



claims  
pages

DIGITAL MEDIA KIT

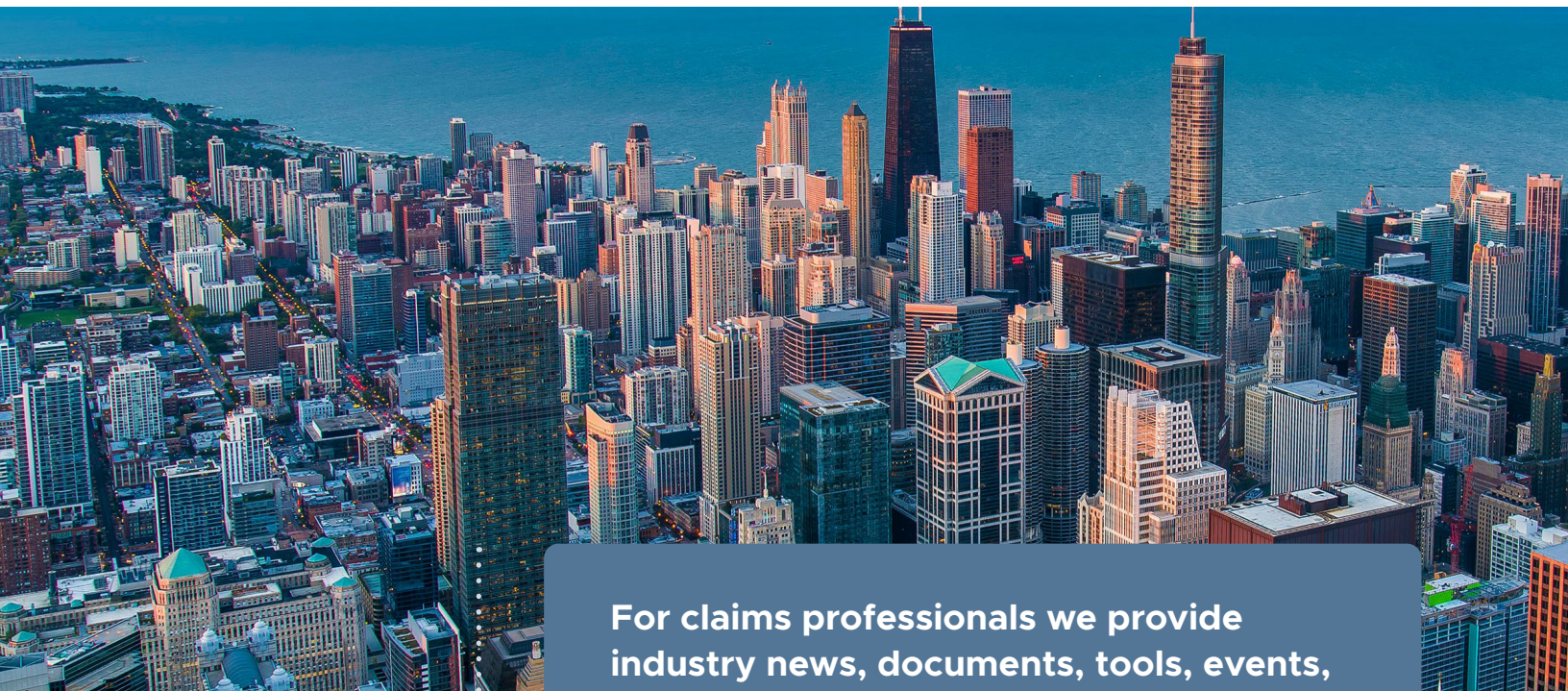
2025

# Insurance Insiders. Claims Experts. Policyholders.

The largest reference source for insurance  
claims adjusters on the web today.

# About Us

25+ Years of Industry Service



For claims professionals we provide industry news, documents, tools, events, careers, and other resources critical to effective adjuster performance.

