OUR MISSION

CLM Magazine is the flagship publication of the Claims & Litigation Management (CLM) Alliance. It covers the trends and topics of interest to professionals responsible for the cost-effective resolution of property and casualty claims: risk and litigation managers, insurance and claims professionals, corporate counsel, outside counsel, and claims services providers.

Drawing upon the CLM’s vast network of member firms and fellows as contributors provides CLM Magazine with unparalleled access to expert commentary and analysis. This means the editorial team can offer readers information directly from their peers about the issues that affect them the most, and provide them with strategies and information to achieve better results. In other words: It’s a publication for CLM members and fellows, created by CLM members and fellows.

Claims litigation is a critical issue of importance in the resolution process. Readers gain insights on how recent court decisions could influence their business and the industry, trends in litigation to keep in focus, and awareness of the regulatory and compliance issues that matter to them. CLM Magazine is the best source of the information readers need to further enhance the relationship between insurance defense firms, claims, and risk professionals.
ABOUT THE CLM

The CLM is an inclusive, collaborative, not-for-profit organization that promotes and furthers the highest standards of claims and litigation management and brings together thought leaders in the industry. CLM sponsors educational programs, provides resources, and fosters communication among all in the industry.

Acquired in 2018 by The Institutes, the leading education and research provider for the risk management and property-casualty insurance industry with designation programs like the Associate in Claims (AIC) and Chartered Property Casualty Underwriter (CPCU), CLM gains unprecedented access to new resources, infrastructure, and experts with knowledge of the industry that enable us to offer a broader suite of products and solutions to our membership.

CLM’s multi-platform product line—which includes magazines, online and live events, and custom publishing—offers marketers an integrated approach to effectively communicate with insurance claims, risk, and litigation management professionals.

In addition to CLM Magazine, we publish Construction Claims.
OUR TEAM

Sales

**Harry Rosenthal, CLM Executive Group Publisher, VP** - 21 of his 29 years of media experience has been spent focusing on providing marketing and sales ideas that fit the needs of the insurance claims and litigation community.

**Bryan Pifer, Publisher** - His 17 years of advertising sales and publishing experience with nationally recognized insurance print and web publications gives him the knowledge to find creative solutions for your demands.

Editorial

**Eric Gilkey, Executive Editor** – His 15-year career in writing and editing has focused exclusively on the insurance and claims industry, including both print publications and online news sites like PropertyCasualty360.com, which he helped create and launch in 2011.

**Phil Gusman, Managing Editor** – A financial services writer/editor for over 17 years working on both print and digital publications, including PropertyCasualty360.com where he produced that site’s daily e-newsletter. Most recently, he was a freelance writer and editor, specializing in creating P&C-related features and white papers for a range of publications and insurance companies.

CLM Committees & Communities – Staffed by leading experts, attorneys, and claims industry professionals, these committees and communities contribute regularly to *CLM Magazine* on various topics, including:

**Communities**
- Construction Claims
- Cyber, Management & Professional Liability
- Retail, Restaurant & Hospitality
- Workers’ Compensation

**Committees**
- Alternative Dispute Resolution (ADR)
- Diversity & Inclusion
- Environmental and Toxic Tort
- Extra-Contractual
- Insurance Coverage
- Insurance Fraud
- Municipal Law
- Product Liability
- Property
- Religious & Non-Profit
- Subrogation
- Transportation
CLM Magazine offers a distinct advantage in the market. The readers of CLM Magazine — CLM Members & Fellows — are thought leaders in the industry. They are invested in improving their skills and knowledge, exemplified by joining CLM, an organization dedicated to furthering industry standards through education and collaboration. Your marketing message in CLM Magazine reaches an audience committed to their profession.

