

# planadviser®

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## MEDIA KIT 2020

## Our Mission

Over the past 13 years, retirement plan advisers have reshaped the face of retirement benefits programs and PLANADVISER has been there every step of the way—providing deep insight into the most pressing retirement plan challenges and strategies facing this specialized group. Our mission, through diverse media channels, is to identify and explore the most critical selling and servicing strategies and tactics facing retirement plan advisers and their clients.

## Our Audience

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), 403(b), 457 and defined benefit (DB) plans.

## Our Reach

PLANADVISER offers industry providers a powerful array of customer-driven marketing programs and information resources to strengthen your brand. No other media source can offer such a clear path to reach this influential and specialized group of advisers through our award-winning magazine, industry-leading events, daily online news, electronic newsletters, webcasts/multimedia, and social connections.

## What We Do



**Magazine:** With its reputation for editorial integrity, objectivity and leadership, PLANADVISER is the trusted information and solutions resource for specialty advisers focused on the institutional retirement plan market. Feature your firm and establish your position as an industry leader by contributing to the content of our industry leading magazine.



**Digital:** Every day on 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 41,000 unique visitors.



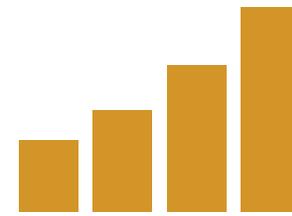
**Events:** Through our PLANADVISER National Conference (PANC), we provide an annual meeting place for the top retirement plan advisers from across the United States. If your firm is seeking face to face contact with this specialist group of advisers, there is no better venue.



**Newsletters:** Our daily PLANADVISER Dash newsletter is delivered every weekday to 21,000 subscribing retirement plan advisers. Each issue provides the latest news and insight into the issues and changes that shape the retirement industry. Display and native advertising opportunities are available to distribute your message directly to our valuable subscriber base.



**Webcasts and Videos:** 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 these high impact multimedia channels.



**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\*

- 6,927** Website Audience Reach
- 3,796** Registered Website Users
- 3,131** Newsletter Subscribers
- 17,164** Magazine Reach
  - Print Subscribers 9,801
  - Digital Subscribers 7,363

