

Who We Are

The trusted information and solutions provider for retirement benefits decisionmakers

Retirement plan advisers are reshaping the face of finance. Launched in 2006, PLANADVISER is the only magazine to address the specific needs and concerns of advisers who specialize in the sale and servicing of institutional retirement plans, including 401(k) and defined benefit (DB) plans.

Interacting with our audience through industry-leading events, daily online news, electronic newsletters, webcasts/multimedia content and bimonthly magazines, we address the practical selling and servicing requirements and bring deep insight into retirement plan issues.

**Society of Illustrators
for Art Direction**
Silver Medal

Communication Arts
2009 – 2014

American Illustration
2009 – 2014



What We Do



Magazines: *With its reputation for editorial integrity, objectivity and leadership, PLANADVISER is the trusted information and solutions resource for America's retirement benefits decisionmakers. Feature your firm and establish your position as an industry leader by contributing to the content of the print and digital publications.*



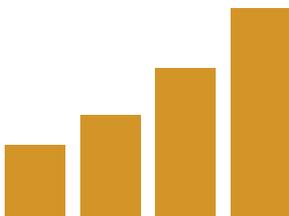
Events: *Through our PLANADVISER National Conference, we provide an annual meeting place for plan advisers and their peers. Reach out to and interact with this key audience while attending informative sessions that give you the insight and information needed to grow your business.*



Online/eNewsletters: *At planadviser.com and via our daily PLANADVISERdash newsletter, we deliver news and insight into the issues and changes that shape the retirement industry. Take advantage of targeted promotion and public relations, increase your brand awareness, and advertise via our highest-traffic issues with custom digital promotion packages.*



Webcasts/Multimedia: *Through webcasts and video, we facilitate discussions of the latest trends, strategies and potential problems that plan advisers need to understand. Increase the impact of your firm's message, and position your executives as leading voices through our multimedia channels: webcast, sponsored video and mobile platforms.*



Research: *Our position as a comprehensive information solution and the caliber of our audience enable us to conduct surveys and industry studies to assess what issues drive the retirement industry and are relevant to plan advisers. Partnering with PLANADVISER on a custom research project positions your brand in front of a unique group of influential subscribers and defines your organization as an industry leader.*

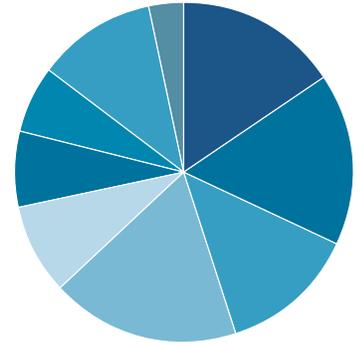
Audience Profile

TOTAL MAGAZINE CIRCULATION

- 15,000 subscribers
- 22,500 pass-along readers²
- 37,500 total readers

Geographic Distribution of PLANADVISER¹

South Atlantic	15.6%
East North Central	16.5%
Pacific	13.0%
Middle Atlantic	18.0%
West North Central	8.7%
West South Central	7.1%
Mountain	6.4%
New England	11.4%
East South Central	3.1%



Adviser Type	Magazine ³	Online
Independent Adviser	26.3%	40.5%
Securities brokerage Broker/Dealer	11.9%	10.8%
Wirehouse	6.1%	6.8%
Regional brokerage	2.5%	1.4%
Third-Party Administrator (TPA)	6.3%	9.5%
Insurance	4.8%	12.2%
Bank or trust company	4.0%	9.5%
Plan provider/recordkeeper	13.4%	13.5%
Mutual fund company investment provider	6.5%	8.1%
Law Firm	2.7%	1.4%
Other	15.5%	12.2%

Adviser experience	Magazine ³	Online
<3 years	14.1%	18.9%
3–5 years	6.3%	8.6%
5–8 years	7.2%	7.1%
8–10 years	5.9%	7.1%
10–15 years	11.7%	20.0%
>15 years	30.4%	38.6%

Retirement plan assets under mgmt	Magazine ³	Online
>\$1B+	9.1%	24.3%
>\$500MM–1B	4.4%	12.2%
>\$250MM–500MM	5.6%	4.1%
>\$100MM–250MM	7.3%	12.2%
>\$50MM–100MM	9.0%	9.5%
>\$25MM–50MM	9.3%	9.4%
\$10MM–25MM	12.4%	8.1%
<\$10MM	16.9%	6.8%
Not applicable	25.9%	17.6%

% of business in retirement plans	Magazine ³	Online
100%	25.4%	18.1%
90–99%	6.4%	25.0%
75–89%	6.6%	6.9%
50–74%	10.1%	28.8%
<50%	27.3%	29.2%

Number of retirement plan clients	Magazine ³	Online
<10 clients	29.2%	18.1%
10–15 clients	9.1%	12.5%
16–20 clients	4.8%	4.2%
21–30 clients	5.2%	9.7%
31–40 clients	3.4%	9.7%
>40 clients	24.9%	45.8%

Plan types	Magazine ³	Online
401(k)	82.0%	98.5%
403(b)	47.2%	66.2%
457	31.8%	50.8%
Nonqualified	41.2%	61.5%
Defined benefit	46.1%	58.5%
Other	8.8%	27.7%

¹ Source: June 2015 BPA Statement

² Source: 2014 Readership Study (Litchfield Research)

³ Source: Publisher subscription data as of September 2015

2016 Editorial Calendar*

January–February

Published in February

HIGHLIGHTS

- **PLANADVISER Top 100 Retirement Plan Advisers.**
- **Effective Participant Communication Campaigns:** What advisers have done to raise participants' awareness of their retirement plan and their need to save.
- **Decisions About Non-active Participants:** Are retirement plan advisers recommending that retired participants remain in the plan?

FEATURED TOPICS

- Advice
- 403(b) Plans
- Target-Date Funds

FEATURED DEPARTMENTS

- Investment-Oriented: Alternatives
- Beyond(k): Pension Risk Transfer

RESEARCH/SURVEY

Micro Plan Survey

Sponsored reservation: 12/23/15

Ad reservation: 1/22/16

Ad material: 1/29/16

Mail date: 2/25/16^

Bonus distribution: PLANSPONSOR/
PLANADVISER Awards Dinner

March–April

Published in April

HIGHLIGHTS

- **Retirement Plan Advisers of the Year.**
- **Training Retirement Committees:** Who make the best candidates to serve on the committee? What does the adviser need to educate them about?
- **Explaining Fiduciary Outsourcing:** Helping sponsors determine if they want the help of a 3(16), 3(21) or 3(38) fiduciary.