CLM Magazine delivers over 32,000 decision-makers involved in all aspects of managing, litigating and resolving property & casualty claims, from insurance and claims professionals, risk and litigation managers, corporate counsel, outside counsel and claims services providers. Each participant in the claims and litigation process must understand the needs of, and collaborate effectively with others. That’s the makeup of CLM Magazine’s readership, and a strength of the publication and the organization.
### eMEDIA OPPORTUNITIES

**LEAD GENERATION**
Partner with the CLM to deliver the quality leads you’re looking for!!!

<table>
<thead>
<tr>
<th>Leads generated through:</th>
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</thead>
<tbody>
<tr>
<td>- Emails</td>
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<tr>
<td>- Banner ads</td>
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</table>

Includes real time leads.

"As part of our media mix, CLM has been highly effective. They consistently produce a high number of quality leads. With a staff that is flexible and responsive to our needs, we will continue to include them for our direct marketing and advertising programs."

— Caryn Warner, Director, Marketing
Verisk Insurance Solutions
— Claims and Crime Analytics

<table>
<thead>
<tr>
<th>MONTHLY: $5,000</th>
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<tbody>
<tr>
<td>$500 Discount For 6X</td>
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<tr>
<td>$1,000 Discount For 12X</td>
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<tr>
<td>Includes One E-Blast and Banner Ad ROS</td>
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</tbody>
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### DIGITAL EDITION SPONSORSHIP

- Sponsoring the digital edition you will receive your logo on the digital edition email announcement, the TOC page, and a banner ad (600x200) on the digital edition landing page.

<table>
<thead>
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<th>RATE: $1,500</th>
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SPONSORSHIP PER MONTH
DIGITAL EDITION REACHES OVER 12,000+ CLM MEMBERS & FELLOWS MONTHLY
eMEDIA OPPORTUNITIES

LEAD GENERATION

CLM COMMITTEE WEB SEMINARS

- CLM Web Seminars consist of a half hour-long educational lesson taught by CLM committee members on a variety of topics related to claims and litigation management. Free to attend and typically occurring weekly, CLM Web Seminars can be sponsored to help you reach new and targeted audiences.

SPONSORSHIP OF A WEB SEMINAR INCLUDES:

- Registration attendee list
- Your logo on event registration email
- Your logo on the slides in the presentation deck
- Recognition by the seminar moderator

RATE: $3,500
SPONSORSHIP PER EVENT
(two sponsorships available per event)
MEMBER/SERVICE PROVIDER WEB SEMINAR

- Here’s your chance to take the stage! Direct the content and messaging related to what you know best: your company’s knowledge and success stories. Each web seminar will be moderated by a CLM editor and will utilize our delivery service. Please keep in mind that all Member/Service Provider Web Seminars must maintain editorial guidelines for all CLM web seminars, which includes not promoting specific products or services. To learn more, contact your sales rep.

SPONSORSHIP OF A MEMBER/SERVICE PROVIDER WEB SEMINAR INCLUDES:

- Registration attendee list
- Your logo on event registration email
- Your logo on the slides in the presentation deck
- Recognition by the seminar moderator

RATE: $12,500 EACH // $10,000 3X
WEBSITE OPPORTUNITIES

- **TOPIC CATEGORY SPONSORSHIPS**
  
  Sponsorships offer 100% share of voice on the page; includes top and bottom leaderboard ads, and two medium rectangle ads.
  
  Limit five rotating sponsors per topic category.
  
  - Leaderboard Ads - 2 (728 x 90)
  - Medium Rectangle Ads - 2 (300 x 250)
  - Sponsorship rate **$1,500 PER MONTH**

- **HOMEPAGE/RUN OF SITE SPONSORSHIPS**
  
  Sponsorship offers choice of top and bottom leaderboards or two medium rectangle ads.
  
