



PUBLIC RISK
MANAGEMENT
ASSOCIATION

REACH YOUR AUDIENCE
With *PUBLIC RISK*, the official
print publication of PRIMA

2021 MEDIA GUIDE



PUBLIC RISK Magazine

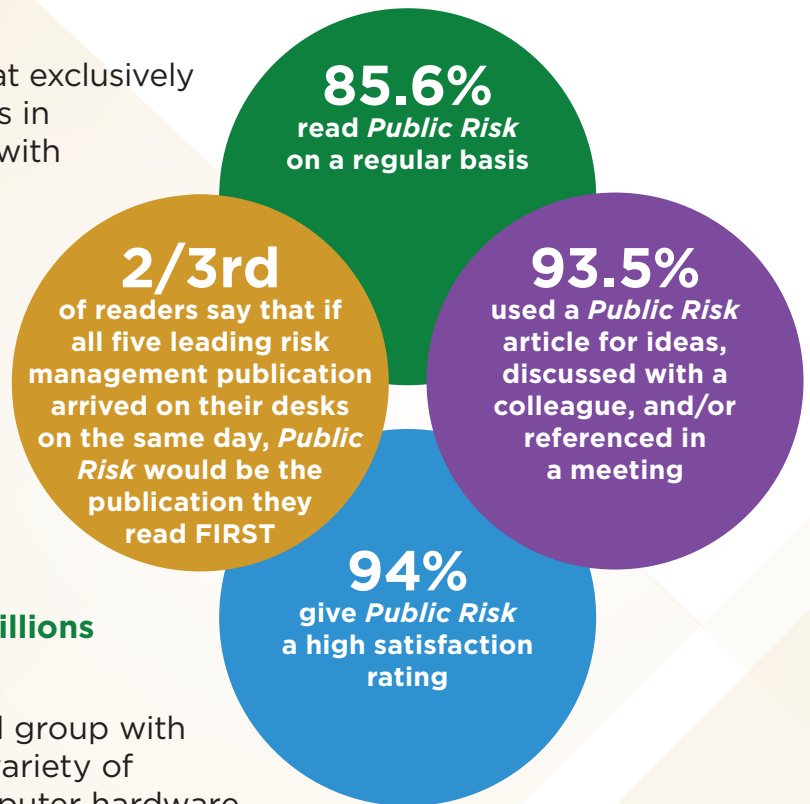
Public Risk is the ONLY publication that exclusively targets risk management practitioners in the public sector. It provides readers with cutting-edge articles and practical industry advice in six mailed and online magazine issues.

PRIMA's *Public Risk* magazine is published bi-monthly for a total of SIX issues

WHAT YOU GAIN

Readers of *Public Risk* account for billions of dollars in annual spending power.

Public risk managers are an influential group with tremendous purchasing power for a variety of products and services, including computer hardware and software, education and training resources, insurance and consultant services. They also provide influential evaluations to senior managers that impact how their organizations handle risk. Put your company front and center with ads in PRIMA's flagship publication, and make it easy for public risk managers to find you.

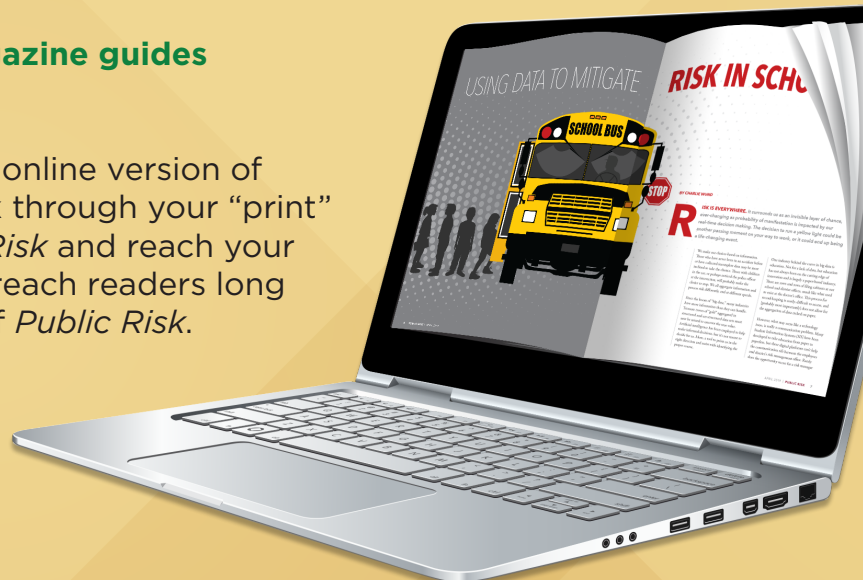


REACH EVEN MORE READERS

Online versions of the *Public Risk* magazine guides traffic directly to your website.