FEATURED TOPICS

- Emerging Markets
- Retirement Income
- ESG Investing

FEATURED DEPARTMENTS

- Investment-Oriented: Collectives
- Micro Scope: Personal Relationships and Small Plans

RESEARCH/SURVEY

Adviser Value Survey

Sponsored reservation: 2/15/16

Ad reservation: 3/18/16

Ad material: 3/25/16

Mail date: 4/26/16^

Bonus distribution: PLANSPONSOR
National Conference

May–June

Published in June

HIGHLIGHTS

- **Protecting Advisory Practices in Lawsuits:** How advisers can guard themselves from being sued.
- **Measuring Client Satisfaction:** How advisers can gauge how much sponsors value their services.
- **Determining Profitability:** Are your clients making, or costing, you money?

FEATURED TOPICS

- Succession Planning
- Robo Advice
- Alternatives

FEATURED DEPARTMENTS

- Investment-Oriented: Target-Date Funds
- Beyond(k): Health Care and Other Benefits

RESEARCH/SURVEY

Defined Contribution Investment Only (DCIO) Survey

Sponsored reservation: 4/15/16

Ad reservation: 5/12/16

Ad material: 5/19/16

Mail Date: 6/21/16^

July–August

Published in August

HIGHLIGHTS

- **Progressive Plan Design:** The importance of automatically enrolling participants, escalating their contributions, and a QDIA.
- **Retirement Readiness Benchmarks:** The tools available to sponsors and individual participants to evaluate how they will fare in retirement.
- **Choosing the Right TPA:** Finding the best model for your plan.

FEATURED TOPICS

- Fee Policy Statements
- QDIA Pros and Cons
- Financial Wellness

FEATURED DEPARTMENTS

- Micro Scope: How Profitable Are Micro Plans?
- Investment-Oriented: Fixed Income

RESEARCH/SURVEY

Recordkeeper Services Guide

Sponsored reservation: 6/17/16

Ad reservation: 7/15/16

Ad material: 7/22/16

Mail date: 8/23/16^

Bonus distribution: PLANADVISER
National Conference

September–October

Published in October

HIGHLIGHTS

- **10th Anniversary Issue:** A special look at the past 10 years of the retirement plan industry.
- **The Graying of Retirement Plan Advisers:** With many advisers set to retire, a look at the best way to attract Millennials to the profession.
- **Partnering:** When it makes sense to team with other professionals to offer complete, holistic advice.

FEATURED TOPICS

- ERISA Budget Accounts
- Health Savings Accounts
- Target-Date Funds

FEATURED DEPARTMENTS

- Investment-Oriented: Retirement Income
- Beyond(k): NQDC Plans

RESEARCH/SURVEY

Retirement Plan Adviser Survey

Sponsored reservation: 8/9/16

Ad reservation: 9/9/16

Ad material: 9/16/16

Mail date: 10/18/16^

AD STUDY

November–December

Published in December

HIGHLIGHTS

- **PANC Recap:** Write-ups from the sessions at the PLANADVISER National Conference.
- **Tips for Effective Re-enrollment:** What advisers can do to make sure participants remain invested if they are re-enrolled into the plan.
- **Scaling Your Business:** Figuring out when and how to grow your practice.

FEATURED TOPICS

- Managed Accounts
- 529 Plans
- Retirement Income

FEATURED DEPARTMENTS

- Investment-Oriented: Exchange-Traded Funds
- Micro Scope: Professional Organizations

RESEARCH/SURVEY

Practice Benchmarking Survey

Sponsored reservation: 10/24/16

Ad reservation: 11/18/16

Ad material: 11/25/16

Mail date: 12/28/16^

*This calendar is subject to change. ^Mail dates subject to change.

Features and Departments

Editor's Letter*

Musings from Alison Cooke Mintzer, global editor-in-chief.

Intro*

A brief summary of what appears in the issue.

It's on PA.com*

Highlights from PLANADVISER's website, with excerpts from features and online discussions.

Data Points*

Spotlighting industry data and trends from PLANADVISER's proprietary research.

Practice Development*

Topics related to improving and evolving an advisory practice. For 2016, the focus will be on staffing.

Investment Focus*

A one-page spotlight on investment industry trends from Strategic Insight.

Capital News*

Summaries of the latest rules and regulations from Washington and the courts—what's coming, what's contemplated and what's critical for advisers to know.

Trendspotting*

A look at employees' latest concerns, what actions companies take as a result, and what these mean to advisers.

Profile

A feature about, or Q&A with, those making waves in the retirement plan adviser space.

Research*

The latest in PLANADVISER's proprietary research.

Investment-Oriented*

How plan advisers can help clients make the right choices for their investment menus.

Micro Scope (3X PER YEAR)

A department that focuses on small plans with less than \$20 million of assets under advisement.

Beyond(k) (3X PER YEAR)

A department that focuses on other areas of a retirement plan adviser's practice, including nonqualified deferred compensation, defined benefit plans, health savings accounts and 529 college savings plans.

Sales Champion

Articles that help advisers boost their business, from prospecting through ongoing service.

Practice Management

Tips on how to build and manage a retirement plan adviser practice.

Servicing Strategies

Articles that discuss topics such as client retention, case studies in plan design, and trends in methods for increasing plan participation or deferral rates.

Regulatory Radar

The latest from the regulatory and legislative front that will affect advisers and the plans they serve.

Client Communications

Effectively reaching out to plan sponsors and participants.

Viewpoint

An individual from the adviser or retirement community shares his thoughts about the industry.

Compliance Consult*

Attorney David Kaleda of Groom Law Group discusses challenges advisers face and how to overcome them.

ERISA Vista*

Attorneys Fred Reish and Joan Neri, from Drinker Biddle & Reath, answer questions from advisers about how the Employee Retirement Income Security Act applies to their circumstances.

Fiduciary Fitness*

Assistance for plan advisers in understanding and coping with their top fiduciary concerns from a leading ERISA attorney, Marcia Wagner of Wagner Law Group.

*Will appear in every issue.

