

## Our Mission

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.



**Digital:** At PLANADVISER.com, we deliver news and insight into the issues and changes that shape the retirement industry. Increase your brand awareness with exposure to our average monthly audience of 32,000 unique visitors.



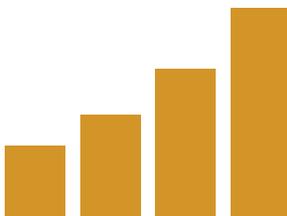
**Events:** Through our PLANADVISER National Conference, we provide an annual meeting place for plan advisers and their peers. Reach out to and interact with this key audience while attending informative sessions that give you the insight and information needed to grow your business.



**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.

## 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.

### What's Online?\*

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.

### Capitol 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.

2017 Editorial Calendar\*

**January–February**

*Published in February*

**HIGHLIGHTS**

- PLANADVISER Top 100 Retirement Plan Advisers.
- Succession planning: Meeting the SEC's new requirements
- Leveraging provider resources: What investment managers, TPA and recordkeepers are offering to advisers to help them run their practices and better serve sponsors and participants

**FEATURED TOPICS**

- Managed Accounts
- ERISA Budget Accounts
- Fee Policy Statements

**FEATURED DEPARTMENTS**

- Investment-Oriented: Socially Responsible Investing
- Beyond(k): Freezing DB Plans

**RESEARCH/SURVEY**

Micro Plan Survey

Sponsored reservation: 12/19/26

Ad reservation: 1/20/17

Ad material: 1/27/17

Mail date: 2/21/17^

Bonus distribution: PLANSPONSOR/  
PLANADVISER Awards Dinner

**March–April**

*Published in April*

**HIGHLIGHTS**

- Retirement Plan Advisers of the Year.
- Going Independent: The pros and cons of going independent versus working at a broker/dealer
- Discouraging Leakage: How advisers can discourage participants from taking out 401(k) loans or hardship withdrawals or cashing out when they change jobs

**FEATURED TOPICS**

- Succession Planning
- Emerging Markets
- Advice

**FEATURED DEPARTMENTS**

- Investment-Oriented: Brokerage Window Limitations
- Micro Scope: Does serving small plans require more hands-on work?

**RESEARCH/SURVEY**

Adviser Value Survey

Sponsored reservation: 2/13/17

Ad reservation: 3/17/17

Ad material: 3/24/17

Mail date: 4/18/17^

Bonus distribution: PLANSPONSOR  
National Conference

**May–June**

*Published in June*

**HIGHLIGHTS**

- Stepping It Up: Why more aggressive automatic features make sense
- Becoming a 3(38): As 3(38) fiduciary services are growing in popularity, why should you consider adding it to your practice?
- Avoiding Mistakes: The most common plan mistakes and how advisers can help sponsors avoid them

**FEATURED TOPICS**

- 529 Plans
- Health Savings Accounts
- QDIAs

**FEATURED DEPARTMENTS**

- Investment-Oriented: The latest in alternative investments
- Beyond(k): The value of NQDC plans

**RESEARCH/SURVEY**

Defined Contribution Investment Only (DCIO) Survey

Sponsored reservation: 4/7/17

Ad reservation: 5/11/17

Ad material: 5/18/17

Mail Date: 6/20/17^

**July–August**

*Published in August*

**HIGHLIGHTS**

- Don't Just Set It and Forget It: The importance of reaching the automatically enrolled participant so that they understand the value of saving for retirement and appreciate they benefit being offered to them.
- Total Retirement Outsourcing: What it means to offer total retirement outsourcing and how it can benefit sponsor clients
- Reviewing Providers: What advisers need to ensure plan sponsors are asking in RFI and RFPs

**FEATURED TOPICS**

- Retirement Income
- Robo Advice
- 403(k) Plans

**FEATURED DEPARTMENTS**

- Investment-Oriented: Managed Accounts versus TDFs and Balanced Funds
- Micro Scope: How advisers who specialize in the micro plan market can move up market

**RESEARCH/SURVEY**

Recordkeeper Services Guide

Sponsored reservation: 6/19/17

Ad reservation: 7/18/17

Ad material: 7/25/17

Mail date: 8/22/17^

Bonus distribution: PLANADVISER  
National Conference

**September–October**

*Published in October*

**HIGHLIGHTS**

- Reinvigorating Enrollment: How advisers can inspire participants to enroll and take ownership of their retirement plans
- New to Advisers: The challenges of working with plan sponsors who have never worked with a retirement plan adviser
- Retaining Business: What are the various ways advisers can ensure their clients are happy and loyal?