  - Leaderboard Ads - 2 (728 x 90) **$1,000 PER MONTH**
  - Medium Rectangle Ads - 2 (300 x 250) **$1,000 PER MONTH**
  
  Website Specs: Max file size: 35K, File formats: Flash, gif, jpg, html

TOPIC CATEGORY SPONSORSHIPS ARE AVAILABLE FOR:

- Cannabis
- Claims Management
- Construction
- Cyber, Management & Professional Liability
- D&I
- Environmental
- Extra-Contractual/Coverage
- Fraud
- Product Liability
- Property
- RRH
- Subrogation
- Transportation
- Work Comp

All rates shown are net rates.
### eNEWSLETTERS OPPORTUNITIES

<table>
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<tr>
<th>ENewsletters</th>
<th>Details</th>
</tr>
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</table>
| **CLM Magazine Monthly**| - Top Banner Ad (600x200) **$2,000 PER ISSUE**  
- Banner Ad (600x200) **$1,500 PER ISSUE (TWO AVAILABLE)**  
- CLM’s signature flagship magazine goes beyond the printed page each month to ensure you can share, bookmark, and tag your favorite articles with litigation partners and fellow claims professionals. *Reaching more than 30,000 inboxes each month, CLM Magazine eNews has the power to transform your knowledge of the industry and provide the insights and education you need to set yourself apart.* |
| **CANNABIS Monthly**    | - Top Banner Ad (600x200) **$2,000 PER ISSUE**  
- Banner Ad (600x200) **$1,500 PER ISSUE (TWO AVAILABLE)**  
- The cannabis legal landscape is evolving faster than many insurers and litigation professionals can manage. That means it’s essential to stay on top of regulatory and claims trends as they happen in order to be successful. *CLM’s Cannabis eNews delivers the goods to more than 110,000 insurance professionals with each edition.* |
| **WORKERS’ COMPENSATION Monthly** | - Top Banner Ad (600x200) **$2,000 PER ISSUE**  
- Banner Ad (600x200) **$1,500 PER ISSUE (TWO AVAILABLE)**  
- Putting the spotlight on the workers’ compensation industry, CLM’s WC eNews digs deeper and further to deliver objective commentary and analysis on workers’ compensation trends and topics. Published monthly and featuring CLM member- and fellow contributed content supplemented by news alerts powered by Claims Pages. *WC eNews reaches 105,000 workers’ compensation insurance claims, risk, and litigation professionals with every edition.* |

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*Distribution includes over 90,000 claims professionals powered by Claims Pages, A Member of The Institutes*
The claims industry faces many challenges—recruiting and training, digitalization of claims processes, dealing with fraud, incorporating new technologies and systems into existing processes, to name just a few.

### JANUARY
**AD CLOSE:** 12/13/19  **MATERIAL CLOSE:** 12/18/19

#### FEATURE HIGHLIGHTS:
- Litigation: Impact of Litigation Financing
- Property: Restoration Claims
- Transportation: No-Fault Status
- Special eReport #1: Workers’ Compensation*
- Special eReport #2: Education & Training*

#### COMMITTEE COLUMN HIGHLIGHTS:
- InsurTech
- Insurance Fraud
- Retail, Restaurant, and Hospitality
- Property
- ADR

#### BONUS DISTRIBUTION:
- Windstorm Conference

### FEBRUARY
**AD CLOSE:** 1/17  **MATERIAL CLOSE:** 1/22

#### FEATURE HIGHLIGHTS:
- Management: Controlling Claims and Earning Early Resolution
- Technology: AI’s Impact on Claims Handling
- Workers’ Comp: What’s Happening with Opioids
- Special eReport #1: Forensics*
- Special eReport #1: Transportation*

#### COMMITTEE COLUMN HIGHLIGHTS:
- Extra-Contractual
- Subrogation
- Diversity
- Transportation
- Environmental/Toxic Tort

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*SPECIAL INTEGRATED ADVERTISING OPPORTUNITY

Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport. Three sponsorships available per report.
EDITORIAL PLANNING CALENDAR

