



## **CASUALTY ADJUSTER'S GUIDES ®**

WWW.CAGWORLD.COM

Here's a list of why we feel print consistently delivers roi advertising results.

- We distribute direct to included adjusters and claims-handlers by name in every identified claims-office within the territory served by the edition
- Included online and mobile version
- Print ads are current and organized in one convenient industry-specific publication that's easy to browse
- Your print ad/s drive traffic to your web site
- Surveys report online users are likely multi-tasking, are less engaged and easily distracted compared to print
- Many times the information contained in your print ad would take multiple clicks/web pages to obtain the same information on your web site
- Print is guaranteed to reach its target audience by its mailing list – there is no controlled circulation on the web
- Cost effective compared to both PPC and PPV campaigns to reach your target audience
- Print publications are retained for future reference and use in an emergency
- Printed QR codes can provide an easy link to external/updatable information

Since 1958 we distribute to all identified adjusters and claims handlers listed in the roster section of each guide. The guide is a resource for adjusters and vendors to help serve the insurance claims market place. Only specific insurance related advertising is accepted. We don't sell or rent mailing lists. Please [contact us](#) for more information and offers.