**FEATURED TOPICS**

- Target-Date Funds
- Passive versus Active Investments
- Alternatives

**FEATURED DEPARTMENTS**

- Investment-Oriented: Retirement Income Options
- Beyond(k): Financial Wellness

**RESEARCH/SURVEY**

Retirement Plan Adviser Survey

Sponsored reservation: 8/11/17

Ad reservation: 9/8/17

Ad material: 9/15/17

Mail date: 10/17/17^

**November–December**

*Published in December*

**HIGHLIGHTS**

- PANC Recap: Write-ups from the sessions at the PLANADVISER National Conference.
- Education or Advice: How to determine which is right for a retirement plan
- Raising the Bar: Helping sponsors set goals for their retirement plans

**FEATURED TOPICS**

- Financial Wellness
- ESG Investing
- Retirement Readiness

**FEATURED DEPARTMENTS**

- Investment-Oriented: Fixed Income
- Micro Scope: Professional Groups

**RESEARCH/SURVEY**

Practice Benchmarking Survey

Sponsored reservation: 10/16/17

Ad reservation: 11/13/17

Ad material: 11/20/17

Mail date: 12/26/17^

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

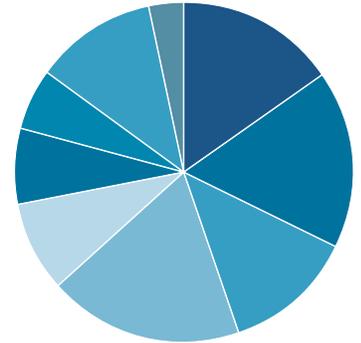
# Audience Profile

## TOTAL MAGAZINE CIRCULATION

- 15,000 subscribers
- 22,500 pass-along readers<sup>2</sup>
- 37,500 total readers

## Geographic Distribution of PLANADVISER<sup>1</sup>

|                    |       |
|--------------------|-------|
| South Atlantic     | 15.0% |
| East North Central | 16.6% |
| Pacific            | 12.3% |
| Middle Atlantic    | 18.1% |
| West North Central | 8.5%  |
| West South Central | 6.9%  |
| Mountain           | 5.9%  |
| New England        | 11.3% |
| East South Central | 3.1%  |



| Adviser Type                            | Magazine <sup>3</sup> | Online |
|---|-----------------------|--------|
| Independent Adviser                     | 23.2%                 | 40.5%  |
| Securities brokerage Broker/Dealer      | 11.0%                 | 10.8%  |
| Wirehouse                               | 5.2%                  | 6.8%   |
| Regional brokerage                      | 2.3%                  | 1.4%   |
| Third-Party Administrator (TPA)         | 5.5%                  | 9.5%   |
| Insurance                               | 4.2%                  | 12.2%  |
| Bank or trust company                   | 3.8%                  | 9.5%   |
| Plan provider/recordkeeper              | 13.5%                 | 13.5%  |
| Mutual fund company investment provider | 5.7%                  | 8.1%   |
| Law Firm                                | 2.1%                  | 1.4%   |
| Other                                   | 19.4%                 | 12.2%  |

| Adviser experience | Magazine <sup>3</sup> | Online |
|--------------------|-----------------------|--------|
| <3 years           | 11.9%                 | 18.9%  |
| 3–5 years          | 5.5%                  | 8.6%   |
| 5–8 years          | 6.5%                  | 7.1%   |
| 8–10 years         | 5.6%                  | 7.1%   |
| 10–15 years        | 11.0%                 | 20.0%  |
| >15 years          | 29.4%                 | 38.6%  |

| Retirement plan assets under mgmt | Magazine <sup>3</sup> | Online |
|-----------------------------------|-----------------------|--------|
| >\$1B+                            | 14.6%                 | 24.3%  |
| >\$500MM–1B                       | 5.0%                  | 12.2%  |
| >\$250MM–500MM                    | 5.2%                  | 4.1%   |
| >\$100MM–250MM                    | 5.8%                  | 12.2%  |
| >\$50MM–100MM                     | 7.2%                  | 9.5%   |
| >\$25MM–50MM                      | 5.2%                  | 9.4%   |
| \$10MM–25MM                       | 7.6%                  | 8.1%   |
| <\$10MM                           | 11.4%                 | 6.8%   |
| Not applicable                    | 23.0%                 | 17.6%  |