MARCH
AD CLOSE: 2/14   MATERIAL CLOSE: 2/19
FEATURE HIGHLIGHTS:
• Cyber: Credential Stuffing
• Litigation: Verdict Analysis
• Compliance: Medicare Update
• Technology: Blockchain Trends
• Supplement: Property Claim Strategies
• Special eReport #1: Property*
• Special eReport #2: Insurance Fraud*
COMMITTEE COLUMN HIGHLIGHTS:
• Product Liability
• Insurance Coverage
• Religious and Non-Profit
• Workers' Compensation
• Professional Liability
• Municipal
• Cannabis
BONUS DISTRIBUTION:
• CLM Annual Conference
• CLM Workers' Compensation
  & Restaurant, Retail & Hospitality Conference
• Property Loss Research Bureau (PLRB)

APRIL
AD CLOSE: 3/13   MATERIAL CLOSE: 3/18
FEATURE HIGHLIGHTS:
• Property: Fire Restoration Claims
• Transportation: Roundtable Dialogue
• Management: Millennial Adjusting
• Litigation: Impact of Increasing Jury Verdicts
• Special eReport #1: Risk Management*
• Special eReport #2: Restoration*
COMMITTEE COLUMN HIGHLIGHTS:
• InsurTech
• Insurance Fraud
• Retail, Restaurant, and Hospitality
• Property
• ADR
BONUS DISTRIBUTION:
• Risk & Insurance Management Society (RIMS)

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Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport. Three sponsorships available per report.
EDITORIAL PLANNING CALENDAR

MAY
AD CLOSE: 4/17   MATERIAL CLOSE: 4/22
FEATURE HIGHLIGHTS:
• Cyber: Intangible Risk Become Tangible
• Liability: Emerging Privacy Claims
• Litigation: Advanced Use of Metrics
• Workers’ Comp: Focus on the Worker
• Special eReport #1: Forensics*
• Special eReport #1: Construction*
COMMITTEE COLUMN HIGHLIGHTS:
• Extra-Contractual
• Subrogation
• Diversity
• Transportation
• Environmental/Toxic Tort

JUNE
AD CLOSE: 5/15   MATERIAL CLOSE: 5/20
FEATURE HIGHLIGHTS:
• Litigation: Verdict Analysis
• Compliance: Medicare Update
• Property: Temp Housing Strategies
• Special eReport: Technology*
COMMITTEE COLUMN HIGHLIGHTS:
• Product Liability
• Insurance Coverage
• Religious and Non-Profit
• Workers’ Compensation
• Professional Liability
• Municipal
• Cannabis
BONUS DISTRIBUTION:
• CLM Midwest Conference
• PLRB Technology & Claims Seminar

*SPECIAL INTEGRATED ADVERTISING OPPORTUNITY
Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport. Three sponsorships available per report.
EDITORIAL PLANNING CALENDAR

JULY
AD CLOSE: 6/12  MATERIAL CLOSE: 6/17
FEATURE HIGHLIGHTS:
• Workers' Comp: Defense Strategies
• Technology: IoT and Hacking
• Property: Restoration Claims
• Management: Protecting Claims Department Data
• Special eReport: Fire Investigation*
COMMITTEE COLUMN HIGHLIGHTS:
• InsurTech
• Insurance Fraud
• Retail, Restaurant, and Hospitality
• Property
• ADR
BONUS DISTRIBUTION:
• CLM Management & Professional Liability
• CLM Cyber, Management & Professional Liability Conference

AUGUST
AD CLOSE: 7/17  MATERIAL CLOSE: 7/22
FEATURE HIGHLIGHTS:
• Legal: Effects of Supreme Court Rulings on Insurance Industry
• Workers' Comp: Opioid Update
• Litigation: Jury Selection Strategies
• Property: Tariffs and Crop Insurance
• Special eReport: UAVs*
COMMITTEE COLUMN HIGHLIGHTS:
• Extra-Contractual
• Subrogation
• Diversity
• Transportation
• Environmental/Toxic Tort