Magazine Print Advertising Specifications

Magazine Advertising Rates*

4-Color Process	(\$) 1x	(\$) 3x	(\$) 6x
Full Page	\$12,578	\$12,257	\$11,622
Double-Page Spread	\$25,800	\$24,511	\$23,222

Special Positions	(\$) 1x	(\$) 3x	(\$) 6x
Inside Front Cover	\$15,136	\$14,379	\$13,624
Inside Front Cover Spread	\$30,273	\$28,760	\$26,176
Outside Back Cover	\$15,695	\$14,911	\$14,126
Page Opposite Table of Contents	\$14,576	\$13,850	\$13,120
Page Opposite Intro	\$14,234	\$13,523	\$12,811
Page Opposite Talking Points	\$14,062	\$13,358	\$12,656
Inside Back Cover	\$14,019	\$13,318	\$12,618

Specialty Covers

Tip-On/False Cover (Two Pages)	\$22,966
Gatefold (Four Pages)	\$31,562
Bound	\$73,497

*Gross Rates

2015 Magazine Closing Dates

Issue	Reservations	Materials
January–February	1/22/16	1/29/16
March–April	3/18/16	3/25/16
May–June	5/12/16	5/19/16
July–August	7/19/16	7/26/16
September–October	9/9/16	9/16/16
November–December	11/14/16	11/21/16

Advertising Units

Unit	Vertical	Horizontal
2-pg spread, live area	—	15.5" x 9.875"
2-pg spread, bleed	—	16.75" x 11.125"
Live area, no bleed	7.25" x 9.875"	—
Full pg, bleed	8.5" x 11.125"	—
Trim size	8.25" x 10.875"	—

Materials

Asset International Inc. Attn: Lynn Connelly, 1055 Washington Blvd., Stamford, CT 06901, (203) 595-3262 / creative@assetinternational.com

Production Detail

Tone Density

- 2-color: The sum percentage of tone values should not exceed 170% and only one color may be solid.
- 4-color: The sum percentage of the tone values should not exceed 300% and no more than one color may be solid.

Digital PDF-X 1A Format Specifications

- If you are creating pdf files for magazine ads in InDesign, Illustrator, or QuarkXpress 7, you can export pdf files directly from the application. (You should use a "PDF/X" or "High-Quality Press" factory preset.)
- We recommend that users of older versions of Quark create PDF files by writing Postscript files and distill them using Adobe Acrobat Distiller 7.0 or later.
- To guarantee that your PDFs are compliant with the PDF/X-1a, we recommend running a pre-flight check on your page-layout files, and a preflight on your final PDF file in Acrobat Professional using a PDF/X-1a profile. Supplied proofs must be printed from the final PDF file (not from page-layout file).

Native files are not acceptable.

Check List

- Correct page size
- 1/8" bleed
- All fonts are active (pay special attention to fonts used in EPS files)
- Both screen and printer fonts are available
- Fonts are not menu-styled
- All images are linked and updated
- Photo effective resolution for black and white line-art images should be more than 1200 dpi
- Images are either Grayscale or CMYK
- Resolution for gray scale and CMYK images should be at least 300 dpi
- Scans and illustrations are either TIFF or EPS
- Created color is CMYK (make sure "spot color" is not checked)
- Send hard copy SWOP proof with color bars and registration marks

Follow SWOP Standards and Specifications for advertising reproduction material and magazine Web offset printing unless otherwise specified. Ads that exceed specified size in any dimension are considered bleed or oversized, except spreads that bleed in the gutter. PDF-X1a files are the only acceptable material format. **Hard copy SWOP proof with color bars and registration marks is recommended to ensure that materials run properly.**

Standard Unit Size

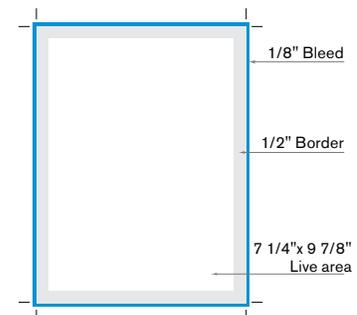
- Trim size: 8 1/4" x 10 7/8"
- Allow 1/8" on all sides for bleeds

Print Method: Web offset lithography

Cover Stock: 100# Matte

Text Stock: 45# Matte

Binding: Saddle Stitched



- Live area: No bleed size
- Border: Any text/image in this area is liable to be cut due to printer cutting variation.
- Bleed: Area to be cropped

Thought Leadership

PLANADVISER magazine offers clients an industry-recognized platform on which to increase their brand recognition and develop their organization's position as an industry thought leader. Through a diverse offering of customer-driven marketing and thought leadership programs, PLANADVISER works to position your firm in front of a target audience—creating a forum where high-impact editorial content and custom and supplied-content sponsorships work to define nascent trends and deliver key insight and analysis on the retirement benefit space. PLANADVISER offers topic-exclusivity per issue, as well as turnkey expertise—from design to editing to production—in all types of collateral, including custom editorial projects, booklets and inserts.

THOUGHT LEADERSHIP *(Conducted Interview)*

Using a moderated-discussion format between a senior PLANADVISER editor and key executives at the sponsoring provider firm, these articles center around a topic of compelling interest to the plan adviser community and elaborate on the characteristics that distinguish the sponsoring firm from its competitors. This article will be designed by Asset International with final approval by the client.

SUPPLIED THOUGHT LEADERSHIP *(Non-Printer Ready or Printer Ready)*

The client provides PLANADVISER with approved content for their thought leadership article. Supplied content that is not printer ready is designed by Asset International with final approval from the client. Supplied printer ready content is sent to Asset International as a printer ready PDF.

In order to post supplied thought leadership to PLANADVISER.com, the client must provide the native application file for the article, including: all text content, images, charts, and logos used in the article.

INSERTS/CUSTOMIZED MARKETING

Inserts and customized marketing booklet opportunities feature a sponsored, stand-alone informational insert or booklet glued into PLANADVISER magazine. It is designed to be removed easily and retained by readers—providing a high-impact way to build awareness of a product set or define an industry-leading standpoint. Six weeks of lead time are required for the production of inserts and customized marketing.



Sponsored Edit Print Rates

THOUGHT LEADERSHIP (conducted interview)	Net Rates
1 page profile	\$15,300
2 page Q&A	\$25,500
Additional pages	\$9,180 per page

SUPPLIED THOUGHT LEADERSHIP (Non-Printer Ready)	Net Rates
1 page	\$13,770
2 page	\$22,440
Additional pages	\$8,670 per page

SUPPLIED THOUGHT LEADERSHIP (Printer Ready)	Net Rates
1 page	\$12,240
2 page	\$19,380
Additional page(s)	\$8,160 per page

DIGITAL

Planadviser.com and Thought Leadership Round-Up newsletter	\$4,000
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ELECTRONIC REPRINTS—PDF

Up to 4 pages	\$3,750
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INSERTS/CUSTOMIZED MARKETING on request

Sponsored Thought Leadership and supplied advertorial pieces are posted on the PLANADVISER.com Thought Leadership landing page for 60 days and featured in our monthly Thought Leadership Roundup newsletter.

2015 Conferences, Seminars, and Awards Programs



Conferences and events are essential to most marketers' strategies for the simple fact that no other medium enables you to strengthen existing customer relationships and develop new business opportunities like face-to-face meetings.

Throughout the year, PLANADVISER's parent company Asset International hosts a series of industry-leading conferences, seminars, and awards dinners to educate and recognize our audience.