| % of business in retirement plans | Magazine <sup>3</sup> | Online |
|-----------------------------------|-----------------------|--------|
| 100%                              | 23.7%                 | 18.1%  |
| 90–99%                            | 6.1%                  | 25.0%  |
| 75–89%                            | 6.2%                  | 6.9%   |
| 50–74%                            | 9.7%                  | 28.8%  |
| <50%                              | 24.0%                 | 29.2%  |

| Number of retirement plan clients | Magazine <sup>3</sup> | Online |
|-----------------------------------|-----------------------|--------|
| <10 clients                       | 27.8%                 | 18.1%  |
| 10–15 clients                     | 8.3%                  | 12.5%  |
| 16–20 clients                     | 4.3%                  | 4.2%   |
| 21–30 clients                     | 4.9%                  | 9.7%   |
| 31–40 clients                     | 3.3%                  | 9.7%   |
| >40 clients                       | 24.0%                 | 45.8%  |

| Plan types      | Magazine <sup>3</sup> | Online |
|-----------------|-----------------------|--------|
| 401(k)          | 75.6%                 | 98.5%  |
| 403(b)          | 44.5%                 | 66.2%  |
| 457             | 30.4%                 | 50.8%  |
| Nonqualified    | 37.0%                 | 61.5%  |
| Defined benefit | 43.9%                 | 58.5%  |
| Other           | 9.8%                  | 27.7%  |

<sup>1</sup> Source: June 2016 BPA Statement

<sup>2</sup> Source: 2014 Readership Study (Litchfield Research)

<sup>3</sup> Source: Publisher subscription data as of September 2016

# 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

## 2017 Magazine Closing Dates

| Issue             | Reservations | Materials |
|-------------------|--------------|-----------|
| January–February  | 1/20/17      | 1/27/17   |
| March–April       | 3/17/17      | 3/24/17   |
| May–June          | 5/11/17      | 5/18/17   |
| July–August       | 7/18/17      | 7/25/17   |
| September–October | 9/8/17       | 9/15/17   |
| November–December | 11/13/17     | 11/20/17  |

## 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

Strategic Insight, Attn: Lynn Connelly, 1055 Washington Blvd., Stamford, CT 06901, (203) 595-3262 / creative@strategic-i.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

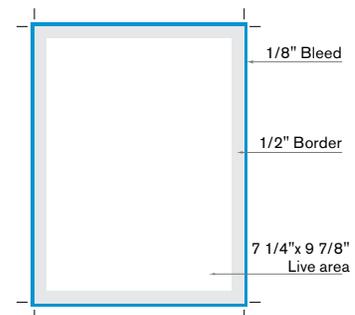
- Trim size: 8 1/4" x 10 7/8"
- Allow 1/8" on all sides for bleeds

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—Native Opportunity

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.

## ADVERTORIAL GUIDELINES

All advertorials and advertisements must be clearly and immediately recognizable as advertisements. The company name/logo must appear prominently and the words “SPONSORED SECTION” or “SPECIAL ADVERTISING SECTION” for supplied content must appear on each page.

## 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 |
|--|---------|

## ELECTRONIC REPRINTS—PDF

|               |         |
|---------------|---------|
| Up to 4 pages | \$3,750 |
|---------------|---------|

|                              |            |
|------------------------------|------------|
| 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.

# Digital 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: 32,000\*

Page Views: 105,000\*

Time Spent on Site: 2 minutes 44 seconds

\*Source: Omniture Analytics December 2016 - July 2017

### Run of Site Banner Ad Rates

- Top Super Leaderboard (970x90 px): *\$150 CPM*
- Top Leaderboard (728x90 px): *\$150 CPM*
- Top Large Rectangle (300x600 px): *\$150 CPM*
- Top Island (300x250 px): *\$150 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: *\$175 CPM*
- Expandable Top Island w/Video: *\$175 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: 32,000

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

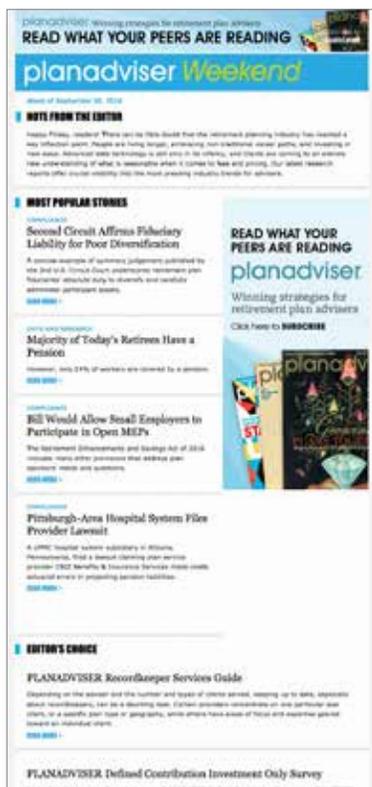
- Top Leaderboard (728x90 px) \$1,250 each newsletter
- Top Island (300x250 px) \$1,250 each newsletter
- Mid Leaderboard (728x90 px) \$1,150 each newsletter
- Mid Island (300x250 px) \$1,150 each newsletter
- Sponsored Message
  - Header—one line; up to 70 characters including spaces
  - Body—3 lines; 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