*SPECIAL INTEGRATED ADVERTISING OPPORTUNITY
Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport. Three sponsorships available per report.
## September
**AD CLOSE: 8/14  MATERIAL CLOSE: 8/19**

**Feature Highlights:**
- Property: Lessons from 2019’s Hurricane Season
- Litigation: Verdict Analysis
- Compliance: Medicare Update
- Management: Guide to Positive Post Mortems
- Transportation: Personal Auto Trends
- Special eReport: Construction*

**Committee Column Highlights:**
- Product Liability
- Insurance Coverage
- Religious and Non-Profit
- Workers’ Compensation
- Professional Liability
- Municipal
- Cannabis

**Bonus Distribution:**
- CLM Claims College & Chief Claims Officer Summit
- CLM Construction Conference
- PLRB Central Regional Adjusters Conference

## October
**AD CLOSE: 9/18  MATERIAL CLOSE: 9/23**

**Feature Highlights:**
- Workers’ Comp: When to Get Aggressive
- Insurance Labor Analysis
- Property: Restoration Claims
- Transportation: Trend Spotting
- Special eReport #1: Fraud*
- Special eReport #2: Technology*

**Committee Column Highlights:**
- InsurTech
- Insurance Fraud
- Retail, Restaurant, and Hospitality
- Property
- ADR

**Bonus Distribution:**
- CLM Southeastern Conference
- CLM Litigation Management Symposium

*Special Integrated Advertising Opportunity

Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport. Three sponsorships available per report.
EDITORIAL PLANNING CALENDAR

NOVEMBER
AD CLOSE: 10/16  MATERIAL CLOSE: 10/21

FEATURE HIGHLIGHTS:
- Subrogation: Trends in Recovery
- Risk: Medical Marijuana Update
- Property: Temporary Housing and ALE
- Management: Recruiting and Retaining
- Special eReport #1: Subrogation*
- Special eReport #2: Workers' Compensation*

COMMITTEE COLUMN HIGHLIGHTS:
- Extra-Contractual
- Subrogation
- Diversity
- Transportation
- Environmental/Toxic Tort

BONUS DISTRIBUTION:
- CLM New York
- National Association of Subrogation Professionals (NASP)
- PLRB Large Loss
- PLRB Eastern Regional Adjusters Conference

DECEMBER
AD CLOSE: 11/13  MATERIAL CLOSE: 11/18

FEATURE HIGHLIGHTS:
- CLM Awards Issue
- Litigation: Verdict Analysis
- Holiday Guide for Claims and Litigation Professionals
- Compliance: Medicare Update
- Special eReport #1: Cyber Liability *
- Special eReport #2: Extra-Contractual*

COMMITTEE COLUMN HIGHLIGHTS:
- Product Liability
- Insurance Coverage
- Religious and Non-Profit
- Workers' Compensation
- Professional Liability
- Municipal
- Cannabis

*SPECIAL INTEGRATED ADVERTISING OPPORTUNITY

Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport. Three sponsorships available per report.
EDITORIAL PLANNING CALENDAR

INTERGRATED ADVERTISING OPPORTUNITY

Special eReports
Harnesses the power of CLM's prolific writers by offering targeted eReports that zero in on specialized topics. Reach your audience with insightful, educational content in these select areas:

- **JANUARY:** #1 Workers' Compensation / #2 Education & Training
- **FEBRUARY:** #1 Forensics / #2 Transportation
- **MARCH:** #1 Property / #2 Insurance Fraud
- **APRIL:** #1 Risk Management / #2 Restoration
- **MAY:** #1 Forensics / #2 Construction
- **JUNE:** Technology
- **JULY:** Fire Investigation
- **AUGUST:** UAVs
- **SEPTEMBER:** Construction
- **OCTOBER:** #1 Fraud / #2 Technology
- **NOVEMBER:** #1 Subrogation / #2 Workers’ Compensation
- **DECEMBER:** #1 Cyber Liability / #2 Extra-Contractual

**RATE:**
- $5,000 Full Page Ad CLM Magazine + Digital Ad Special eReport
- $3,500 Digital Ad Special eReport Only

Three sponsorships available per report.