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Our core mission is to be the industry's most comprehensive and most recognized online reference source for insurance claim professionals and adjusters, and to connect those professionals with the vendors, resources, and tools they need to be successful in their jobs. **Claims Pages** serves two critical industry segments: claims professionals and the service providers they depend on to be effective.



For service providers, **Claims Pages** generates unparalleled brand exposure to adjusters.

# Why People Love Us

## Effective Digital Media Marketing



### DELIVERED FOR FREE

Claims Pages provides all content online, free of charge. We pride ourselves on never charging for access to our resources.



### DAILY CURATED CONTENT

Claims Pages staff scours the Internet every single day to bring you the latest and greatest news, events, careers, documents, and more!



### CONSISTENT GROWTH



#### 2024

362,413 Accounts  
391,658 Calculations



#### 2023

351,873 Accounts  
383,288 Calculations



#### 2022

343,021 Accounts  
377,642 Calculations



### HANDPICKED PROVIDERS

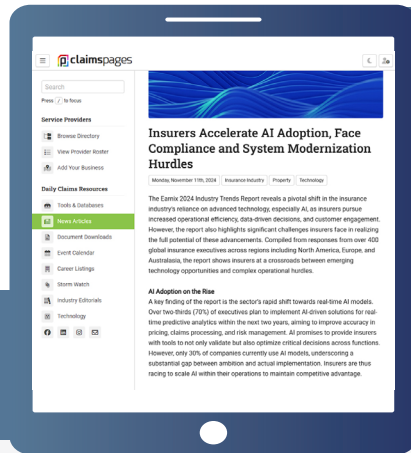
Claims Pages' service provider directory has always been manually aggregated and each profile has been reviewed by staff. Adjusters trust the process.



### BRAND ENGAGEMENT

Claims Pages has built multiple channels of content delivery which allows advertisers to target interests like workers' comp or subrogation.

# Active Audience, High Impression Counts

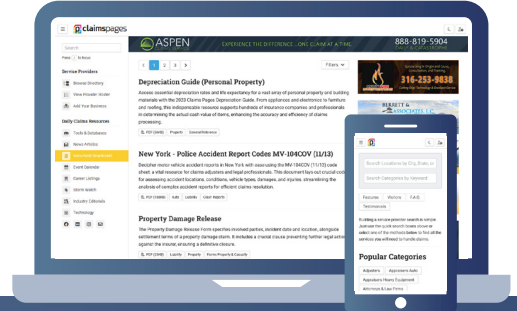


## DIGITAL FORMAT

Local claims professionals  
are able to use Claims  
Pages easily on-the-go!



