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Independent Standard for Aerial Roof Measurement Reporting

***Claims Magazine* Announces Top Performing Advertisements in February 2011 Issue**

Erlanger, KY, March 28, 2011 – *Claims Magazine*, a Summit Business Media publication, announced the top performing print advertisements highlighted in a Baxter Research Center Inc. advertising effectiveness survey of the February 2011 issue.

The study measures ad performance based on essential steps to the brand building experience: exposure, engagement and involvement. *Claims* readers were asked to indicate which ads they remembered seeing in the issue. Not only did they recall seeing advertisements but they took action after viewing them as well. The ‘total taking action’ score is an outstanding achievement because it shows the ad caught their attention and effectively engaged busy claims professionals. This includes actions such as purchase, recommend, contact, discuss, visit Website, share, and save.

The following companies received the highest recall “seeing” scores:

- EagleView
- Rimkus Consulting Group, Inc.
- XACTWARE
- CRDN
- The Institutes - AICPCU

The following companies received the highest “total taking action” scores:

- EagleView
- American Educational Institute (AEI)
- The Institutes - AICPCU
- KMC
- XACTWARE

“These results show that our advertising partners know how to grab the attention of leading claim professionals – and they have products/services they’re interested in learning more about,” said Harry Rosenthal, publisher of *Claims*. “This value-add study provides advertisers tremendous insight into how claims professionals view their brand.”

The next ad effectiveness study is in the *Claims* July 2011 issue. Contact [Harry Rosenthal](#) by June 10, 2011 for complete details.

[Baxter Research Center Inc.](#) is a global marketing information firm supporting the world’s most successful business-to-business media brands.

About *Claims*

Claims is a monthly magazine dedicated to "Covering the Business of Loss" for property/casualty insurance claims professionals. *Claims* reports in a timely manner on disasters, insurance crime, emerging trends in insurance claims, regulatory, judicial and legislative changes, and provides expert advice and educational articles covering techniques for handling insured losses.

Having covered the claim industry for nearly 60 years, advertisers have a proven vehicle for delivering their marketing message to the key participants involved in adjusting and managing both commercial and personal lines property & casualty claims.

For more information, please visit us at: PropertyCasualty360.com

About Summit Business Media

[Summit Business Media](http://SummitBusinessMedia.com) is the leading B2B media and information company serving the [insurance](#), [financial services](#), [legal](#) and investment advisory markets. Summit strives to be “The Next Generation of Business Information” for executives and practitioners by providing breaking news and analysis, in-depth practice management strategies, business-building techniques and actionable data. Summit services the information needs of its customers through numerous channels, including digital, print, and live events.

For more information, please visit summitbusinessmedia.com.

Media Contact:

Harry Rosenthal

Publisher, *Claims*

800-544-0622 ext. 2129

hrosenthal@sbmedia.com

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