**Digital Traffic**

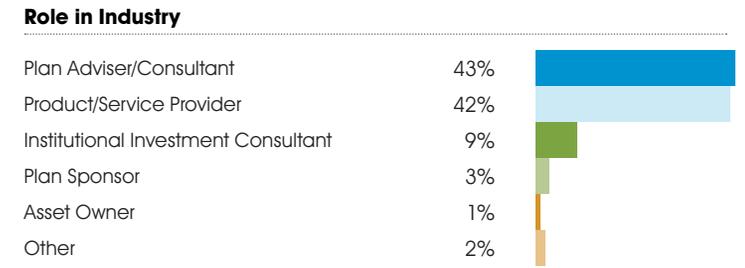
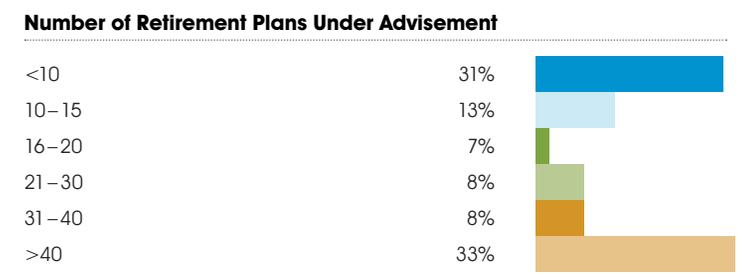
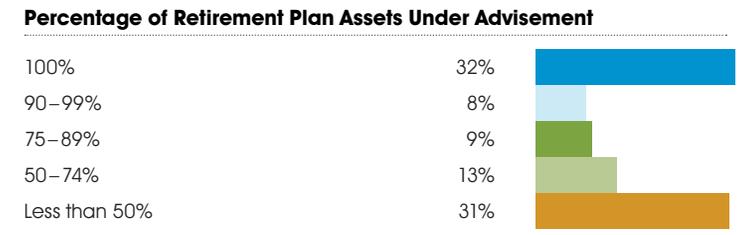
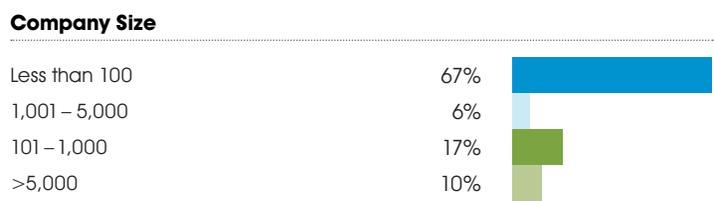
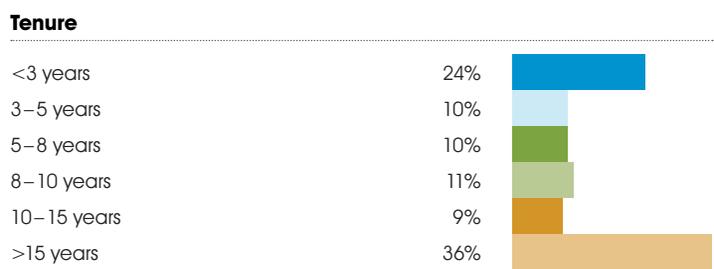
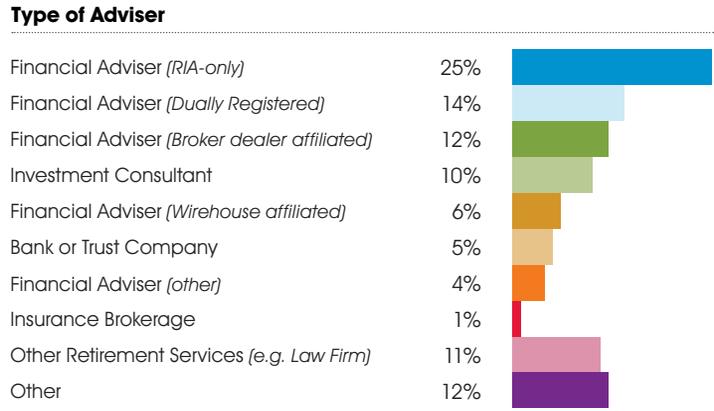
- 41,000** Unique visitors
- 169,000** Page views
- 1:45** Minutes avg time spent on site

**PLANADVISER Dash Newsletter**

- 21,000** Circulation base

**Social Footprint**

- 5,100** Twitter followers
- 48,000** Facebook retargeted users
- 22,000** LinkedIn retargeted users



\*Source: Publishers own data. Audience profile data is for registered website and newsletter users.

## Features and Departments



### Cover Story\*

An in-depth look at a topic plan advisers need to know.

### Publisher's Note\*

With years of experience in the field, Publisher Alison Cooke Mintzer offers a keen perspective on topics of the day.

### Intro\*

A brief summary of what appears in the issue.

### Data Points\*

Proprietary research analysis.

### Compliance News\*

We distill our coverage of key legislation, regulations and litigation from Washington and the courts for busy advisers who want to stay informed.

### Trends\*

Briefs on the means advisers use to help employers take action when participants have concerns.

### Winners' Circle\*

On the 15th anniversary of our Retirement Plan Adviser of the Year Awards, we check in on past winners' practices today.

### In Practice\*

Each issue, we present a specific strategy for growing an advisory practice, from the perspective of advisers who have done it.

### Investment-Oriented\*

How plan advisers can help clients customize their investment menus.

### Service Strategies

How advisers' roles are changing based on their firms offering a wider variety of plan types or "special circumstance" advising.

### Client Service

Best practices for advisers' day-to-day servicing of their clients.

### Micro Scope

Strategies for building a lucrative business on plans with under \$5 million in assets under advisement.

### Outreach

Ways that advisory practices use sales and marketing techniques to attract and win new clients.

### Practice Management

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

### Voices\*

An expert from the adviser or institutional retirement planning community shares his or her thoughts about the industry.

### Compliance Consult\*

Each issue, David Kaleda of Groom Law Group explores a challenge that advisers face and how to overcome it.

