

Insurance  
*for my*  
Nonprofit

2010  
MEDIA KIT

[InsuranceForMyNonprofit.org](http://InsuranceForMyNonprofit.org)



# Promote your company/agency on the



# Web Site!



**InsuranceForMyNonprofit.org** is a website that helps small and medium sized nonprofit organizations assess their insurance needs and submit requests for insurance quotes to participating insurers. Small and medium sized nonprofit

organizations sometimes have difficulty identifying the insurance coverage they need, finding an insurer, or an insurance agent or broker. The nonprofit Public Entity Risk Institute (PERI) created InsuranceForMyNonprofit.org to address these problems.

Educational information can be browsed without registration. **Registration is free** and provides access to the insurance needs self-assessment tool and basic guidance. Free detailed guidance and suggestions and the ability to use the site to submit requests for insurance quotes to participating insurers is also provided.

Since November 1, 2009, the site is averaging **over 600 visits per month**. The average time spent on the site is over 5 minutes and the percentage of new visitors to the site is 79%.

For more statistical information contact Nick Clark at 703-352-1846 or natlake@cox.net.

**InsuranceForMyNonprofit is reaching nonprofit organizations through this valuable website and so can you.**

### Web Site Pricing

For only \$980, your listing will be posted for one full year on the advertising page of the web site. Each listing will feature:

- Your logo (company, program or product);
- A 25 word summary of your organization's products and/or services; and,
- A hyperlink to your organization's web site

**Risk & Insurance Magazine Recognized Claire Reiss, Deputy Executive Director of PERI, as a 2009 Risk Innovator for her development of InsuranceForMyNonprofit.org.**

### For More Information Contact:

Audre Hoffman, Business Office Manager  
c/o Public Entity Risk Institute  
11350 Random Hills Road, Suite 210  
Fairfax, VA 22030  
ahoffman@riskinstitute.org



## 2010 Web Site Advertising Form

### Mechanical Specifications

Logos should be provided in .tif, .gif or .jpg format and not to exceed 150 pixels wide, 200 pixels high. Please email logo to: ahoffman@riskinstitute.org. The rate for year 2010 is \$980.

### Advertiser Information

Advertiser \_\_\_\_\_

Summary of organization's products and/or services (25 words or less) \_\_\_\_\_

\_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Hyperlink to (exact URL) \_\_\_\_\_

Signature: \_\_\_\_\_

### Billing information (if different from above)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

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**Return this form to:** Audre Hoffman, 11350 Random Hills Road Suite 210, Fairfax, VA 22030