

## Captive.com Membership Comparison Chart

### Home Page Options in captive.com Business Center

Gold Membership (Limited)	Silver Membership	Data Sheet Membership
<p><b>Top-of-the line, full-service membership.</b> Comprehensive access to your business by visitors to the Business to Business Risk &amp; Insurance Exchange. Features include:</p> <ol style="list-style-type: none"> <li>1.Extensive Business Office (home page); size and scope discussed on an individual basis. You design your presence, and send the files to us, or out-link to your external server. The choice is yours.</li> <li>2.Banner ad in right column at <a href="http://www.captive.com">www.captive.com</a> linking to your home page.</li> <li>3.<b>Rotating Banner ad</b> at the top of the captive.com top page, plus additional banner in “featured sponsors” column.</li> <li>4.First opportunity to follow up on new business referrals coming in to captive.com.</li> <li>5.Optional participation in our “<b>Ask the Experts</b>” forum.</li> <li>6.Up to 60 minutes of instructional presentation or course work + sponsor button at CaptiveLearning.com.</li> <li>7.Publish your <b>newsletters, tools, templates, training sessions, or other informational documents</b> in common areas of captive.com. Hyperlink(s) from these pages back to your Home Page supply “in-context” advertising! <b>Virtually unlimited space!</b></li> <li>8.Advertise your group or rental captives in the Captive Center at <b>no additional charge</b>.</li> <li>9.Listings in <b>Captive Yellow Pages</b> to include logo, name, address, phone, fax, e-mail, web address and an outlink to your Home Page.</li> <li>10.Outlink to your external Internet Web Site from all your content at captive.com. (We appreciate but do not require a reciprocal link back to <b>captive.com</b>.)</li> <li>11.<b>Business advertising/sponsor billboards</b> that will appear for a minimum of 8 weeks during the term of the contract in one or more of captive.com’s frequently-visited pages.</li> <li>12.<b>Automated monthly statistical log reports</b> for your pages on the captive.com server.</li> </ol>	<p>A smaller business office for members who require fewer features and a smaller presence at the site. Silver members do not participate in the Ask the Experts Forum, nor do they receive advertising banners in common areas of captive.com. Features include:</p> <ol style="list-style-type: none"> <li>1.Business Office (home page) which you design to your specifications. You design your presence, and send the files to us, or out-link to your external server. The choice is yours.</li> <li>2.Second priority to follow up on new business referrals coming in to captive.com either by phone or e-mail.</li> <li>3.Publish up to <b>12 newsletters, articles, or informational documents</b> in common areas of the site. Hyperlink from the News/Library documents back to your Home Page supply “in-context” advertising!</li> <li>4.Advertise your group or rental captives in the Captive Center at a 50% reduction based on current membership price.</li> <li>5.Listings in <b>Captive Yellow Pages</b> to include logo, name, address, phone, fax, e-mail, world wide web address and an outlink to your Home Page at <b>captive.com</b>.</li> <li>6.Outlink to your external website from all your captive.com content. (We appreciate but do not require a reciprocal link back to <b>captive.com</b>.)</li> </ol>	<p>The most economical page available in the Business Center, and the easiest one to set up! This <b>single-page template</b> looks identical for all members, except for your company’s unique graphic and, of course, your unique data. The template contains 6 main headings, under which you’ll place your data:</p> <ol style="list-style-type: none"> <li>1. General Company Information</li> <li>2. Ratings/Financial Summary</li> <li>3. Alternative Insurance Products and Services</li> <li>4. Miscellaneous/Summary Information</li> <li>5. Company Contacts (up to 3 names, titles, departments, phone and fax #'s, e-mail links)</li> <li>6. Links to Our Articles in the captive.com News/Library (up to 4 articles each year.)</li> </ol> <p>Content supplied for each of categories 1-4 above, may include up to the equivalent of ¼ page of text on 8 ½ x 11 inch paper, single spaced, 10 point type</p> <p>Your company’s graphic appears at the top of the page. A hyperlink to your corporate website will be supplied. (We appreciate but do not require a reciprocal link back to <b>captive.com</b>.)</p> <p>Listings in <b>Captive Yellow Pages</b> to include logo, name, address, phone, fax, e-mail, world wide web address and an outlink to your Data Sheet at <b>captive.com</b>.</p> <p>Advertise your group or rental captives in the Captive Center at a 25% reduction based on current membership pricing.</p> <p>Third Priority to follow up on new business referrals coming in to captive.com either by phone or e-mail.</p> <p>Publish up to 4 newsletters, tools, templates, training sessions, or other informational documents in common areas of the site.</p>
Member supplies content in <b>HTML</b> . Gold Memberships	Member supplies content in <b>HTML</b> : \$5,250	Member supplies graphic in .gif or .jpg format; text content any

subject to availability. E-mail [Chris Mancini](#) or call 860-276-9775 for wait list info.

standard word processor: \$2,250 plus first year design fee of \$525.

## Other Membership Options at captive.com

### **Captive Center Membership**

For Group or Rental Captives or ART Programs whose business needs would benefit from placing advertising and informational content at captive.com, **Captive Center** home pages are the answer!

The Captive Center page typically utilizes a template, with a similar format for each captive center member. Content is furnished to captive.com in Word format, and we will code the web page for you. The following information may be included:

1. Name, address, telephone, fax, e-mail link. Your company's graphic may be included.
2. Parent company, if appropriate
3. Type of business
4. Association(s) with whom you're affiliated
5. A.M. Best rating, if desired
6. Description of Captive/RRG
7. A contact list of up to 4 individuals: name, position, phone, e-mail link
8. Outlink to your external website, if you have one (reciprocal link requested).
9. Publish up to **two** general purpose **articles** or newsletters each membership year (may not be a marketing or selling tool for your company's products or services)

Alternatively, the Captive Center member may design, develop, and supply a single-page of information in HTML. Graphics should be in gif or jpg format.

We are now offering a **Captive Yellow Pages** listing for Captive Center members, to make it easy for a visitor to find a quick contact, e-mail and phone number.

**Member supplies text in Word file; graphics in .gif or .jpg format. A one-time design fee of \$75 will be charged. Annual Membership fee: \$525**