Special eReports are sent to a custom selected audience from the over 45,000 CLM membership. Sponsorship includes your Logo at the top of the Special eReport with a Link to your website, Banner Ad (600x200) in the Special eReport (top, middle, lower placement determined by contract date), and a Full Page Ad in the monthly issue of the eReport.
# ADVERTISING RATES

All rates shown are net rates

## CLM MAGAZINE PRINT RATES

### 2019 4 COLOR RATE
- Spread $9,000
- Third Spread $7,500
- Full $5,000
- Half $3,000
- Third $2,500
- Quarter $1,500

### 2018 B&W + 1 COLOR RATE
- Full $4,500
- Half $2,500
- Third $2,000
- Quarter $1,000

## PREMIUM POSITIONS
- Back Cover $8,000
- Inside Front $6,500
- Inside Back $6,500
- Opposite TOC, Editor Letter $6,000
- Belly Band Or Cover Tip $7,500

## 10% DISCOUNT OFFERED ON 6 + AD SCHEDULE PRINT ADS
All contracts $5,000 or less must be pre-paid or include credit card information for payment.
Looking for non-traditional ways to promote the work and expertise of your business and staff? Are you interested in sharing your views on the industry with other members and fellows? CLM Member/Fellow Q&A gives you that opportunity. Working one on one with CLM Magazine staff, one candidate of your choice will be featured in a one-page interview and have the chance to share their stories and successes. A full-page advertisement will accompany the spread. With only 12 available spots, you’ll need to act quickly if you want to be part of this exciting new way to market your work while also sharing your knowledge with the CLM collective.

**INTERGRATED ADVERTISING OPPORTUNITY**

**RATE:** $9,000 2-page spread. ONLY ONE AVAILABLE PER ISSUE.
Develop an article or series of articles where the sponsoring organization/firm works with our editor to develop the content.

GOLD LEVEL: 1750 words $10,000 per issue (Two Page Spread)
SILVER LEVEL: 700 words $7,500 per issue (Full Page)
REGIONAL LEVEL: 275 words $5,000 per issue (Half Page)

Editor has final approval on all material.
**INSURANCE FRAUD PROFILE**

**Ingenious Tips for Combating Fraudulent Slip-and-Fall Claims**

Every year, slips and falls lead to millions of dollars in claims. The consequences can be severe, but the insurance community faces an ongoing challenge in combating these claims. The fraudsters are creative in their attempts to maximize payouts, using tactics such as "slip-and-fall" accidents. These tactics can range from property owners who knowingly allow unsafe conditions to create scenarios that can be easily blamed on others.

**What Makes It Hard to Prove**

Identifying and proving fraudulent claims can be challenging. The insurance community must remain vigilant in identifying and combating these tactics. One key aspect is the importance of maintaining comprehensive records and documentation. This can include surveillance footage, maintenance records, and any other evidence that can help establish the truth.

**Tips for Prevention**

1. **Maintain Records**: Keep detailed records of all maintenance activities and repairs. This includes records of when and why repairs were made.
2. **Surveillance**: Implement surveillance systems to capture evidence of potential fraudulent activities.
3. **Training**: Regularly train employees on the importance of maintaining safe working conditions.
4. **Evidence Collection**: Gather and preserve evidence of any incidents, including photographs and witness statements.

**By Heidi Shetler**

Heidi Shetler is the director of new pig's marketing and communications. She has over 20 years of experience in the field of insurance and risk management. Shetler is passionate about educating the public on the importance of preventing accidents and reducing the impact of fraudulent claims.

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**MAKE THE SWITCH**

**TO THE MAT THAT STICKS**

**Grippy Floor Mat**

Safe, Attractive.

