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**REACH MORE THAN 31,000 SOA MEMBERS**
Welcome to the 2021 media kit for The Actuary, the award-winning flagship publication of the Society of Actuaries (SOA).

Awards & Recognition

- **2020**: Gold EXCEL Award, Silver EXCEL Award
- **2019**: Folio Ozzie Award Finalist, two Bronze EXCEL Awards, Merit Gold Circle Award
- **2018**: Folio Ozzie Award, Gold Hermes Creative Award, Silver EXCEL Award, two Bronze EXCEL Awards
- **2017**: Folio Ozzie Digital Award, Folio Ozzie Award, Platinum Hermes Creative Award, Silver EXCEL Award

Seize the Opportunity

Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmathere@mrvetica.com
With roots dating back to 1889, the Society of Actuaries (SOA) is an education, research and professional membership organization. **With more than 31,000 members and more than 42,000 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 actuaries in every specialty, including:

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

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**Don’t Pass on This Chance**

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

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4 | theactuarymagazine.org
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 55,000 SOA members and candidates 12 times a year; separate e-newsletters for North America and Asia

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

Patrick Getzen, FSA, MAAA
### EDITORIAL CALENDAR & MATERIAL DEADLINES

All website ads must be submitted five business days prior to the intended start date.

<table>
<thead>
<tr>
<th>JANUARY 2021</th>
<th>MAY 2021</th>
<th>AUGUST 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regulatory Matters</strong></td>
<td><strong>The Changing Face of Leadership and Communication</strong></td>
<td><strong>Collaboration With Neighboring Professions</strong></td>
</tr>
<tr>
<td><strong>E-NEWSLETTER</strong></td>
<td><strong>Space Reservation</strong></td>
<td><strong>E-NEWSLETTER</strong></td>
</tr>
<tr>
<td><strong>DEADLINE</strong></td>
<td><strong>Dec. 29, 2020</strong></td>
<td><strong>DEADLINE</strong></td>
</tr>
<tr>
<td><strong>Ad Material Due</strong></td>
<td><strong>Jan. 5, 2021</strong></td>
<td><strong>Ad Material Due</strong></td>
</tr>
<tr>
<td><strong>Email Sent</strong></td>
<td><strong>Late January 2021</strong></td>
<td><strong>Email Sent</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>FEBRUARY 2021</th>
<th>JUNE 2021</th>
<th>SEPTEMBER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advancements in Technology</strong></td>
<td><strong>Actuarial Evolution: Thriving in a Changing Environment</strong></td>
<td><strong>Actuaries and Career Moves</strong></td>
</tr>
<tr>
<td><strong>E-NEWSLETTER</strong></td>
<td><strong>Space Reservation</strong></td>
<td><strong>E-NEWSLETTER</strong></td>
</tr>
<tr>
<td><strong>DEADLINE</strong></td>
<td><strong>Feb. 1, 2021</strong></td>
<td><strong>DEADLINE</strong></td>
</tr>
<tr>
<td><strong>Ad Material Due</strong></td>
<td><strong>Feb. 5, 2021</strong></td>
<td><strong>Ad Material Due</strong></td>
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<tr>
<td><strong>Email Sent</strong></td>
<td><strong>Late February 2021</strong></td>
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<table>
<thead>
<tr>
<th>MARCH 2021</th>
<th>JULY 2021</th>
<th>OCTOBER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Climate Change and Actuarial Involvement</strong></td>
<td><strong>The Global Actuarial Workforce</strong></td>
<td><strong>Health Care Reform Policies and Proposals</strong></td>
</tr>
<tr>
<td><strong>E-NEWSLETTER</strong></td>
<td><strong>Space Reservation</strong></td>
<td><strong>E-NEWSLETTER</strong></td>
</tr>
<tr>
<td><strong>DEADLINE</strong></td>
<td><strong>Mar. 1, 2021</strong></td>
<td><strong>DEADLINE</strong></td>
</tr>
<tr>
<td><strong>Ad Material Due</strong></td>
<td><strong>Mar. 5, 2021</strong></td>
<td><strong>Ad Material Due</strong></td>
</tr>
<tr>
<td><strong>Email Sent</strong></td>
<td><strong>Late March 2021</strong></td>
<td><strong>Email Sent</strong></td>
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</table>

<table>
<thead>
<tr>
<th>APRIL 2021</th>
<th>AUGUST 2021</th>
<th>NOVEMBER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diversity, Inclusion and Equity</strong></td>
<td><strong>Collaboration With Neighboring Professions</strong></td>
<td><strong>Professionalism in an Evolving World</strong></td>
</tr>
<tr>
<td><strong>E-NEWSLETTER</strong></td>
<td><strong>Space Reservation</strong></td>
<td><strong>E-NEWSLETTER</strong></td>
</tr>
<tr>
<td><strong>DEADLINE</strong></td>
<td><strong>Apr. 2, 2021</strong></td>
<td><strong>DEADLINE</strong></td>
</tr>
<tr>
<td><strong>Ad Material Due</strong></td>
<td><strong>Apr. 9, 2021</strong></td>
<td><strong>Ad Material Due</strong></td>
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<tr>
<td><strong>Email Sent</strong></td>
<td><strong>Late April 2021</strong></td>
<td><strong>Email Sent</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>SEPTEMBER 2021</th>
<th>DECEMBER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actuaries and Career Moves</strong></td>
<td><strong>Regulatory Issues—Lessons Learned; Moving Forward</strong></td>
</tr>
<tr>
<td><strong>E-NEWSLETTER</strong></td>
<td><strong>Space Reservation</strong></td>
</tr>
<tr>
<td><strong>DEADLINE</strong></td>
<td><strong>Dec. 1, 2021</strong></td>
</tr>
<tr>
<td><strong>Ad Material Due</strong></td>
<td><strong>Dec. 6, 2021</strong></td>
</tr>
<tr>
<td><strong>Email Sent</strong></td>
<td><strong>Late December 2021</strong></td>
</tr>
</tbody>
</table>

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

THEACTUARYMAGAZINE.ORG

More advertising opportunities than ever 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.

7 | theactuarymagazine.org

TheActuary Magazine.org had 161,600 visitors and 243,240 page views in 2020.

All website ads must be submitted five business days prior to the intended start date and are subject to approval.

Contact For a Quote

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

Albert Moore, ASA, MAAA
## 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 direct source link if video is self-hosted

### 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

### 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

### Contact for a Quote

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M.J. Mrvica Associates Inc.  
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Fax: 856.753.0064  
Email: dmather@mrvica.com
E-NEWS AD SPECS & REQUIREMENTS

THE ACTUARY E-NEWSLETTER

BANNER
468 x 60 px

ACCEPTABLE FILE FORMAT
- All web images must be 72 dpi
- RGB or indexed color format
- 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

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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 e-newsletter ads are subject to approval.

Show off Your Brand
Contact Dean Mather
M.J. Mrvica Associates Inc.
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Fax: 856.753.0064
Email: dmather@mrvica.com

Ashlee Mouton Borcan, FSA, MAAA

The Actuary North America e-newsletter is sent to 43,500+ SOA members and candidates every month.

The Actuary Asia e-newsletter is sent monthly to 11,000+ SOA members and candidates in Asia.