**362,413**  
Registered Users



**391,658**  
Depreciation Calculations



### GENDER

MALE – 48%  
FEMALE – 52%



### AGES

25 to 34 – 28%  
35 to 44 – 23%  
45 to 54 – 19%



### ROLES

Insurance – 82%  
Policyholder – 18%

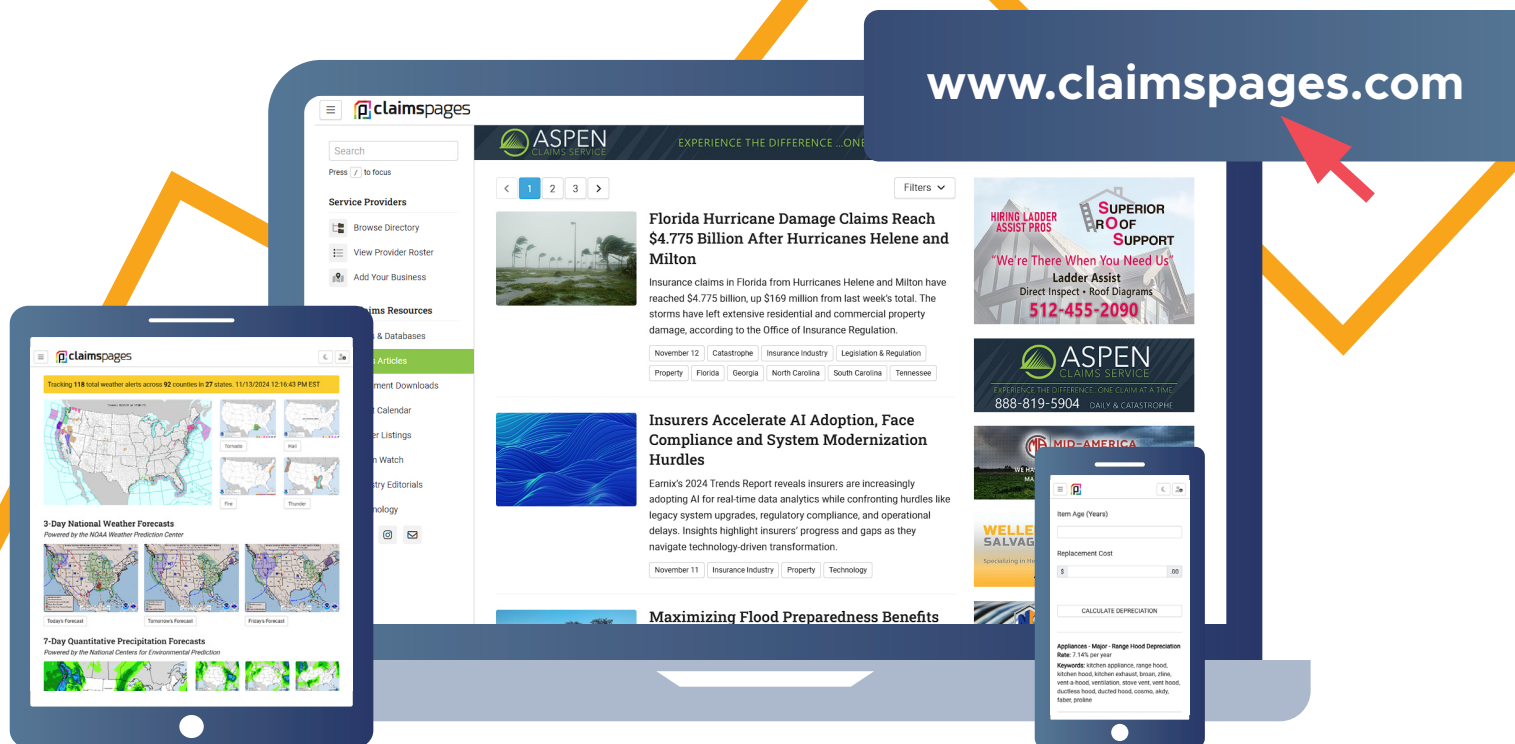


### CATEGORIES

Business – 23%  
Consumer – 15%  
Industrials – 7%  
Property – 6%

# Claims Pages Digital Multi-Screen Adventure

Desktop + Tablet + Mobile



## Key Statistics

Unique Users / Month  
**90,000**



Average Session Duration  
**3 min 48 sec**



Pageviews / Month  
**350,000**



### Increasing Visitors

All Claims Pages editorials, news articles, and digital services remain free on all devices for registered users.



### Low Bounce Rate

No paywalls and a constant stream of new content and services keep users from bouncing to competitor.