Circulation base: 19,125 subscriber

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
- Roadblock of Ads: \$1,750

# 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

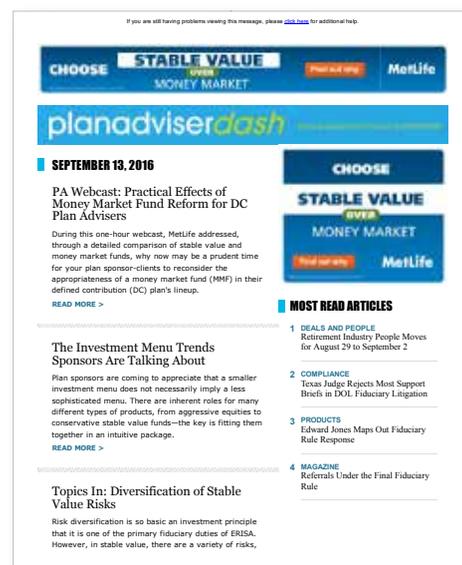
Industry Voices, provides the opportunity for our clients to position their high-impact supplied content in front of a target audience that is interested in learning about new trends and key insights surrounding the retirement benefits space.

### 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

- 300x250px
- 300x600px
- 20k max file size

\$2,500/month



## Digital & 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 <span style> 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@strategic-i.com](mailto:adops@strategic-i.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*

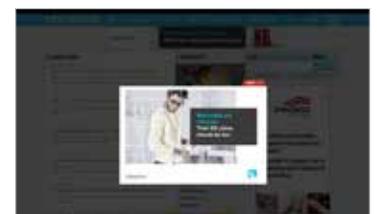
- Top Leaderboard (728x90 px)
- Top Island (300x250 px)
- Mid Leaderboard (728x90 px)
- Mid Island (300x250 px)
- Sponsored Message (*Header—one line; up to 70 characters including spaces; Body—3 lines; up to 85 characters per line including spaces URL—please send as http:// format, not www.*)

#### 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

## 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

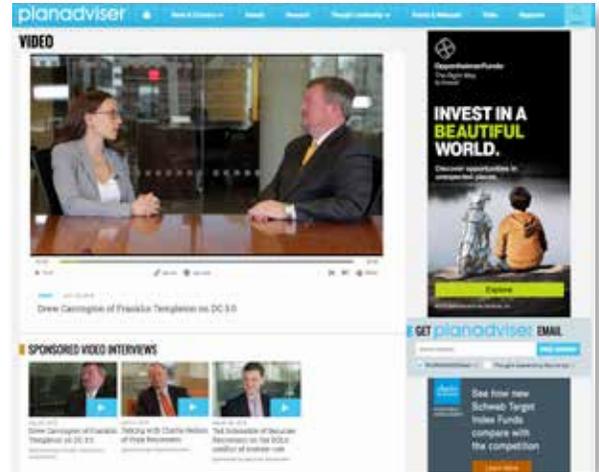
Video will be promoted as a sponsored text message (text ad) in three editions of the PLANADVISERdash newsletter.

### PLANADVISER Thought Leadership Round-Up Promotion

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

**Video Interview: \$8,500 net**

**Supplied Videos: \$7,500 net**



Hosted in multi-media tab of PLANADVISER.com

## 2017 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, +1 617-670-4710 / michael.garity@strategic-i.com  
 CAROL POPKINS, +1 203-595-3282 / carol.popkins@strategic-i.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

# 2017 Conferences, Seminars, and Awards Programs Calendar\*

## MARCH

Global Custodian Europe Awards Dinner *March 16, The Savoy, London*

PLANSPONSOR/PLANADVISER Awards for Excellence Dinner *March 30, Chelsea Piers, New York*

## APRIL

Chief Investment Officer Summit New York *New York*

## JUNE

Chief Investment Officer European Influential Investors' Forum *London*

Chief Investment Officer European Innovation Awards *London*

DC Plan Boot Camp *June 7, Renaissance Hotel, Washington D.C.*

PLANSPONSOR National Conference (PSNC) *June 7-9, Renaissance Hotel, Washington D.C.*

Strategic Insight Fund Trends 2016 *June 20-21, Chelsea Piers, New York*

## SEPTEMBER

PLANADVISER National Conference Golf Tournament *September 10, The Ritz-Carlton Golf Club, Grande Lakes, Orlando*

PLANADVISER National Conference (PANC) *September 11-13, JW Marriott, Grande Lakes, Orlando*

529 Conference & 529 'Essentials' Seminar *September 11-13, 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 *Harvard Club, New York*

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

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

\*This calendar is subject to change.