Stop slipping, tripping, falling, and hoping for the best. The Grippy Floor Mat is designed to be the world's FIRST adhesive-backed mat, offering a solution that reduces the risk of slips and falls without the need for adhesives or chemicals. Ideal for any environment, the Grippy Floor Mat features a non-slip surface that stays put even in wet conditions, making it perfect for use in kitchens, bathrooms, and other high-risk areas.

**Grippy Mat**

The Grippy Mat is a revolutionary product designed to provide a safer, more comfortable floor solution. It is easy to install and offers a durable, non-slip surface that is ideal for high-traffic areas. The Grippy Mat is made from quality materials, ensuring long-lasting performance and reliability.

**For More Information**

Visit newpig.com/grippyriskkit.com to learn more about the Grippy Floor Mat and how it can help protect your property and reduce the risk of accidents.
CLM MEMBER & LITIGATION SUPPORT PRACTICE SPOTLIGHT

INTERGRATED ADVERTISING OPPORTUNITY

CLM Member & Litigation Support Practice Spotlight.

Focusing on targeting practice and support areas, CLM
Member & Litigation Support Practice Spotlight gets your
firm or organization the attention it deserves for the work it
accomplishes. Included is your logo and 150 words of practice or
support description.

• ADR/Mediation
• Construction Defect
• Court Reporting
• Cyber Liability
• Document Retrieval
• E-Billing
• E-Discovery
• Employment Law
• Environmental/Toxic Tort
• Extra-Contractual
• Expert Witness
• Fraud Investigation
• Jury Consultants
• Professional Liability
• Product Liability
• Retail Restaurant and Hospitality
• Subrogation
• Trucking/Transportation
• Workers’ Comp

RATE: $2,500

PER LAW FIRM SPONSORSHIP OR LITIGATION SUPPORT FIRM SPONSORSHIP
SPECIAL ADVERTISING SUPPLEMENTS

INTERGRATED ADVERTISING OPPORTUNITY

Don’t miss out! Reach 32,000+ CLM members and fellows. Successful contributed articles will zero in on cutting-edge training, tools, and situations faced in either personal or commercial claims, offering objective and practical strategies for readers. Article must be limited to 750 words and cannot contain embedded artwork.

MARCH: Property Claim Strategies

Whether it’s fire, flood, earthquake, or hurricanes, CLM’s Property Claim Strategies Supplement will offer tips and strategies for handling these unique types of claims by highlighting best practices and providing practical approaches to commonly faced scenarios. Articles should zero in on specific perils and situations faced in either personal or commercial claims.

AD CLOSE: 2/7 MATERIAL CLOSE: 2/12

RATE: $5,000
ADVERTISING SPECS

FORMAT
TRIM SIZE: 7.875”w x 10.875”H
LIVE COPY AREA: 7” x 10”
ONE-PAGE BLEED: 7.875” x 10.875” plus .125” bleed
SPREAD COPY AREA: 14.875” x 10”
SPREAD BLEED: 16” x 11.125”
Vital reading matter should be kept .375” from all sides.

ADVERTISING SPECS
PDFX1a with fonts and 300 dpi images embedded.
(Or Press Ready PDF Export Setting)

CANCELLATIONS:
Advertisers and/or sponsors have the right to cancel within 72 hours of signed agreement. Advertising may be moved within the same calendar year as long as the request is received by the advertising close date indicated in the media kit. Request for cancellation or changes must be received in writing — please contact your sales representative. Cancellations will not be accepted after 72 hours.

SUBMISSION OF MATERIALS:
Advertising material may be emailed to jason.williams@TheCLM.org
The CLM’s Construction Claims magazine features articles on all aspects of construction-related claims, including construction defect, site accidents/injuries, insurance coverage, subcontractor issues, and new technologies that address both national and regional/statewide audiences. Articles are written by some the top leaders in the industry, and the publication is distributed to more than 7,000 professionals in the construction claims industry—all of whom are members and fellows of the CLM.