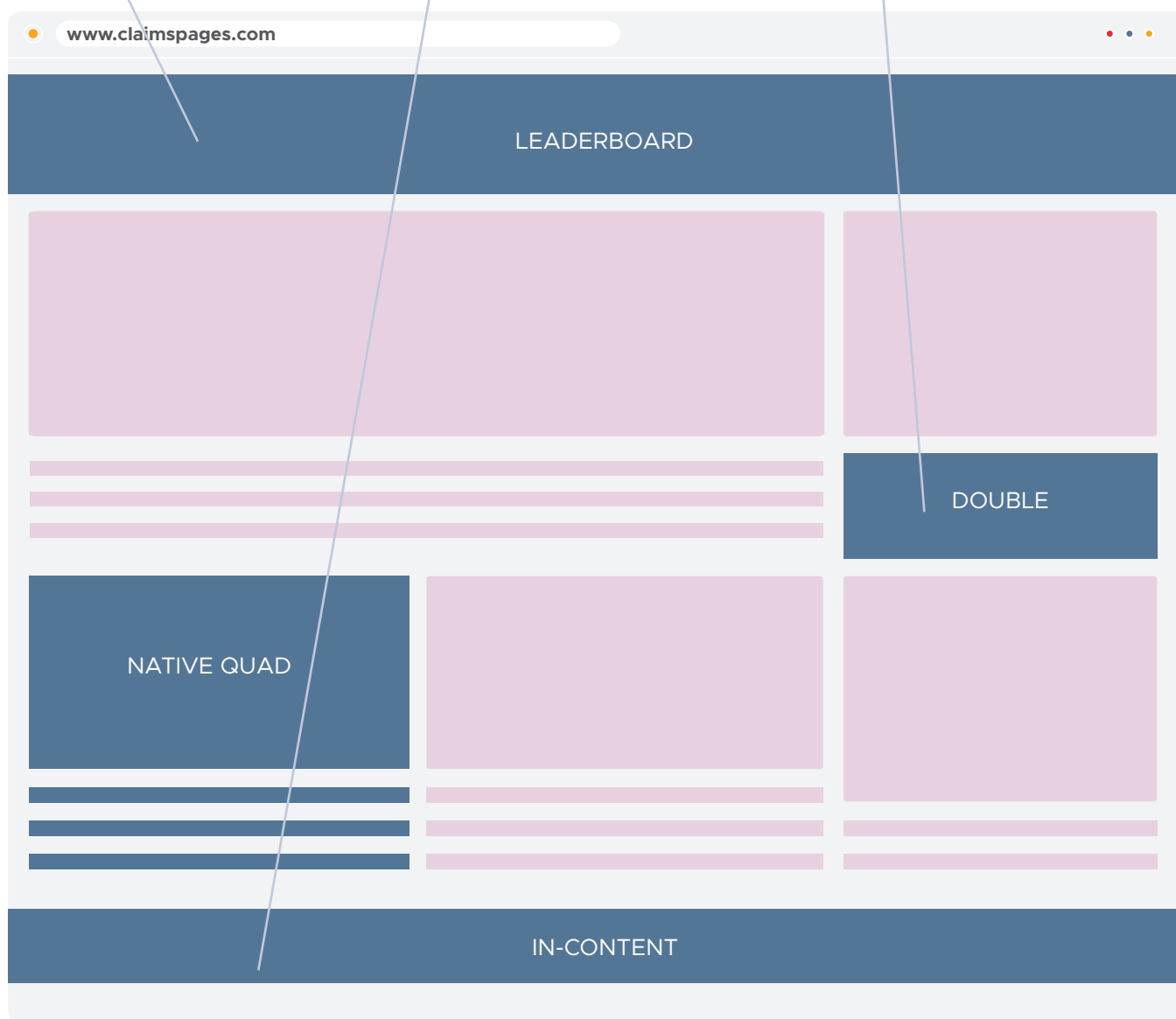
# Claims Pages Banner Advertising

Access to the National Claims Pages Audience

Leaderboard Banner  
(h)2550 pixels (w) x 120 pixels (h)

In-Content Banner  
2550 pixels (w) x 120 pixels (h)

Double Banner  
600 pixels (w) x 200 pixels



## Banners Ads

Web banners appear in rotation on a number of site positions.



## Text Promotions

Links to customer content (editorials, events, careers)



## Mobile Friendly

All sponsorship positions are stacked in proper order on mobile devices.

# Platinum Provider Profiles

## Highly Targeted Advertising Opportunities

Our preferred Platinum Providers are set apart from our general listings. They are always listed first and receive fully-customizable pages that allow you to completely describe your business: company overview, territories serviced, certifications, license numbers, and so much more!

