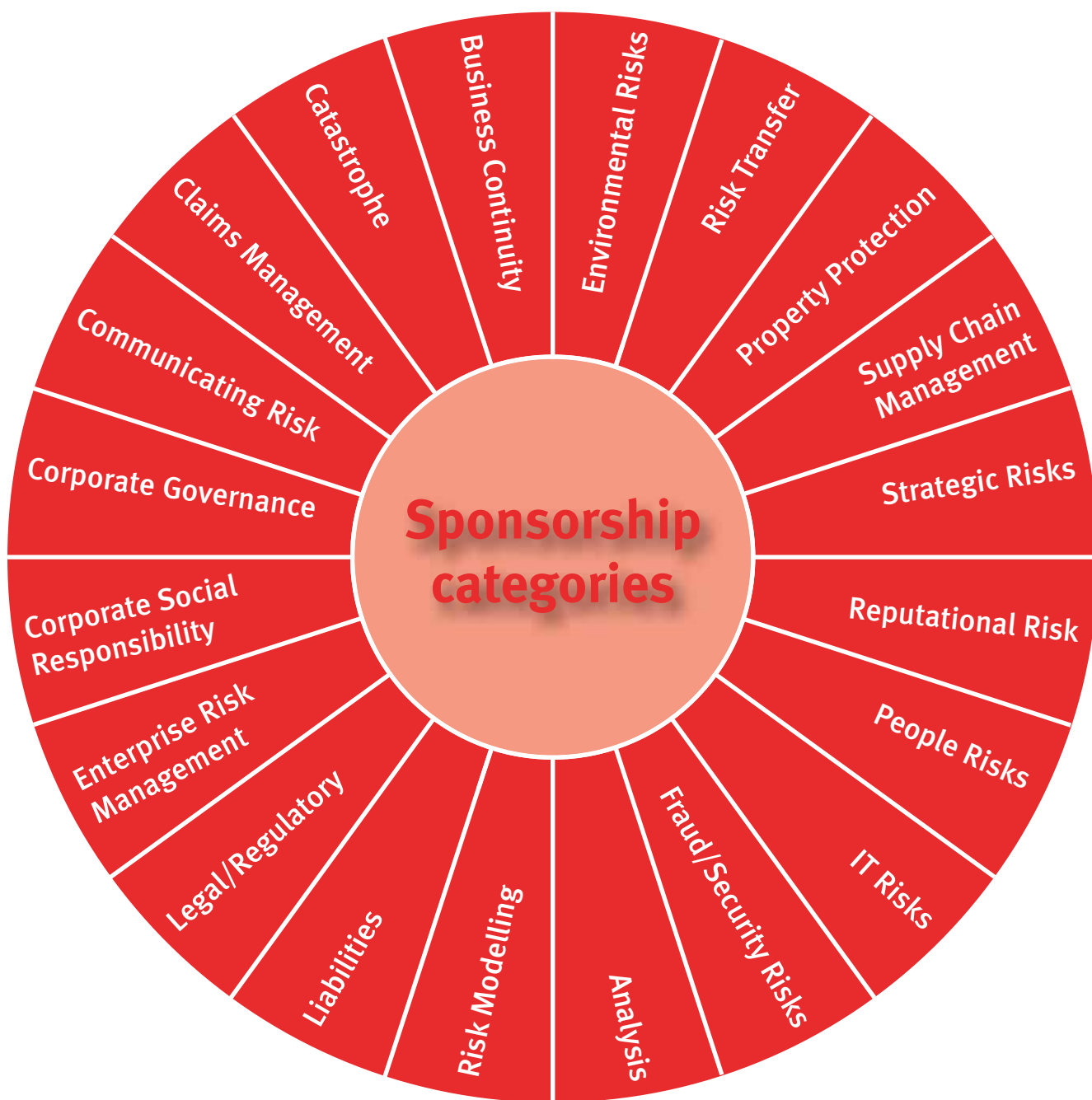
These are positioned in the left navigation bar.



