

# The RMA Journal<sup>®</sup>

The Journal of Enterprise Risk Management

## Media Kit 2018



Connect with  
**industry thought  
leaders.**



Celebrating  
**100  
years**

Highly qualified banking and financial industry professionals have been relying on The Risk Management's award-winning publication, *The RMA Journal*, for 100 years. 18,000 RMA members and 2,500 member institutions have come to know that the *Journal* consistently provides best practices and the latest insights to help them navigate the changing economy and regulatory landscape and improve their companies' bottom lines.

*Find your audience with the Journal.*

**JOIN. ENGAGE. LEAD.**

# ABOUT THE RMA JOURNAL AND ITS READERS

Published ten times a year, the *Journal* focuses on the basics of lending and risk management while also offering insights on how to deal with the challenges of today's global environment. Credit, market, and operational risk, as well as regulatory and securities lending issues are also featured.

Experienced bankers and consultants, many of whom are practitioners who have learned how to make the right decisions by living through the bad ones, write the *Journal's* articles. Through the *Journal*, financial industry professionals profit from their experiences.

- **18,000 RMA members read the *Journal*:**

- **Upper-level, industry decision-makers** including CEOs/presidents, chief risk officers, chief credit officers, chief operating officers, and chief financial officers.
- **Mid-management level professionals** from various departments including credit and lending, enterprise risk, operational risk, market risk, finance, real estate lending, securities lending, commercial banking, and consumer/retail banking.

- **The *Journal's* secondary, pass-along readership is estimated at 100,000.** The publication is shared among thousands of employees every day within **2,500 member institutions.**

## About RMA

For over a century, RMA has fostered a supportive, highly collaborative community where risk managers connect, engage, and develop as leaders.

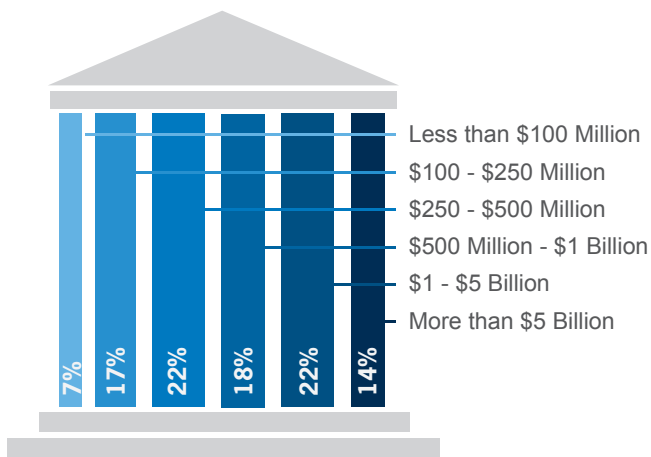
- Non-profit, member-driven professional association.
- Headquartered in Philadelphia.
- 2,500 institutional members including banks of all sizes as well as nonbank institutions.
- They are represented in the Association by 18,000 risk management professionals, who are chapter members in financial centers throughout North America, Europe, and Asia/Pacific.

## 100 years of *The RMA Journal*

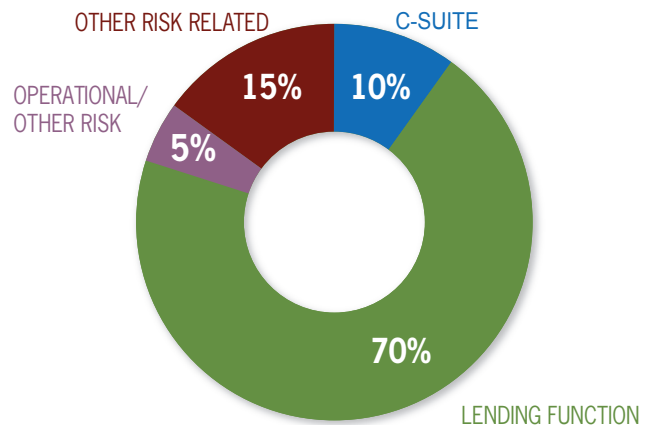
Over the past century, *The RMA Journal* has evolved with and adapted to the industry we serve. Although the contents of the *Journal* have changed over the years—from a focus on commercial lending to a more diverse spotlight on enterprise risk management including credit risk, market risk, operational risk, and regulatory affairs—the *Journal* has continued to offer practical advice on managing risk, while at the same time advancing the use of sound risk management principles in the financial services industry.

[www.rmahq.org/journal\\_100](http://www.rmahq.org/journal_100)

### Members by Institution Asset Size



### Members by Job Function



# RATE CARD



## Tier 1: 10 issues - Print + Digital Banner Package

Ad size	Package Details	Price
<b>Full Page</b>	Full page print ad – all 10 issues	<b>\$59,500</b>
	RMAHQ Banner ads – 12 months	
	Digital ad in email monthly notifications – all 10 emails	
	Advertorial for <i>Journal</i> Centennial eletter	
	Prominent placement of logo on homepage of Centennial <i>Journal</i> website	

## Tier 2: 5 issues - Print + Digital Banner Package

Ad size	Package Details	Price
<b>Full Page</b>	Full page print ad – 5 issues	<b>\$35,500</b>
	RMAHQ Banner ads – 6 months	
	Digital ad in email monthly notifications – 5 emails	
	Prominent placement of logo on homepage of Centennial <i>Journal</i> website	
<b>Half Page</b>	Half page print ad – 5 issues	<b>\$25,750</b>
	RMAHQ Banner ads – 6 months	
	Digital ad in email monthly notifications – 5 emails	
	Prominent placement of logo on homepage of Centennial <i>Journal</i> website	