### What's included:

- 1 Custom artwork designed in-house by professional designers.
- 2 Indexed URLs across Claims Pages and Best Pros Network websites.
- 3 Direct contact forms connected to your email address.

Custom Listing Artwork

400 pixels (w) x 300 pixels (h)

Direct Contact Form

Name, Email, Phone, Message

Social Media Profiles

Facebook, Twitter, LinkedIn



Dozens of Optional Profile Details

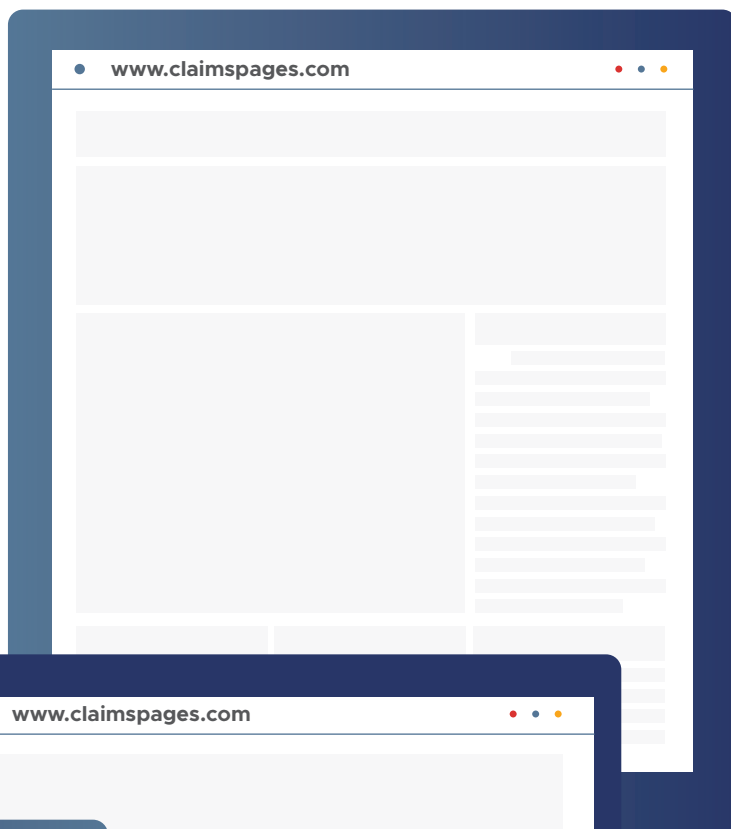
# Native Advertising

## Drive Traffic Utilizing Full-Page Sponsored Posts

**Native advertising is promotional content matching our editorial style.**

Drives targeted prospects from our high-traffic resources to your website or marketing piece, increasing your audience engagement, conversion rates, and boosting ROI on your content investments.

The native advertising opportunity includes an editorial-style headlines with body copy allowing unlimited outbound links to your content.