### ERISA Vista\*

Attorneys Fred Reish and Joan Neri, from Drinker Biddle & Reath, respond to advisers' questions about how to ensure their practice complies with ERISA.

### Advisers Giving Back\*

Advisers and advisory practices that are doing philanthropic work.

\*Runs in every issue.

2020 Edit Calendar\*

January–February	March–April	May–June	July–August	September–October	November–December
<p><i>Publishes in February</i></p> <p><b>FEATURES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• Data security</li> <li>• Adviser compliance</li> <li>• Financial wellness</li> <li>• Low-interest-rate environment</li> </ul> <p><b>DEPARTMENTS</b></p> <ul style="list-style-type: none"> <li>• Investment-Oriented: Retirement income products</li> <li>• Client Service</li> <li>• Service Strategies: Equity compensation</li> <li>• Outreach: Social networks</li> </ul> <p><b>SURVEY</b></p> <p>Micro-Plan Survey</p> <p>Sponsored reservation: 12/20/19 Ad reservation: 1/17/20 Ad material: 1/24/20 Mail date: 2/20/20</p>	<p><i>Publishes in April</i></p> <p><b>FEATURES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• Small-plan benefits</li> <li>• 403(b) plan landscape</li> <li>• Fiduciary Services</li> <li>• Annuities</li> </ul> <p><b>DEPARTMENTS</b></p> <ul style="list-style-type: none"> <li>• Investment-Oriented: Risk management strategies</li> <li>• Client Service</li> <li>• Service Strategies: DB plans</li> <li>• Outreach: Referrals</li> </ul> <p>Sponsored reservation: 2/18/20 Ad reservation: 3/18/20 Ad material: 3/25/20 Mail date: 4/21/20</p>	<p><i>Publishes in June</i></p> <p><b>FEATURES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• DCIO firms evolve</li> <li>• Partnering with providers</li> <li>• Damage control in a downturn</li> <li>• EBSA's e-disclosure rule</li> </ul> <p><b>DEPARTMENTS</b></p> <ul style="list-style-type: none"> <li>• Investment-Oriented: Active funds vs. passive funds</li> <li>• Client Service: The alternative workplace</li> <li>• Service Strategies: Compliance when it's tough</li> </ul> <p><b>SURVEY</b></p> <p>DCIO Survey</p> <p>Sponsored reservation: 4/13/20 Ad reservation: 5/11/20 Ad material: 5/18/20 Mail date: 6/18/20</p> <p><b>PRACTICE PROGRESS WEBINARS</b></p> <p>Best Practices in Managing the New Norm of Remote Advisory Practices: Lessons Learned May 28</p> <p>Regulation Best Interest Is here ... Now What? June 25</p>	<p><i>Publishes in August</i></p> <p><b>FEATURES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• A changing investment outlook</li> <li>• Client development in times of uncertainty</li> <li>• Mentoring advisers</li> <li>• New fiduciary rule</li> <li>• Pension risk transfer</li> </ul> <p><b>DEPARTMENTS</b></p> <ul style="list-style-type: none"> <li>• Participant Services: Retaining sponsors' business</li> <li>• Service Strategies: Health savings account education</li> </ul> <p><b>SURVEY</b></p> <p>Recordkeeper Services Survey (includes SEP/SIMPLE Services)</p> <p>Sponsored reservation: 6/22/20 Ad reservation: 7/20/20 Ad material: 7/27/20 Mail date: 8/25/20</p> <p><b>BONUS DISTRIBUTION</b></p> <p>2020 Virtual PLANADVISER National Conference (PANC)</p> <p>2020 Virtual PLANSponsor National Conference (PSNC)</p> <p><b>PRACTICE PROGRESS WEBINARS</b></p> <p>Topics for Committee Discussions July 28</p> <p>Advisers Giving Back/CSR August 25</p>	<p><i>Publishes in October</i></p> <p><b>FEATURES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• Analyzing support structures</li> <li>• Maximizing virtual meetings</li> <li>• Showing your value in requests for proposals</li> <li>• Plan design to support decumulation</li> </ul> <p><b>DEPARTMENTS</b></p> <ul style="list-style-type: none"> <li>• Investment-Oriented: Inflation protection</li> <li>• Client Service</li> <li>• Service Strategies: When saving starts late</li> <li>• Winner's Circle</li> </ul> <p><b>SURVEY</b></p> <p>Retirement Plan Adviser Survey</p> <p>Sponsored reservation: 8/20/20 Ad reservation: 9/17/20 Ad material: 9/24/20 Mail date: 10/22/20</p> <p><b>BONUS DISTRIBUTION</b></p> <p>2020 Virtual Best of PSNC</p> <p><b>PRACTICE PROGRESS WEBINAR</b></p> <p>Leveraging Resources and Providers to Support and Grow Your Business September 24</p>	<p><i>Publishes in December</i></p> <p><b>FEATURES/HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>• 2020 Legislative and regulatory update</li> <li>• Aggressive plan design</li> <li>• Training plan committees</li> <li>• Revamping your business plan</li> <li>• Target-date funds</li> </ul> <p><b>DEPARTMENTS</b></p> <ul style="list-style-type: none"> <li>• Investment-Oriented: Sequence of return risk</li> <li>• Client Service</li> <li>• Service Strategies</li> <li>• Outreach: Client onboarding</li> </ul> <p><b>SURVEY</b></p> <p>Practice Benchmarking Survey</p> <p>Sponsored reservation: 10/15/20 Ad reservation: 11/11/20 Ad material: 11/18/20 Mail date: 12/17/20</p> <p><b>PRACTICE PROGRESS WEBINAR</b></p> <p>Topic TBD</p>