Each event offers numerous opportunities to participate as a keynote speaker or panelist; exceptional brand exposure before, during, and after each event; and ample time reserved throughout the program for face-to-face networking. PLANADVISER events provide a perfect venue for your company to make direct connections with the key retirement benefit plan adviser decisionmakers and influencers you have been trying to meet.

As a sponsor of a PLANADVISER event, you receive:

- Cost-effective exposure to America's most influential retirement benefits decisionmakers
- The opportunity to position your firm as a thought leader
- Unmatched insight into key customer priorities
- Exceptional brand recognition
- The chance to demonstrate your commitment to your clients and associates
- Direct association with the PLANADVISER brand
- Excellent lead generation

Reach Your Prospects

While each conference, seminar, or awards dinner differs in terms of the audience it is designed to attract, PLANADVISER strives to deliver a balanced profile for each program so that the number of buyers far outweighs the number of sellers in the room. This emphasis on a proper audience balance allows for optimal networking and exceptional exposure to our valued sponsors.

FOR GENERAL INFORMATION CONTACTS

MIKE GARITY, 617-670-4710 / mgarity@assetinternational.com
 CAROL POPKINS, 203-595-3282 / cpopkins@assetinternational.com

"As usual, PANC was an excellent mix of great content and format with knowledgeable panelists."

FLEISCHER JACOBS GROUP

"I really enjoyed this conference, it was my first time and it was one of the most valuable DC conferences I have attended."

ING INVESTMENT MANAGEMENT

"This was my first conference and I look forward to attending next year. I thought the topics covered were good and timely with current market conditions."

WELLS FARGO INSTITUTIONAL RETIREMENT & TRUST

"The PLANADVISER National Conference has grown to become one of the premier networking and knowledge sharing conference in the industry today. If you are an expert who is committed to the retirement services industry it is to your advantage to attend this conference."

GALLAGHER

2016 Conferences, Seminars, and Awards Programs Calendar*

MARCH

Global Custodian Europe Awards Dinner *March 17, The Savoy, London*

PLANSPONSOR/PLANADVISER Awards for Excellence Dinner *March 31, Chelsea Piers, New York*

APRIL

Chief Investment Officer Summit New York *April 13-14, Harvard Club, New York*

JUNE

Chief Investment Officer European Influential Investors' Forum *June 2, Rosewood London, London*

Chief Investment Officer European Innovation Awards *June 2, Rosewood London, London*

DC Plan Boot Camp *June 15, Renaissance Hotel, Washington D.C.*

PLANSPONSOR National Conference (PSNC) *June 15-17, Renaissance Hotel, Washington D.C.*

Strategic Insight Fund Trends 2016 *June 21-22, Chelsea Piers, New York*

SEPTEMBER

PLANADVISER National Conference Golf Tournament *September 11, The Ritz-Carlton Golf Club, Grande Lakes, Orlando*

PLANADVISER National Conference (PANC) *September 12-14, JW Marriott, Grande Lakes, Orlando*

529 Conference & 529 'Essentials' Seminar *September 12-14, JW Marriott, Grande Lakes, Orlando*

OCTOBER

Strategic Insight Funds Europe 2016 *London*

Strategic Insight (MFDF) *New York*

NOVEMBER

Global Custodian US Awards Dinner *New York*

The Trade: Leaders in Trading 2016 – Awards and Gala Dinner *London*

Strategic Insight Fund Trends Canada 2016 *Canada*

DECEMBER

Chief Investment Officer Emerging Leaders Forum *December 12, Harvard Club, New York*

Chief Investment Officer Influential Investors Forum *December 12, Harvard Club, New York*

Chief Investment Officer Industry Innovation Awards *December 12, New York Public Library, New York*

*This calendar is subject to change.

Online Advertising



PLANADVISER.com

PLANADVISER.com offers visitors an inside look at the leaders in the retirement space and presents industry-leading ideas on an easy-to-access platform. Delivering current news, trend analysis, and retirement industry information to audience members, PLANADVISER.com supplements the strong content and focus of the magazine with interactive research, thought leadership, and multimedia libraries. Many sponsorship and promotional opportunities are available, from shared or exclusive sponsorships to premium and run-of-site advertising placements.

Monthly Averages

Unique Visitors: 23,000

Page Views: 125,000

Time Spent on Site: 2 minutes 44 seconds

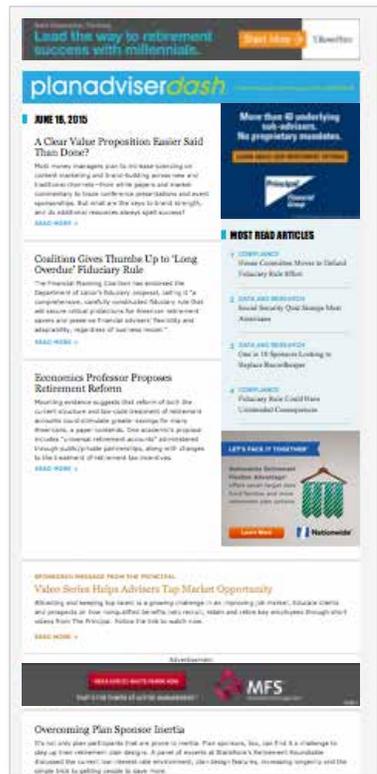
Run of Site Banner Ads

- Top Super Leaderboard (970x90 px): *\$135 CPM*
- Top Leaderboard (728x90 px): *\$125 CPM*
- Top Large Rectangle (300x600 px): *\$135 CPM*
- Top Island (300x250 px): *\$125 CPM*
- Mid Leaderboard (728x90 px): *\$90 CPM*
- Mid Island (300x250 px): *\$90 CPM*
- Sponsored Text Link: *\$1,500 per month*
- Expandable Top Leaderboard w/Video: *\$150 CPM*
- Expandable Top Island w/Video: *\$150 CPM*

Exclusive Daily Sponsorships:

- Top Page Pushdown (1040x60 to 1040x400 px) *\$2,000*
- Welcome Banner (600x400 px) *\$1,750*
- Homepage Wallpaper *\$1,750*

eNewsletter Advertising



PLANADVISERdash eNewsletter

Circulation base: 22,000

PLANADVISERdash is the daily email newsletter addressing specific needs and concerns of advisers specializing in the sale and servicing of institutional retirement plans. PLANADVISERdash delivers industry-relevant news, timely and topical coverage of industry developments, as well as the latest trends from our proprietary research. Published each workday morning, PLANADVISERdash focuses on ways to help the adviser succeed—leveraging the expertise and experience of the PLANADVISER franchise to provide the reader with practical and innovative adviser-centric solutions.