Pageviews / Month

**350,000**



Unique visitors/month

**90,000**

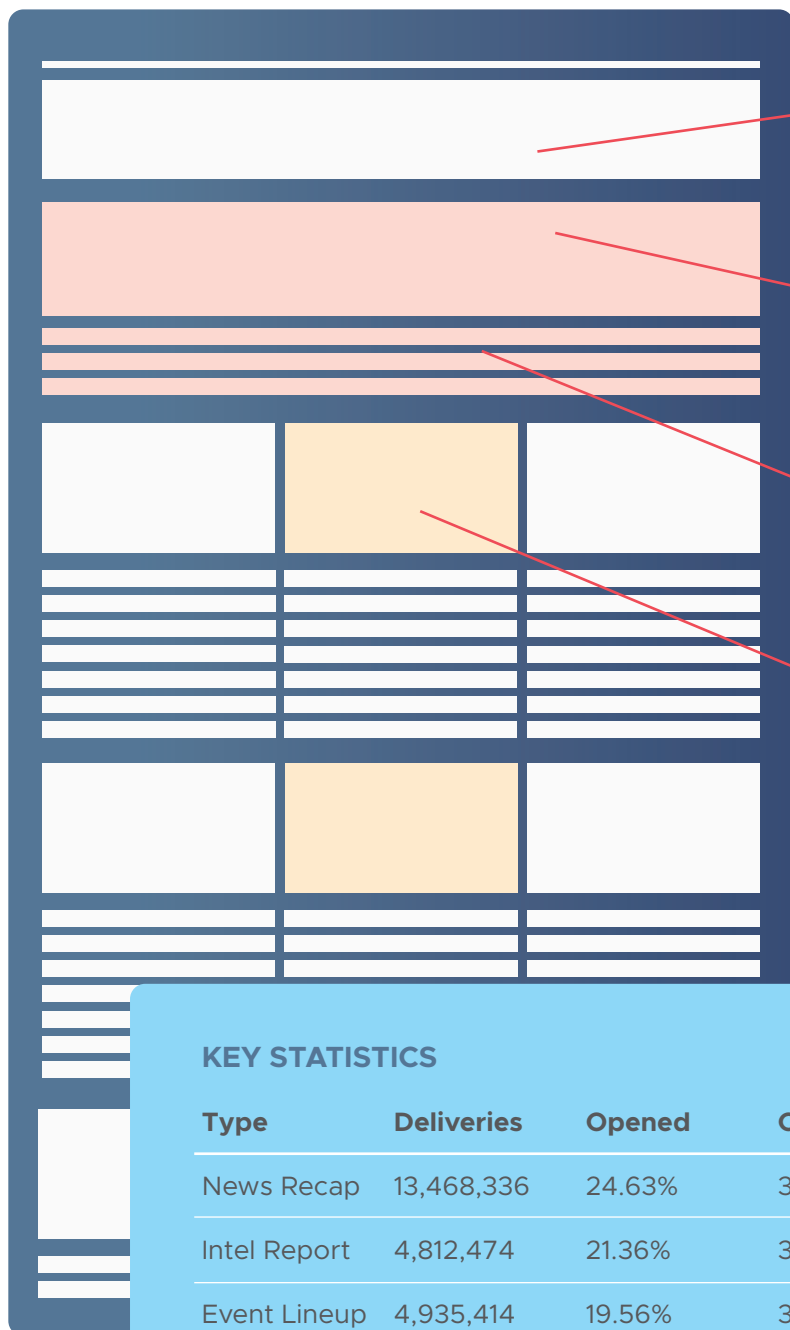


New visitors/month

**80,500 (90%)**

# Newsletter Sponsorships

Delivered to Over 175,000 Users, Twice Weekly



1

## Newsletter Header

The logo and introduction to the newsletter being delivered.

2

## Sponsorship Graphic

Custom artwork from our art department.  
600 pixels (w) x 200 pixels (h)

3

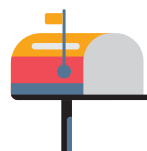
## Sponsorship Paragraph

Three sentences describing your business and/or promotion.

4

## Amazing Content

We scour the Internet everyday to bring our readers the best stories and resources.



## OVERVIEW

### Frequency

Two Newsletters per Week –  
Optimized delivery times.

### Content Types

Intel Report, News Recap,  
and Event Lineup newsletters  
complete our roster.

### Advertising Opportunity

Top leaderboard banners  
combined with a link/text block.

### KEY STATISTICS

Type	Deliveries	Opened	Clicked
News Recap	13,468,336	24.63%	3.4%
Intel Report	4,812,474	21.36%	3.2%
Event Lineup	4,935,414	19.56%	3.0%
Total	23,216,224	21.98%	3.2%

Statistics January-December 2024

# Social Media Publishing

Reaching the Audience Outside of Work

**All news articles, editorials, high-value resource updates, and event information are published daily through social channels to our already impressive insurance professional and policyholder audience.**

Claims Pages has built a reputation for offering all content without paywalls, so our readership has only grown over that past two decades. True professionals understand the value that we consistently bring.



