CONTENTS

3 Awards & Recognition
4 About the Society of Actuaries (SOA)
5 About The Actuary
6 2020 Editorial Calendar & Material Deadlines
7 Website Advertising Opportunities
8 Website Ad Specifications & Requirements
9 E-newsletter Ad Specifications & Requirements
AWARDS & RECOGNITION

Welcome to the 2020 media kit for The Actuary, the award-winning flagship publication of the Society of Actuaries (SOA).

» 2019 Folio Ozzie Award Finalist for Association/Nonprofit—Overall Design (Single Magazine Issue)—Professional/Membership Association
» 2019 Bronze EXCEL Award for General Excellence: Magazine
» 2019 Bronze EXCEL Award for Single Topic Issue: Magazine (April/May 2018 Climate Change Issue)
» 2019 Merit Gold Circle Award for E-magazine
» 2018 Folio Ozzie Award for Association/Nonprofit—Overall Design Excellence—Professional/Membership Association
» 2018 Gold Hermes Creative Award for Content Partnership
» 2018 Silver EXCEL Award for General Excellence
» 2018 Bronze EXCEL Award for Single Topic Issue (August/September 2017 Retirement Issue)
» 2018 Bronze EXCEL Award for Digital Website (Magazine)

Seize the Opportunity
Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmather@mvica.com
With roots dating back to 1889, the Society of Actuaries (SOA) is an education, research and professional membership organization. With more than 30,000 members and more than 43,000 candidates, the SOA is the world’s largest actuarial professional organization.

Through education and research, the SOA advances actuaries as leaders in measuring and managing risk to improve financial outcomes for individuals, organizations and the public. Actuaries are highly sought-after professionals who develop and communicate solutions for complex financial issues.

*The Actuary* is your connection to the global actuarial market. Reach every actuary:

- Life
- Retirement
- Health
- Finance
- Risk management
- General insurance
- Investment
- Property and casualty
- And more ...

**Don’t Pass on This Chance**

Contact Dean Mather  
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Fax: 856.753.0064  
Email: dmather@mrvica.com
Actuaries inform and make business decisions that lead to profits, savings, stability and success. They turn to The Actuary to find information they can trust. The Actuary gives readers the information they need to stay on top of actuarial trends and enhance their business career development.

The Actuary offers exceptional advertising opportunities via two digital channels:

1. Website: Responsive website with a modern, clean look
2. Email: Reach nearly 65,000 SOA members and candidates

Website/email bundles are available upon request.

All Eyes on Your Ad
Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmather@mrvica.com
MARCH 2020
Professionalism
Being an actuary requires a long-term commitment to learning—beyond the attainment of an FSA. This issue focuses on ways to maintain expertise in a world that demands more.

E-NEWSLETTER
Space Reservation Feb. 17, 2020
Material Deadline Feb. 24, 2020
Mail Date Mid-Mar. 2020

MAY 2020
Actuaries, Modeling and Technology
Model modernization, artificial intelligence, model risk management and big data are the new buzzwords in the actuarial profession. This issue explores the modernization of processes, models, tools and data management that are needed to move current practices into the future.

PRINT E-NEWSLETTER
Space Reservation Jan. 20, 2020 March 16, 2020
Material Deadline Feb. 21, 2020 March 27, 2020
Mail Date Early May 2020 Mid-May 2020

JULY 2020
Global Health Crisis
The crisis of health care spans the globe. This issue explores the fact that health care costs, funding, access and quality are worldwide problems.

E-NEWSLETTER
Space Reservation July 14, 2020
Material Deadline July 20, 2020
Mail Date Late July 2020

SEPTEMBER 2020
Expansion and Innovation
This issue explores what may be in store for actuaries. Articles focus on cultivating opportunities for the profession, how actuaries can solve public/societal issues, and case studies highlighting innovations within the profession.

E-NEWSLETTER
Space Reservation Aug. 24, 2020
Material Deadline Sept. 7, 2020
Mail Date Late Sept. 2020

NOVEMBER 2020
Diversity of Thought
Actuaries are data-driven critical thinkers, with strong opinions on a wide range of topics. This issue presents a series of point-counterpoint articles on topics across pensions, health care, property & casualty and more.

E-NEWSLETTER
Space Reservation Oct. 12, 2020
Material Deadline Oct. 26, 2020
Mail Date Mid-Nov. 2020

JANUARY 2021
Regulation
How can insurance and regulation symbiotically co-exist? This issue explores the impact of new and existing regulation throughout the insurance industry around the world.

E-NEWSLETTER
Space Reservation Dec. 21, 2020
Material Deadline Jan. 4, 2021
Mail Date Late Jan. 2021

No cancellations will be accepted after space reservation date. Preferred positions are non-cancellable. Acceptance of advertising is subject to approval by editor.
WEBSITE ADVERTISING OPPORTUNITIES

THEACTUARYMAGAZINE.ORG—NEW ADVERTISING OPPORTUNITIES IN 2020

More advertising opportunities are now available on TheActuaryMagazine.org. A quote will be provided upon request for the following ad types:

» Banner ads
» Video ads
» Sponsored content
» White paper posting
» Interactive polls

SUBMITTING AD MATERIALS

Please submit files via email to dmather@mrvica.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections. All digital ads must be submitted five business days prior to the intended start date and are subject to approval.

TheActuary Magazine.org enjoys 135,500 visitors and 208,100 page views per year.

Contact For a Quote

Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmather@mrvica.com

7 | theactuarymagazine.org
WEBSITE AD SPECS & REQUIREMENTS

BANNER AD SPECS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>LEADERBOARD</th>
<th>MEDIUM RECTANGLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>728 x 90 px (desktop)</td>
<td>300 x 250 px (desktop, tablet and mobile)</td>
</tr>
<tr>
<td></td>
<td>468 x 60 px (tablet)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>320 x 50 px (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

All ad sizes listed must be supplied per ad space.

ACCEPTABLE FILE FORMAT

- All web images must be 72 dpi
- RGB or indexed color format
- HTML5 ads are accepted; flash ads are NOT accepted
  (See support.google.com/admanager/answer/704679 for more information on HTML5 requirements)
- Accepted file types: .jpg, .png, .gif
- Maximum file size: 90KB
- Animated GIFs are allowed; maximum animated time is 30 seconds
- Click tags OK
- Must provide URL for click-through
- Creative must be served from HTTPS connection

VIDEO ADVERTISING REQUIREMENTS

- Aspect ratio: 16:9
- Max size/length: 90 seconds
- Video format: .mov or .mp4
- Maximum file size: 90KB
- Video poster size: 300 x 150 px
- Video poster file type: .jpg, .png, .gif
- Must provide direct source link if video is self-hosted

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Get More Web Leads
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Email: dmather@mrvica.com

BROWSER COMPATIBILITY

Banner ads are served using Google Ad Manager and may be blocked by some networks from view. Compatible browsers include:

- IE7–IE10 (some IE7 and IE8 configurations are known to block Google Ad Manager ad sources)
- Chrome, Firefox, Safari
- iOS, Android, Win7 Mobile
E-NEWS AD SPECS & REQUIREMENTS

THE ACTUARY E-NEWSLETTER

BANNER

468 x 60 px

ACCEPTABLE FILE FORMAT

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» Maximum file size: 90KB
» Animated GIFs are allowed; maximum animated time is 30 seconds
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Show off Your Brand

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The Actuary e-newsletter is sent to 64,923 SOA members and candidates 6 times a year.