

ABOUT LIFE ANNUITY SPECIALIST

Life Annuity Specialist (LASP) is the only publication focused on providing actionable business intelligence to executives at life insurance carriers and annuity providers. Since its launch in October 2017, it has offered subscribers insights they won't find anywhere else.

OUR AUDIENCE

LASP is read by executives in sales, marketing, compliance, legal, product development and tech/ops in the life insurance and annuity space.



7,100
registered readers



Readership growing
by 46% each year

SPONSORED CONTENT OPPORTUNITIES — Position Yourself as a Thought Leader

Custom Webcast: Work with us to develop a timely topic to be discussed on a live audio webcast. Our team assembles a panel, handles all the technical/operational details, and markets the webcast to *LASP* readers. The webcast is archived on *LASP's* website for 12 months. \$15,000

Paid Post: Publish your firm's original content on *LASP* for one week. Promote 3-5 individual pieces of newly written or repurposed content. Your articles will be seen each day on the website and in that morning's eNewsletter. \$23,000

Custom Event: Host a live networking event focused on a timely industry topic. Our team will work with you to plan a panel discussion and market the event to *LASP* readers. Please inquire for rates.



Over 123,000
monthly pageviews



8 of the 10
largest life insurance
carriers subscribe

DIGITAL DISPLAY ADVERTISING RATES

	CPM for spend level \$0 - \$100K	CPM for spend level \$100K+
Desktop includes all ad sizes: 728x90, 300x250 and 300x600	Rate: \$110	Rate: \$100
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$3,500 per insertion (per day) for 100% SOV sponsorship	

AD SPECS

Unit	Dimensions	File Size	Formats	Duration
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

* HTML5 must be served via 3rd-party tag.

IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.

The collage illustrates various ad placements on the Life Annuity Specialist website. On the left, a mobile phone displays an article page with a 300x250 ad. In the center, an email banner (728x90) is shown. On the right, a desktop website layout features a Leaderboard (728x90) at the top, a Medium Rectangle (300x250) in the main content area, and a Half-Page MPU (300x600) at the bottom. Below the desktop layout, a newsletter example page is shown with a 728x90 ad at the top.

eNewsletter Example and Article Page Example