## FACEBOOK

Claims Pages publishes most content directly to Facebook and your business page can benefit.



**2,400+**  
FOLLOWERS



**225,000+**  
ANNUAL REACH



## INFLUENCER MARKETING

Utilizing our suite of Claims Pages social media profiles to engage an audience of insurance professionals & policyholders has never been easier with 17,500+ followers across all channels.



**15,000+**  
Total Followers

## INSTAGRAM

Claims Pages posts key news articles and event information to Instagram followers multiple times per month. Your business could be featured with custom artwork or high-quality stock photos.



**1,300+**  
FOLLOWERS

## LINKEDIN

Claims Pages posts regularly to LinkedIn and has amassed a large audience of professionals. We share articles, editorials, events, and more. Your profile could be directly linked and promoted.



**8,200+**  
FOLLOWERS

## MASTODON

Claims Pages posts everything to Mastodon. It acts as a repository for everything we have going on and we post things immediately. Your business could take over thousands of timelines.



# Content Calendar

Find Your Sponsorship Opportunity



## SPRING 2025

- March** — Preserving the Priceless: Art Conservancy in the Insurance Industry
- April** — Strengthening Supply Chains: Navigating Vendor Management for Claims Professionals
- May** — Advances in Forensic Engineering: Redefining Structural Analysis in Claims Investigations

### Key Dates

<b>March</b>	..... Final Copy:	Feb. 22nd
	..... Ad Deadline:	Mar. 1st
	..... Publication:	Mar. 20th
<b>April</b>	..... Final Copy:	Mar. 31st
	..... Ad Deadline:	Apr. 10th
	..... Publication:	Apr. 17th
<b>May</b>	..... Final Copy:	Apr. 30th
	..... Ad Deadline:	May. 8th
	..... Publication:	May. 15th



## SUMMER 2025

- June** — Fire Investigations 2.0: Leveraging Modern Techniques for Accurate Assessments
- July** — Climate Resilience in Insurance: Claims Challenges from Extreme Weather
- August** — Ethics in Claims Adjusting: Building Trust in a Competitive Industry

### Key Dates

<b>June</b>	..... Final Copy:	May. 31st
	..... Ad Deadline:	Jun. 5th
	..... Publication:	Jun. 12th
<b>July</b>	..... Final Copy:	Jun. 30th
	..... Ad Deadline:	Jul. 3rd
	..... Publication:	Jul. 10th
<b>August</b>	..... Final Copy:	Jul. 28th
	..... Ad Deadline:	Aug. 1st
	..... Publication:	Aug. 7th

2025

Planner



FALL 2025

**September** — Fraud Detection in the Digital Era: AI and Blockchain for Claims Integrity

**October** — Revolutionizing Claims with IoT: A Look at Connected Devices in Loss Assessment

**November** — Mitigating Business Interruption Claims: Strategic Insights

Key Dates

<b>September</b>	..... Final Copy:	Aug. 28th
	..... Ad Deadline:	Sep. 1st
	..... Publication:	Sep. 4th
<b>October</b>	..... Final Copy:	Sep 25th
	..... Ad Deadline:	Sep. 29th
	..... Publication:	Oct. 2nd
<b>November</b>	..... Final Copy:	Oct. 23rd
	..... Ad Deadline:	Oct. 27th
	..... Publication:	Nov. 1st