## Tier 3: 5 issues - Print Only

Ad size	Package Details	Price
<b>Full Page</b>	Full page print ad	<b>\$20,250</b>
<b>Half Page</b>	Half page print ad	<b>\$10,750</b>

## 1 issue - Print Only

Ad size	Package Details	Price
<b>Full Page</b>	Full page print ad	<b>\$5,050</b>
<b>Half Page</b>	Half page print ad	<b>\$2,750</b>

## Digital Journal

<b>Full Page (1x)</b>	<b>\$1,000</b>
<b>Full Page Ad + Video Placement (3x)</b>	<b>\$2,000</b>
<b>Full Page Ad + Raw Video Placement (3x)</b>	<b>\$3,000</b>

# PRINT SPECIFICATIONS

<b>Circulation</b>	<p><i>The RMA Journal</i> reaches over 18,000 RMA members, with a pass-along readership estimated at 100,000.</p>
<b>Issuance and Closing Dates</b>	<p>Published 10 times each year. Space reservations are due the first of third preceding month (Example: September issue closes June 1).</p>
<b>Mechanical Specifications</b>	<p>Printed web offset, saddle stitched. Publication trim size: 8 x 10 7/8 Bleed size: 8 1/4 x 11 1/8 Keep live matter 1/4" from the top, bottom, and outside. Full page: 7 1/2 x 10 3/8 (live matter) 1/2 page: 7 x 5 1/4 (non-bleed) 1/3 page vertical: 2 3/16 x 8 7/8 (non-bleed) 1/3 page square: 4 3/4 x 4 3/4 (non-bleed)</p>
<b>Ad Materials</b>	<p>The preferred method of ad submission is PDF-X1a electronic files. Maximum ink density 260%. Files must include bleed if required by the design. U.S. Web Coated S.W.O.P. standards apply for all ad material.</p>
<b>Shipping Instructions</b>	<p>Send insertion orders and materials to: The Risk Management Association 1801 Market Street, Suite 300 Philadelphia, PA 19103 Attn: Keara McGlynn Tel.: 215-446-4110; Fax: 215-446-4101; e-mail: <a href="mailto:kmcglynn@rmahq.org">kmcglynn@rmahq.org</a></p>
<b>Contractual Regulations</b>	<p>a. Contract covers any 12-month period (10 issues per year), dating from first insertion; b. If more or fewer insertions are used within one year than specified in the contract, charges will be adjusted in accordance with established rates.; c. Advertisers and agencies assume full responsibility for advertisements and claims. The publisher reserves the right to reject any advertisement that may be unsuitable for publication; d. Cancellations must be submitted in writing and cannot be accepted after the insertion closing date. e. All rates and discounts are subject to change. Normally three (3) months' notice will be given of a rate revision. Contract advertisers will be protected at their contract rates for 90 days after effective date of new rates. Orders beyond three months accepted at prevailing rates.</p>
<b>Advertising Policies</b>	<p>RMA reserves the right in its sole discretion to reject the application of any advertiser or any particular advertisement. Materials will be returned only on request and will be destroyed three months from date of last printing unless otherwise specified.</p>

# DIGITAL SPECIFICATIONS

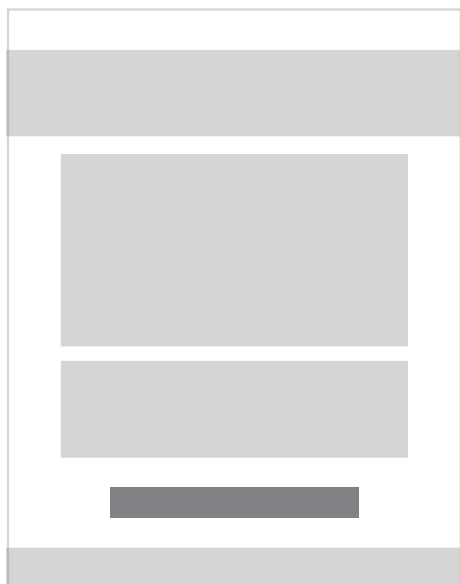
<b>Website Statistics</b>	The RMA website has an average of 32,000 page views a month and an average of 25,750 unique monthly views.
<b>Email Statistics</b>	The RMA Newsletter and <i>The RMA Journal</i> notification email, both sent out monthly, and <i>The RMA Journal</i> Newsletter, sent out four times a year, are sent to our 18,000 members. Each email has an average open rate of 18%.
<b>Specifications</b>	Banner: 728 x 90 pixels Rectangle: 300 x 250 pixels <ul style="list-style-type: none"><li>• Creative accepted: jpg (300dpi), no video.</li></ul>
<b>Email Instructions</b>	Send digital files to: Keara McGlynn kmcglynn@rmahq.org

## **RMAHQ BANNER AD 728 x 90 pixels**

Displayed on bottom of ~10 landing pages including the home page, on the RMA website: only 5 rotations available

## **CENTENNIAL BANNER AD 728 x 90 pixels**

Displayed on bottom of first section of all secondary pages of the *Journal* Centennial website: only 5 rotations available



## **RECTANGLE AD 300 x 250 pixels**

Displayed in monthly emails: maximum of 4

- *The RMA Journal* Notification
- *The RMA Journal* Newsletter (quarterly)
- RMA Newsletter