Reach even more readers with PRIMA's online version of *Public Risk*. Readers will be able to click through your "print" ad in this fully digital version of *Public Risk* and reach your company's website. This ensures you'll reach readers long after your ad runs in the print version of *Public Risk*.

**This service is free with your paid print ad. Online-only ads are not available.*



2021 Editorial Calendar

ISSUE	DATE MAILED	CONTENT FEATURES	AD & ARTICLE DEADLINE
JANUARY/ FEBRUARY	January 15	<ul style="list-style-type: none">• Workers' Comp• Schools• Enterprise Risk Management	December 16
MARCH/APRIL	March 15	<ul style="list-style-type: none">• Loss Control• Risk Management 101• Human Resources• Annual Conference Preview	February 17
MAY/JUNE SPECIAL CONFERENCE ISSUE	May 15	<ul style="list-style-type: none">• Special Coverage: PRIMA's New President Melissa Steger• Self-Insurance• Risk Financing• Risk Administration	April 1
JULY/AUGUST	July 15	<ul style="list-style-type: none">• Special Coverage: Public Risk Manager of the Year• Highlights of Annual Conference• Pools• General Liability	June 17
SEPTEMBER/ OCTOBER	September 15	<ul style="list-style-type: none">• Cyber Security• Schools• Benefits	August 17
NOVEMBER/ DECEMBER	November 15	<ul style="list-style-type: none">• Wellness• Claims Management• Fleet/Auto Liability	October 16

Visit Us at
primacentral.org

PUBLIC RISK Advertising Rates

FOUR-COLOR	1X	3X	6X
Full page	\$2,459	\$2,339	\$2,219
2/3 page	\$2,063	\$1,967	\$1,871
1/2 page	\$1,823	\$1,739	\$1,659
1/3 page	\$1,475	\$1,403	\$1,327
Cover 2	\$2,931	\$2,787	\$2,651
Cover 3	\$2,691	\$2,559	\$2,431
Cover 4	\$3,171	\$3,011	\$2,859

* PLEASE NOTE: All rates listed herein are net rates. Agencies please add commissions.

PUBLIC RISK MAGAZINE AD SPECS		
UNIT SIZE	WIDTH	DEPTH
Full page non-bleed	7.5"	10"
Full page bleed	8.75"	11.25"
Spread non-bleed	16"	10"
Gutter-bleed spread	17.25"	11.25"
2/3 vertical	4.92"	9.125"
1/2 horizontal	7.5"	4.625"
1/3 square	4.92"	4.92"
1/3 vertical	2.33"	9.125"
Trim size: 8.5" x 11"		
Printing Method: Sheet-fed offset		

ADVERTISING MATERIALS

All advertising materials should be submitted digitally to marketing@primacentral.org. PRIMA cannot be held responsible for the reproduction of ads submitted without printed proofs. Artwork not prepared according to these specifications may be rejected or alterations deemed necessary will be billed to the advertiser.

ELECTRONIC FILES

Applications/Software recommended: **PDF/X-1a** (preferred) or Photoshop JPEG/TIFF, Illustrator EPS, or InDesign.

ARTWORK FILE REQUIREMENTS

- **PDF/X-1a preferred**
- **All ads must have 1/8" (0.125") bleed and have crop marks**
- All PDFs need to be formatted for high-end printing. All embedded images should be hi res (300 dpi). CMYK color mode, all fonts embedded.
- Artwork files must be saved as PDF, JPEG, TIFF, or Adobe Illustrator EPS
- All art must be high-res and submitted in CMYK, not RGB
- Remove all unused colors from files (including graphic files)
- Correct colors must be indicated in the format
- For 2-page spreads, prepare each page separately to allow 1/8" (0.125") bleed and 1/8" (0.125") gutter

BLEEDS

Available (no extra charge).

SPECIAL POSITIONS

Position requests other than premium positions cannot be guaranteed.

SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, the amount of space upon which billings have been based has not been used.

CANCELLATION

Notice of cancellation of scheduled advertising must be received seven business days before the material's deadline. Advertisers will be billed if cancellation is received after this date.

INSERTION ORDERS/CONTRACTS

Send ad contracts and creatives to: marketing@primacentral.org

To post files to our FTP site, please e-mail Liz Edelson at ledelson@moiremarketing.com.