PLANADVISERdash Ads

- Top Leaderboard (728x90 px) \$1,250 each newsletter
- Top Island (300x250 px) \$1,250 each newsletter
- Mid Leaderboard (728x90 px) \$1,150 each newsletter
- Mid Island (300x250 px) \$1,150 each newsletter
- Sponsored Message
 - Header—one line; up to 70 characters including spaces
 - Body—3 lines; up to 85 characters per line including space
 - URL—please send as http:// format, not www.
- \$1,000 each newsletter
- Roadblock of ads \$4,000

Custom Newsletter Sponsorship

Custom newsletters are a way to pair original client-sponsored content along with unbiased third-party stories. The PLANADVISER editorial staff works to create a custom PLANADVISERdash, sent out to subscribers in addition to that day's regular PLANADVISERdash. Each client has the opportunity to control up to half of the newsletter's editorial content—about four to six links—in addition to all advertising placements. Paired with original content from the PLANADVISER editorial team and additional links to previously written relevant stories, custom newsletters allow your firm to expand your presence, establish your expertise in a specific topic area and directly connect with a key target audience.

Custom Newsletter Sponsorship

- Top Leaderboard (728x90 px)
 - Top Island (300x250 px)
 - Mid Leaderboard (728x90 px)
 - Mid Island (300x250 px)
- \$10,000 (net)
- \$5,000 for custom newsletter on topic of client's choice without consent from sponsor.



PLANADVISER Weekend

A weekly newsletter recapping the top stories featured on PLANADVISER.com. PLANADVISER Weekend pairs our advertisers with our most popular and attention grabbing content.

Week In Review Ads

- Top Leaderboard (728x90 px): \$1,000 each newsletter
- Large Rectangle (300x600 px): \$1,000 each newsletter

Digital Advertising Custom Programs

Microsite

Opportunity to partner with PLANADVISER to create a branded section online around a specific topic relevant to the PLANADVISER audience. As the sponsor, your thought leadership material (whitepapers, videos, research) are posted in this section, along with content from PLANADVISER. Sponsors also get the opportunity to post an article(s), similar to the Industry Voices program, in the microsite. The microsite is featured on the PLANADVISER homepage, and promoted regularly during the sponsorship via sponsored messages and banner ads in AdviserDash daily, PLANADVISER week in review, and thought leadership round-up newsletter.

Investment: \$20,000 per month

Industry Voices Program

Industry Voices, provides the opportunity for our clients to position their high-impact supplied content in front of a target audience that is interested in learning about new trends and key insights surrounding the retirement benefits space.

Program Features:

One contributed article (word count 500-700 words) posted online after being vetted/edited by our editor; editorial has final say on title/description of article.

- Article would appear on the PLANADVISER homepage in the "More News" section
- Article would be tagged "Industry Voices" and would also say "Contributed Content" by "provider's name"
- Article would remain on the "More News" section and would gradually get pushed down the page as more editorial content is added
- Article would then reside in the "Industry Voices" topic section for 6 months
- Article would run in one edition of AdviserDash
- Article would run in one edition of Thought Leadership Round Up newsletter
- PLANADVISER will post no more than two "Industry Voices" articles per month
- Contributing provider receives topic exclusivity for 30 days after "Industry Voices" article appears

Investment: \$15,000



Digital Advertising Custom Programs

Featured Whitepaper Program

Leverage the power of PLANADVISER's audience and use it as a platform to introduce and promote your firm's whitepapers. Allowing PLANADVISER to host and publicize your whitepaper delivers it to a wider audience, enhances its impact, and strengthens your brand.

Details:

- Hosted on PLANADVISER Whitepaper Landing Page, 2 months
- Contact information of all readers captured prior to access
- Abstract rotates on "Industry Whitepaper" box on homepage
- Promoted and featured in two editions of Thought Leadership Round-Up Newsletter
- Promoted in two PLANADVISERDash Sponsored Messages
 - Header—one line; up to 70 characters including spaces
 - Body—3 lines; up to 85 characters per line including spaces
 - URL— please send as http:// format, not www.

\$5,000/whitepaper



Exclusive Mobile Platform Sponsorships

Interact with the PLANADVISER audience on the move, with exclusive monthly sponsorships of the PLANADVISER mobile app and mobile-optimized website.

Mobile-Optimized Banners

- 300x50px (Android/Windows)
- 320x50px (iOS)
- 20k max file size

\$2,500/month

Digital Edition Mobile App:

- 320x50px (Phones): 20k max file size
- 728x90px (Tablets): 30k max file size
- 960x90px (Tablets): 40k max file size

\$5,000/month



Online & eNewsletter Advertising Specifications

Run of Site *PLANADVISER.com*

- Top Super Leaderboard (970x90 px)
- Top Leaderboard (728x90 px)
- Top Large Rectangle (300x600 px)
- Top Island (300x250 px)
- Mid Leaderboard (728x90 px)
- Mid Island (300x250 px)
- Sponsored Text Link
- Expandable Top Leaderboard w/Video
- Expandable Top Island w/Video

EXPANDABLE ROS BANNERS

- 728x90px collapsed; 728x315px expanded
- 300x250px collapsed; 300x600px expanded
- 100k maximum file size
- PSD template will be provided

Welcome Banner *Premium Positions*

- 600 x 400 px
- 100k maximum file size

Pushdown *Premium Positions*

- 1040x60 px collapsed; 1040x250 px expanded
- 100k maximum file size
- PSD template will be provided

Wallpaper *Premium Positions*

- Total size: 1400x800 px
- 200k maximum file size
- PSD template will be provided

FILE SIZE AND ANIMATION SPECIFICATIONS

DISPLAY/ROS

- 75k maximum file limit
- GIF/JPEG, HTML, DHTML, Javascript, HTML5; accepted upon testing
- 3rd party tags accepted; please include: image/link tracking documentation for macro implementation
- Three loop limit—animation must cease after fifteen seconds
- Flash V9 and below; Action Script accepted: AS1 and AS2; The following code MUST be the first layer on every scene of the movie: On (release) {getURL (clickTag, "_blank");}
- HTML - No tags; without JavaScript preferred

PREMIUM POSITION PLACEMENTS; PLEASE SUPPLY THE FOLLOWING:

- .fla — FLASH movie file
- .swf — compressed version of .fla
- .gif — alternate GIF image to be served to non-capable browsers

Materials due five business days prior.