# 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
- Leveraging Robo-Advisory Services
- Financial Wellness
- Interpreting the Latest DOL Rulings

#### 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.

## 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

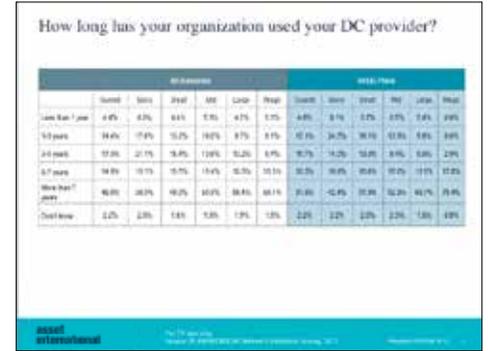
- Consist of 50+ pages in pdf format
- Provide coverage of DC plans in 49 different industries
- Compare client plans to others by industry, asset class, and overall
- Are available with your firm's branding or logo on every page
- Are distributable to sales staff or adviser networks, and can be posted 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              | Testing, Consulting                                | Manufacturing-Industrial Products       |
| Advertising/Marketing/Printing                      | Engineering/Architecture                           | Media/Communications/Publishing         |
| Aerospace/Defense                                   | Equipment Sales/Leasing/Service (new)              | Membership Org/Industry Assn (new)      |
| Agriculture   | Financial Services                                 | Nonprofit Org/Endowment/Foundation      |
| Automotive Dealerships/Service                      | Fortune 1000                                       | Oil & Gas/Energy/Mining Pharmaceuticals |
| Automotive Manufacturing/Parts                      | Government/Public Works-City/Municipal (new)       | Real Estate                             |
| Banking-Commercial/Retail                           | Government/Public Works-County/State/Federal (new) | Religious Org/Social Services (new)     |
| Building/Construction/Contracting                   | Healthcare Organization (for profit)               | Research & Development (new)            |
| Business Services/Staffing                          | Healthcare Organization (not for profit)           | Restaurant/Food Service                 |
| Chemicals (new)                                     | Hotels/Gaming/Entertainment/Hospitality/Travel     | Retail                                  |
| Consulting  | Insurance/Reinsurance                              | Technology/Computers/Software           |
| Consumer Services                                   | Investment Banking/Holding Co (new)                | Telecommunications                      |
| Credit Union  | Labor Union  | Transportation/Airline                  |
| Distribution/Manufacturer's Rep/Import/Export (new) | Law Firm   | Utilities                               |
| Education-Higher Ed (new)                           | Manufacturing-Consumer Products                    | Wholesale                               |
| Education-K12/Preschool/Daycare (new)               |  | 403(b) plans                            |
| Environmental, Recycling, Remediation,              |  | 457 plans                               |



# 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  
 +1 203-979-3091  
 brian.okeefe@strategic-i.com

| Service Category                           | Participant Service Score | Plan Provider Score | Participant Service (P) |
|--|---------------------------|---------------------|-------------------------|
| Participant Call Center                    | 7.000                     |                     |                         |
| Participant Website Functionality          | 7.000                     |                     |                         |
| Online Tools/Features & Investing Services | 7.000                     |                     |                         |
| Participant Statements                     | 7.000                     |                     |                         |
| Overall Education Program                  | 7.000                     |                     |                         |
| Contribution Materials                     | 7.000                     |                     |                         |
| Enrollment Assistance                      | 7.000                     |                     |                         |
| Retiree Services / Payments                | 7.000                     |                     |                         |
| Choice Modeling with Participants          | 7.000                     |                     |                         |
| Range of Investment Options                | 7.000                     |                     |                         |
| Participant Loan/Withdrawal Processing     | 7.000                     |                     |                         |
| Participant Beneficiary Administration     | 7.000                     |                     |                         |
| Participant Fee Disclosure                 | 7.000                     |                     |                         |

# 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              | \$1036   | \$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 Strategic Insight. 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

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