**ADVERTISE!**

**FULL PAGE:** 1X $4,000 4X $3,250

**HALF PAGE:** 1X $3,000 4X $2,250

**2020 SCHEDULE:**

**SPRING CLOSE DATE:** FEBRUARY 7 // MATERIAL DUE: FEBRUARY 12

**SUMMER CLOSE DATE:** MAY 8 // MATERIAL DUE: MAY 13

**FALL CLOSE DATE:** AUGUST 14 // MATERIAL DUE: AUGUST 19

**WINTER CLOSE DATE:** NOVEMBER 13 // MATERIAL DUE: NOVEMBER 18
CONSTRUCTION CLAIMS eNEWSLETTER OPPORTUNITIES

Construction Claims eNews distribution averaging 12,000 CLM Members/Fellows.

CLM's Construction Claims e-newsletter allows professionals to stay on top of key industry developments by gathering the best coverage from CLM publications and around the web. Coming soon to your inbox, the Construction Claims e-newsletter is your jumping off point to discover major news events and analysis, landmark cases, and informative industry reports that impact the construction and claims spaces.

- **Top Banner Ad (One Per eNewsletter)** (600x200) **$1,500 PER ISSUE**
- **Banner Ad (Two Per eNewsletter)** (600x200) **$1,000 PER ISSUE**

*eNewsletter specs:* Max file size: 15K, File formats: gif or jpg

**PACKAGE:** FULL PAGE + LEADERBOARD FALL & SPRING $5,000

2020 CONSTRUCTION CLAIMS eNEWSLETTER SCHEDULE:

**SPRING:** MARCH 13 // MATERIAL DUE: MARCH 4
**FALL:** OCTOBER 16 // MATERIAL DUE: OCTOBER 7
INTERGRATED ADVERTISING OPPORTUNITY

Develop an article or series of articles where the sponsoring organization/firm works with our editor to develop the content.

GOLD LEVEL: 1750 words $7,500 per issue (Two Page Spread)
SILVER LEVEL: 700 words $5,000 per issue (Full Page)
REGIONAL LEVEL: 275 words $2,500 per issue (Half Page)

Editor has final approval on all material.

GOLD LEVEL SAMPLE:

Multifamily Owners Get Greater Say

The economic downturn that followed has slowed new construction projects and put pressure on existing multifamily properties. Multifamily owners are increasingly facing construction defects claims, as a result of the high speed of construction projects. Despite the pressures on the industry, developers are finding more support in their efforts to build.

For many years, a construction lawsuit was the primary method used to address these issues. As a result, the industry has sought other options for balancing the risks of litigation.

For example, arbitrations are now more common, allowing developers to settle disputes outside of the courtroom. The trend for using arbitration instead of litigation is more prevalent in the multifamily industry, and the use of alternative dispute resolution methods is expected to continue.

The Colorado legislature recently enacted a bipartisan measure, H.B. 17-1729, which amends the Revised Colorado Condominium Act (CCIOA), C.R.S. §38-33.3-102, et seq. and increases the number of ways to resolve disputes, including arbitration. The law now provides for arbitration of construction defect claims for existing buildings, allowing the construction and development industries to pursue a more cost-effective and efficient resolution mechanism.

Recent trends in construction defect claims have shown that developers are increasingly seeking to settle disputes outside of court. This trend is due in part to the increasing costs and delays associated with litigation. As a result, there has been a growing interest in alternative dispute resolution methods, including mediation and arbitration.

The industry has sought various options for balancing the risks of litigation versus the economic benefits of undertaking construction projects. The preference for arbitration is growing among developers, who see it as a better option. Whether by jury or bench trial, there are three forums for the resolution of disputes: court, arbitrator, and mediator.

By Your Author

SILVER LEVEL SAMPLE:

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BRONZE SAMPLE:

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