Email creative to adops@assetinternational.com

Cancellation only accepted two weeks prior to campaign start— i.e., 15th of month prior. Cancellation after deadline will result in penalty fee.

eNewsletter *PLANADVISERdash*

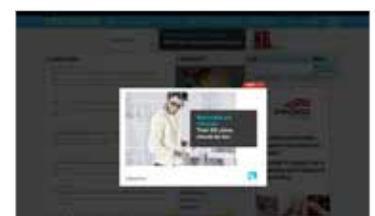
- Top Leaderboard (728x90 px)
- Top Island (300x250 px)
- Mid Leaderboard (728x90 px)
- Mid Island (300x250 px)
- Sponsored Message (*Header—one line; up to 70 characters including spaces; Body—3 lines; up to 85 characters per line including spaces URL—please send as http:// format, not www.*)

FILE SIZE AND ANIMATION SPECIFICATIONS

- 40k maximum file size
- GIF, JPEG and PNG format; 3rd party image tags not accepted
- 1x1 pixels not accepted.
- 3rd party click tags accepted
- No looping; no animation



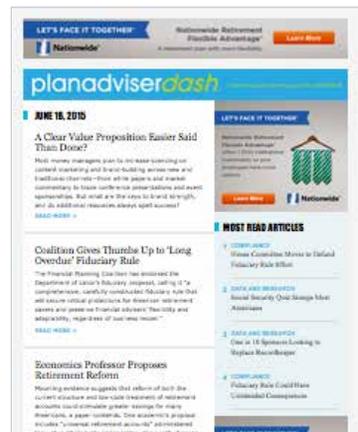
Run of Site



Welcome Banner



Wallpaper



eNewsletter



Pushdown

Webcasts

PLANADVISER offers three unique ways for providers to get involved.

Overview

PLANADVISER develops and hosts sponsored webcasts focused on the most critical business issues facing our much sought-after audience of the nation's top retirement plan advisers. Our webcasts provide a great way to quickly identify and engage with advisers most interested in the topic area you present—positioning your firm as an industry expert through an informative and objective panel discussion. All webcasts are hosted by PLANADVISER editors and can be up to 60 minutes in duration.

Choose from one of the following three Webcast formats:

Editors Select™ Webcast Series

Our topic + our moderator + our panelists + your expert

Throughout the year, the editors of PLANADVISER will produce a series of highly targeted webcasts focused on the most critical business issues facing our retirement plan adviser audience. Each webcast will feature insight from the nation's top advisers, key industry experts and a featured thought leader from a sponsoring firm.

A PLANADVISER editor will moderate the webcast and collaborate with the exclusive sponsor to identify and recruit the right mix of advisers and experts (3 max) to compliment the panelist from the sponsoring firm. Overall, our Editors Select Webcasts align the editorial credibility of PLANADVISER with the thought leadership expertise of our sponsor in order to maximize audience interest.

Choose from one of the following Editors Select™ topics:

- The Future of Plan and Participant Benchmarking
- Trends in Retirement Plan Design
- The Mechanics of Re-Enrollment
- Small and Micro Plan Design Trends
- Alternatives in DC Portfolios
- Developing Truly Engaging Participant Meetings
- Optimizing Participant Outcomes
- Targeting the Small DC Plan Market
- Marketing and Prospecting Your Advisory Practice
- Beyond Automated Plans - Best Practices in Participant Communication
- Best Practices in Plan Committee Governance

Special topics focused on recent survey results

- Understanding Participant Behavior—Insight from PLANSPONSOR's Participant Survey (PA and PS)
- Selecting and Monitoring a Retirement Plan Provider—Insight from PLANSPONSOR's Recordkeeper Survey (PA and PS)

Editors Select™ Custom Webcasts

Your topic + our moderator + our panelists + your expert

Have a topic outside of our Select Series list that you would like PLANADVISER to host? Leverage the deep content knowledge and industry contacts of our PLANADVISER editorial team to build a webcast that aligns with your content goals while ensuring interest from our readers. Upon approval of your topic, our editorial team will work with your firm to identify the right advisers and industry experts (2 to 3 max) to complement the panelist from your firm.

Sponsor-Driven 'Native' Webcasts

Your topic + our moderator + your panelists + your expert

Native advertising is all the rage in the B2B market these days. Our Native Webcasts give you the flexibility to develop your own content for the webcast and work with our experienced editorial staff to deliver your insight to our retirement plan adviser community. PLANADVISER provides the audience, infrastructure and webcast moderator while allowing you to build and deliver your own thought leadership message with up to three panelists from within and outside your firm.

Pricing

Webcast: \$25,000

Additional Services (see next page for details):

Webcast360 Program: \$5,000

Audience Extensions: \$5,000 (subject to approval/availability)

Webcasts

Additional Services

Webcast360 Program

Webcast360 is a customizable email follow-up tool that directly promotes your brand, expertise and product advantages to all webcast registrants after the event. Our experience has found that post-event follow-up is key to converting your participants from interested listeners to active customers. Our Webcast360 ensures the communication loop is closed and your underlying sales proposition is understood.

Benefits include:

- Webcast360 enables the sponsor/client to highlight specific areas of expertise relevant to the webcast content and to introduce other company programs.
- Webcast360 leverages the brand and relationships that PLANADVISER already has established with our readership, making it much more effective than emails sent directly by the sponsor/client.
- Each Webcast360 email is tracked, and results are delivered to your sales team—providing critical insight into the most qualified leads for closing new business.

Audience Extensions

Expand your reach to the plan sponsor community by including a second promotional campaign to the audience of our sister publication, PLANSPONSOR. Your webcast will be promoted through email, newsletters and website channels with the same consistency as your campaign via PLANADVISER.

A Full-Service Experience

PLANADVISER is a full-service webcast provider. All webcasts include the following:

- Editorial guidance throughout the content development process and webcast moderation on the day of the event
- Extensive pre-webcast marketing campaign (through direct email to PLANADVISER subscribers, promotion within our PLANADVISERdash eNewsletter and on the planadviser.com website)
- Opportunity to extend your reach to our the PLANSPONSOR audience
- Attendee registration management
- Attendee approval/denial options for our sponsors
- Technical management of the event (via the WebEx platform)
- Post-event wrap-up (including the delivery of registrant and participant lists, audience Q-and-A results, session archiving)
- Closed loop, post-event communication opportunities through our Webcast360 campaign



Timeline/Deadline Requirements:

As the exclusive sponsor of a PLANADVISER webcast, the following webcast development process is mandatory to ensure a successful event:

- Five weeks prior to the webcast: Organizers from the sponsoring company will participate in a kick-off call with a PLANADVISER editor and webcast strategy team to finalize the webcast's theme and the overall plan for the 60-minute session.
- Four weeks prior to the webcast: The webcast title and description used for marketing purposes will be finalized and delivered to our marketing manager.
- One week prior to the webcast: All panelists must attend a 'dress rehearsal' pre-call to review both the content flow and technical aspects of the webcast. Prior to the pre-call, a draft of the webcast presentation must be submitted for review by the PLANADVISER editor.