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Content Sponsorship Packages

The structure of the new sites gives you the opportunity to take exclusive ownership of all the advertising units within a specific content category. This powerful execution ensures that your brand will be the only one to appear alongside the targeted content read by the most relevant users.



Email newsletters speak directly to your customised audience

StrategicRISK email alerts allow you to contact your target audience directly. Place your message alongside our respected expert editorial and raise the recognition and response of your campaign.

As a part of the new email registration process for StrategicRISK online, all users specifically request alerts they want to receive, guaranteeing that your campaign will reach a relevant, targeted audience and boost performance levels.

Reach the full StrategicRISK email circulation, using our regular daily and weekly market news bulletins, or our exclusive breaking news alerts. Alternatively, concentrate on a specific sector of the market, using our highly targeted category-specific newsletters. StrategicRISK online gives you the opportunity to tailor campaigns to your needs.

General Alerts:

Alerts

Weekly News
Monthly Magazine Content Alert
Breaking News

Frequency

Weekly
Monthly
As appropriate

Category Specific Alerts:

Business Continuity	Environmental Risks
Catastrophe	Fraud/Security Risks
Claims Management	IT Risks
Communicating Risk	People Risks
Corporate Governance	Reputational Risks
Corporate Social Responsibility	Strategic Risks
Enterprise Risk Management	Supply Chain Management
Legal/Regulatory	Property Protection
Liabilities	Risk Transfer
Risk Modelling	Analysis



Additional Advertising Opportunities

Bespoke Solutions/Rich Media

Our aim is to offer you the flexibility to run campaigns that fulfil your bespoke needs, exceed your expectations, and influence our readers. In addition to the opportunities above, StrategicRISK can

offer you a series of bespoke and/or rich media solutions. Simply call us to discuss your objectives and we will custom build a package to fit.

StrategicRISK Jobs Online

StrategicRISK offers you an unrivalled combination of direct access to our highly relevant audience drawn daily from the main StrategicRISK site and the best interactive recruitment tools.

Packages range from 'featured' jobs listed on the home page of the main StrategicRISK site, to full listings.

All jobs can be managed using a unique log-in, enabling new jobs to be placed and responses to be viewed.



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Online Advert Specifications

Advert Type	Position	Specifications (pixels)
Leaderboard banner	Top	728x90
Skyscraper	Right	160x600
MPU	Centre	300x250
Button	Left	125x125 (max)
Email alert banner	Optional top or right	468x60 or 160x600

File Size 12k (20k For Flash)
Animation/Looping Allowed

Out-of-Banner Creative/Interstitial:

- › Creative should, where possible, launch the required pop-up/pop-under/overlay
- › Click tracking should be allowed
- › Creative should not be frequency capped at the third-party side unless approved in advance

General:

- › All creative is served to JavaScript tags and should be coded to take into account potential script clashes
- › Browser targeting is possible so please ensure all incompatibilities are specified

Additional notes for Flash developers:

- › A back-up .gif should be provided for all creative
- › The minimum version of Flash that the file will work with should be specified
- › Wmode set to opaque or transparent
- › The ClickTag tracking for Advertising Networks should be implemented as the Macromedia standard:
http://livedocs.macromedia.com/flash/mx2004/main_7_2/wwhelp/wwhimpl/common/html/wwhelp.htm?context=Flash_MX_2004&file=00000913.html
 and http://www.macromedia.com/resources/richmedia/tracking/designers_guide/
 (see the section on assigning ClickTag).
- › Hard-coded click URLs should not be used.

Additional notes for creative served from a third-party system:

- › Creative must accept third party click tracking
- › Creative must be able to accept cache-busting code
- › Rich media code should launch the pop-ups/popunder
- › Third-party IFRAME code is acceptable
- › Creative should not be frequency capped at the third-party side unless approved in advance

Arrange your advertising package today

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