WINTER 2025 / 2026

**December** — Mastering Disaster Response: Best Practices for Catastrophic Event Claims

**January** — Harnessing Predictive Analytics: Anticipating Claims Trends in a Data-Driven World

**February** — Optimizing Client-Centric Claims Processes: A Guide to Exceeding Expectations

Key Dates

<b>December</b>	..... Final Copy:	Nov. 24th
	..... Ad Deadline:	Nov. 27th
	..... Publication:	Dec. 1st
<b>January</b>	..... Final Copy:	Dec. 25th
	..... Ad Deadline:	Dec. 29th
	..... Publication:	Jan. 2nd
<b>February</b>	..... Final Copy:	Jan. 25th
	..... Ad Deadline:	Jan. 29th
	..... Publication:	Feb. 1st

**DIGITAL**

# Specifications and Rate Card

## Web Banner Ad

### ARTWORK REQUIREMENTS

Claims Pages can create custom artwork for clients of all sizes. However, should you wish to supply your own artwork, it should only be supplied as a .jpeg file, 72 DPI, and RGB format. Please supply a URL and UTM tracking code.

### LEADERBOARD

2550 pixels (w) x 120 pixels (h)

600 pixels (w) x 200 pixels (h)

### IN-CONTENT

2550 pixels (w) x 120 pixels (h)

600 pixels (w) x 200 pixels (h)

### QUAD

600 pixels (w) x 400 pixels (h)

### DOUBLE

600 pixels (w) x 200 pixels (h)

HOMEPAGE	ANNUAL (\$)
LEADERBOARD	\$6,300
HOME IN-CONTENT	\$4,400
HOME QUAD	\$4,400
NATIONAL DOUBLE	\$10,000

## Native Media Ad

### ARTWORK REQUIREMENTS

Native ads contain a full-page of content and the customer is required to supply a minimum of a headline, one single royalty-free image selection, and body copy not exceeding more than 3,000 words. The body copy may contain unlimited outbound links and additional photos.

Claims Pages can, however, assist you in writing your content and finding your images. We can put together each post at your direction for an additional cost. Let our experienced staff build your next native media campaign, starting at \$100 per article.

NATIVE ADS	PRICE (\$)
SPONSORED POST (x1)	\$200
SPONSORED POST (x2)	\$300
SPONSORED POST (x5)	\$600
SPONSORED POST (x10)	\$1,000

For a full price sheet for all available banner positions, please reach to [sales@claimspages.com](mailto:sales@claimspages.com)

Please deliver your digital artwork to: [katie.toth@claimspages.com](mailto:katie.toth@claimspages.com)

## Newsletter Sponsor

### ARTWORK REQUIREMENTS

Claims Pages can create custom artwork for clients of all sizes. However, should you wish to supply your own artwork, it should only be supplied as a .jpeg file, 72 DPI, and RGB format. Please supply a URL and UTM tracking code.

### LEADERBOARD

600 pixels (w) x 150 pixels (h)

### PARAGRAPH

A lot of readers don't have images automatically enabled in their email clients, so we also include a text-based ad for sponsors. This may include additional links and information outside of your leaderboard.

SPONSORSHIP	PRICE (\$)
NEWSLETTER (x1)	\$500
NEWSLETTER (x2)	\$800
NEWSLETTER (x5)	\$1,600
NEWSLETTER (x10)	\$2,500

## Platinum Profiles

### ARTWORK REQUIREMENTS

Claims Pages can create custom artwork for clients of all sizes. However, should you wish to supply your own artwork, it should only be supplied as a .jpeg file, 72 DPI, and RGB format. Please supply a URL and UTM tracking code.

### MAIN LISTING GRAPHIC

400 pixels (w) x 300 pixels (h)

### LISTING DETAILS

Our profile listings include the obvious fields for contact information, such as address, phone, email, etc., but we also include optional fields to help. Company overview, territories serviced, license numbers, and so much more, are available for you to detail your listing.

COVERAGE	ANNUAL (\$)
COUNTY	\$90
STATE	\$1,300
NATIONAL	\$10,000

For a full price sheet for all available platinum options, please reach to [sales@claimspages.com](mailto:sales@claimspages.com)



**800-290-1347**



**[sales@claimspages.com](mailto:sales@claimspages.com)**



## Claims Pages



## CONTACTS

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