Additional Requirements:

- To associate your brand with your webcast, a PLANADVISER editor will moderate the webcast providing (at minimum) welcome remarks, speaker introductions and Q-and-A facilitation.
- A maximum of three panelists may participate in the webcast.
- A maximum of three custom questions may be added to the registration page to enhance the value of all leads captured.

Postpone/Cancellation Policy:

In the event of a postponement requested 30 to 60 days prior to the webcast, liquidated damages in the amount of 25% of the contracted rate will be added to the final invoice and we will work with you to identify a new date to host the webcast. In the event of cancellation occurring 30 to 60 days prior to the webcast, liquidated damages in the amount of 50% of the contracted rate will be due. In the event of postponement or cancellation occurring less than 30 days prior to the webcast, liquidated damages in the amount of 100% of the contracted rate will be due. Additionally, the webcast must be scheduled/produced/delivered in the 2016 calendar year or liquidated damages in the amount of 100% of the contracted rate will be due.

Multimedia Opportunities

Work with PLANADVISER to produce an exclusive video interview that highlights an executive in your firm and showcases your organization as an industry thought leader, or provide a video your firm has produced and let PLANADVISER host and publicize it for you.

Video Interview Features

The five-minute interview will feature the following questions:

- Can you provide an overview of your firm?
- What are some of the key themes you are hearing from advisers today?
- How is your firm helping advisers with their challenges?
- How does your firm differentiate itself in today's marketplace?
- How do you see the retirement landscape evolving over the next few years?

Supplied Video/Video Interview Benefits

- PLANADVISER covers all production, hosting, and posting-related expenses
- Cross-promotion on our site and enewsletters
- Hosted on planadviser.com for 90 days (client owns video after 90 days)
- Can be linked and tracked with any outside website
- QuickTime/Windows Media File to be provided at no additional fee

PLANADVISER.com Promotion

Custom created banner ads will run online and in newsletters during first 30 days.

PLANADVISERdash Promotion

Video will be promoted as a sponsored text message (text ad) in three editions of the PLANADVISERdash newsletter.

PLANADVISER Thought Leadership Round-Up Promotion

Video will be included in two editions of PLANADVISER's Thought Leadership Round Up Newsletter.

Videos can be taped at:

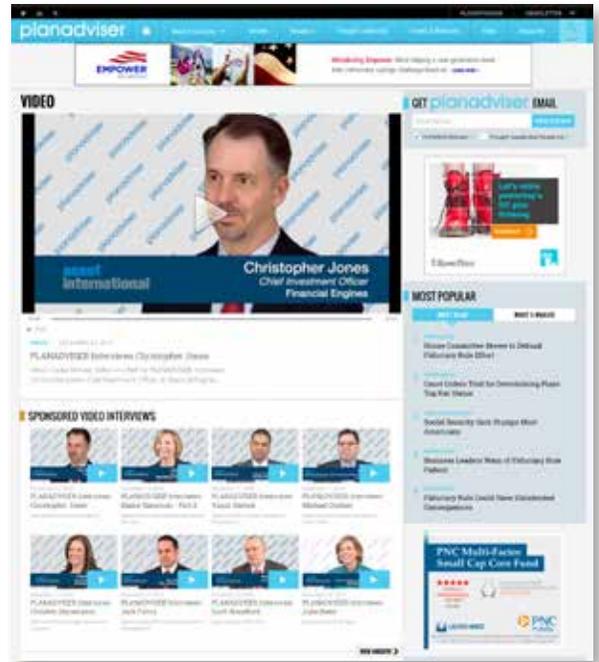
PLANSponsor National Conference (June 15–17)
Renaissance Hotel, Washington D.C.

PLANADVISER National Conference (September 12–14)
JW Marriott, Grande Lakes, Orlando, Florida

Or at one of the following offices:
New York—805 Third Avenue, 21st floor New York, NY 10022
Stamford—1055 Washington Blvd, 4th floor Stamford, CT 06901
Boston—255 State Street, 5th floor Boston, MA 02109

Video Interview: \$8,500 net

Supplied Videos: \$7,500 net



Hosted in multi-media tab of PLANADVISER.com

Co-Sponsored Research

Teaming with PLANADVISER to create co-sponsored research is a way to showcase and enhance expertise in a specific area of the market.

PLANADVISER will help you create a unique questionnaire and will identify a target audience for a timely and topical research study. A portion of the study results will appear in PLANADVISER (print and electronic versions), and readers will be directed to your company for the full details of the research, giving you a chance to communicate directly with interested members of the pension and investment community.

Elements of a co-sponsored research study can include the following:

- Questionnaire development (10-30 questions)
- Selection of targeted names from the PLANADVISER database of retirement plans, advisers, or providers (selectable by plan type, assets, geography, and title)
- Programming of questionnaire for online response
- Solicitation and collation of responses (anonymous)
- Response calculation and delivery to you in Excel format and PowerPoint presentation
- Design of 4-page co-sponsored piece in PLANADVISER magazine, including story and charts, with quotes from your firm
- PDF file of results as published
- Editorial mention of research in the PLANADVISERdash, with a link to the piece

Specifications

Allow at least three months from questionnaire finalization to research publication in PLANADVISER.

Cost

\$25,000 – \$120,000, depending on length of questionnaire, target market, and scope of project



Industry Reports

Unique defined contribution benchmarking tools based on feedback from approximately 5,000 employers

PLANSPONSOR Industry Reports in a nutshell

- Consist of 50+ pages in pdf format
- Provide coverage of DC plans in 49 different industries
- Compare client plans to others by industry, asset class, and overall
- Are available with your firm's branding or logo on every page
- Are distributable to sales staff or adviser networks, and can be posted on your client site behind a registration wall

Every survey topic is covered in detail:

- Comparisons by asset class
- Comprehensive analysis of dozens of areas of plan design
- In-depth coverage of DC plan design and investments, including:
 - participation rates and eligibility
 - automatic enrollment features
 - investment options
 - target date funds
 - company match
 - loans and hardship withdrawals
 - investment advice
 - plan oversight and administration
 - adviser services

Industries covered:

Accounting/CPA Firm/Financial Planning
 Advertising/Marketing/Printing
 Aerospace/Defense
 Agriculture
 Automotive Dealerships/Service
 Automotive Manufacturing/Parts
 Banking-Commercial/Retail
 Building/Construction/Contracting
 Business Services/Staffing
 Chemicals (new)
 Consulting
 Consumer Services
 Credit Union
 Distribution/Manufacturer's Rep/
 Import/Export (new)
 Education-Higher Ed (new)
 Education-K12/Preschool/Daycare (new)
 Environmental, Recycling, Remediation,

Testing, Consulting
 Engineering/Architecture
 Equipment Sales/Leasing/Service (new)
 Financial Services
 Fortune 1000
 Government/Public Works-City/
 Municipal (new)
 Government/Public Works-County/State/
 Federal (new)
 Healthcare Organization (for profit)
 Healthcare Organization (not for profit)
 Hotels/Gaming/Entertainment/Hospitality/
 Travel
 Insurance/Reinsurance
 Investment Banking/Holding Co (new)
 Labor Union
 Law Firm
 Manufacturing-Consumer Products



How long has your organization used your DC provider?

	All Assets					Asset-Only				
	2000	2005	2010	2015	2016	2000	2005	2010	2015	2016
Less than 1 year	4.4%	4.2%	8.1%	7.7%	4.7%	4.4%	3.1%	0.7%	2.7%	2.6%
1-5 years	34.4%	37.8%	35.2%	38.2%	37.7%	42.1%	34.2%	38.1%	33.3%	33.6%
6-10 years	33.8%	27.7%	18.4%	13.6%	12.2%	6.9%	16.7%	16.8%	8.6%	8.8%
11-20 years	18.8%	15.1%	15.7%	13.4%	15.5%	32.5%	38.8%	38.8%	32.7%	31.2%
More than 20 years	40.8%	35.2%	22.6%	27.6%	29.4%	11.4%	14.3%	15.8%	12.2%	14.8%
Don't know	2.2%	2.0%	1.8%	1.8%	1.9%	1.0%	2.2%	2.2%	2.2%	1.8%

Provider Satisfaction Research Report

These reports offer a comprehensive understanding of client perceptions of defined contribution providers—in each asset and market segment in which they compete.

Advantages

- Shows how DC providers are perceived by their own clients
- Presents a detailed picture of plan sponsor opinions
- Provides evaluations of all areas of plan design
- Delivers market-specific analysis for five separate markets
- Measures both sponsor and participant service capabilities

Uses

- Competitive benchmarking for providers, advisers, and plan sponsors to evaluate 48 different DC plan providers
- Objective third-party due diligence for annual plan reviews
- Value-added research for sales calls

Each report includes

- Market summary section
- Participant service and plan sponsor service scores
- Each provider's score per question
- Each provider's rank per question
- Each provider's quartile per question
- Verbatim comments from clients

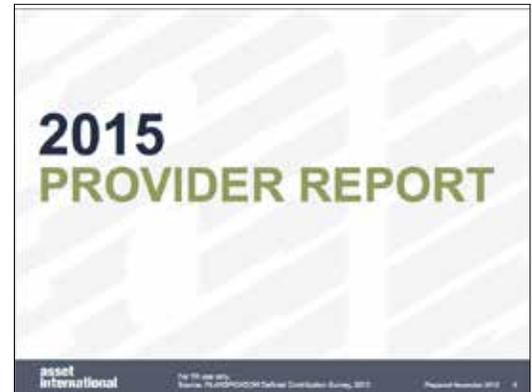
Pricing

• Micro Market (<\$5MM in plan assets)	\$5,500
• Small Market (\$5MM–\$50MM)	\$5,500
• Mid Market (>\$50MM–\$200MM)	\$5,500
• Large Market (>\$200MM–\$1B)	\$5,500
• Mega Market (>\$1B)	\$5,500

Quantity discounts apply.

Contact

Brian O'Keefe
 203-979-3091
 bokeefe@assetinternational.com



SAMPLE PROVIDER Participant Scores

Rank	Service Category (2015 Survey Question)	Participant Service Score	Plan Provider Service Score	Participant Service (Q)
	Participant Call Center	7.000		
	Participant Website Functionality	7.000		
	Online Tools/Usage & Meeting Services	7.000		
	Participant Statements	7.000		
	Participant Education	7.000		
	Overall Education Program	7.000		
	Contribution Materials	7.000		
	Enrollment Assistance	7.000		
	Plan Fee Services / Payments	7.000		
	Online Usage/Tools for Workers	7.000		
	Range of Investment Options	7.000		
	Participant Loan/Withdrawal Processing	7.000		
	Participant Beneficiary Administration	7.000		
	Participant Fee Disclosure	7.000		

asset international | 1st 15, Jan 2016 | Source: PlanSponsor/Participant Defined Contribution Survey, 2015 | Report November 2015

Reprints

Use the power of the PLANADVISER brand to promote your firm's products, services, and industry expertise. PLANADVISER reprints help tell your story, lend credibility and marketing muscle to your promotions. Use reprints as printed collateral or electronic files for Web posting or emailing.

Print

- 80-lb. glossy stock (typical configuration; others configurations available)

QTY	ONE-PAGE/ONE -SIDE			ONE-PAGE/TWO-SIDE			FOUR-PAGES/BOOKLET		
	B/W	2 COLORS	4 COLORS	B/W	2 COLORS	4 COLORS	B/W	2 COLORS	4 COLORS
100	\$416	\$567	\$824	\$523	\$747	\$1,174	\$713	\$1,128	\$1,767
250	\$432	\$582	\$1,015	\$548	\$856	\$1,457	\$762	\$1,277	\$2,539
500	\$711	\$788	\$1,056	\$839	\$1,003	\$1,550	\$1,148	\$1,524	\$2,626
1,000	\$778	\$873	\$1,138	\$891	\$1,104	\$1,735	\$1,272	\$1,761	\$2,807
1,500	\$860	\$934	\$1,288	\$989	\$1,224	\$1,916	\$1,427	\$1,954	\$3,028
2,000	\$937	\$1,036	\$1,437	\$1,082	\$1,342	\$2,091	\$1,581	\$2,141	\$3,250
2,500	\$1,004	\$1,116	\$1,504	\$1,169	\$1,450	\$2,158	\$1,730	\$2,362	\$3,430
3,000	\$1,071	\$1,201	\$1,571	\$1,251	\$1,557	\$2,225	\$1,880	\$2,475	\$3,605

Electronic Reprints—PDF

- Four pages: \$3,750
- Six pages: \$4,250
- Eight pages: \$4,750

PDF USAGE GUIDELINES

- Posting to website; distribution via email; and unlimited print directly from PDF.

Copyright

- Reprints are copyrighted by Asset International, Inc. All rights reserved. No production or redistribution without prior authorization.

Cancellation

- \$200 charge to cancel order prior to printing; orders canceled after printing will be billed at the full rate

Additional Information

- If you would like a PDF set up for printer use, there is an additional fee of \$850.
- Additional fees apply for photos, illustrations, disclaimers, and logos.
- Shipping charges are additional. All reprints are shipped via UPS ground unless otherwise instructed.



Contact

Michelle Judkins, Reprints Manager
 203-595-3276
 mjudkins@assetinternational.com