\*This calendar is subject to change.

# Magazine Display Advertising

## MAGAZINE ADVERTISING RATES

### 4-Color Process

Full Page

Two-Page Spread

### Premium Positions

Cover 2 Inside front cover

Cover 3 Inside Back Cover

Cover 4 Outside Back

Opposite TOC; EIC Letter; or Managing Editor Letter

### Specialty Covers

Cover 2 Spread Inside front two pages

Tip-On/False Cover Two pages

Gatefold Three pages



## 2020 MAGAZINE CLOSING DATES

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

# Industry Intelligence / Custom Publishing

The PLANADVISER magazine and PLANADVISER.com website offer you two distinct industry-recognized platforms on which to showcase your expertise and raise the awareness of your brand. Each thought leadership article is published in PLANADVISER magazine and then also posted on PLANADVISER.com and promoted through our website and newsletters. Whether you have content already created to distribute or need support to create the right message, PLANADVISER can help.

## Thought Leadership (Conducted Interview)

Using a moderated-discussion format between a senior PLANADVISER editor and key executives at your firm, we will write an article centered around a topic of compelling interest to the plan adviser community and elaborate on the characteristics that distinguish your firm from your competitors. This article will be designed by PLANADVISER with final approval by the client.

## Supplied Thought Leadership (Non-Printer Ready or Printer Ready\*)

You provide PLANADVISER with approved content for your Thought Leadership article. Supplied content that is not printer ready is designed by PLANADVISER with final approval from the client. Supplied printer ready content is sent to PLANADVISER as a printer ready PDF. Digital only opportunities available as well as reprints inquire for more information.

**All Thought Leadership pieces are posted on the PLANADVISER.com once client signs off on the digital version.**

**\*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.**



## Thought Leadership Article Promotion

- Two native in-feed text ads on the homepage
- Two native sponsored message ads in PLANADVISER Dash Newsletter
- Featured in two editions of Thought Leadership Round-Up Newsletter.
- Ads are based on title and description of Thought Leadership article.

## 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.

## Specs for Supplied 'Digital-Only' Content:

- Please supply text content in Word file
- Images/Graphics: jpg, png, or gif (Minimum 800 px width or 1000 px height)
- Logos: EPS file (vector logo)
- Title (80-120 character headline)
- Description of content (180-360 character sub-headline)
- If available we will accept native application file for the article, including: all text content, images, charts, and logos used in the article.
- Embeddable elements also available: video, interactive, etc... please inquire for details.
- Impression trackers are not accepted for sponsored articles, videos, webcasts, landing pages or newsletters.

For more information, please contact your account manager or email [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com).

# Digital Display Banners

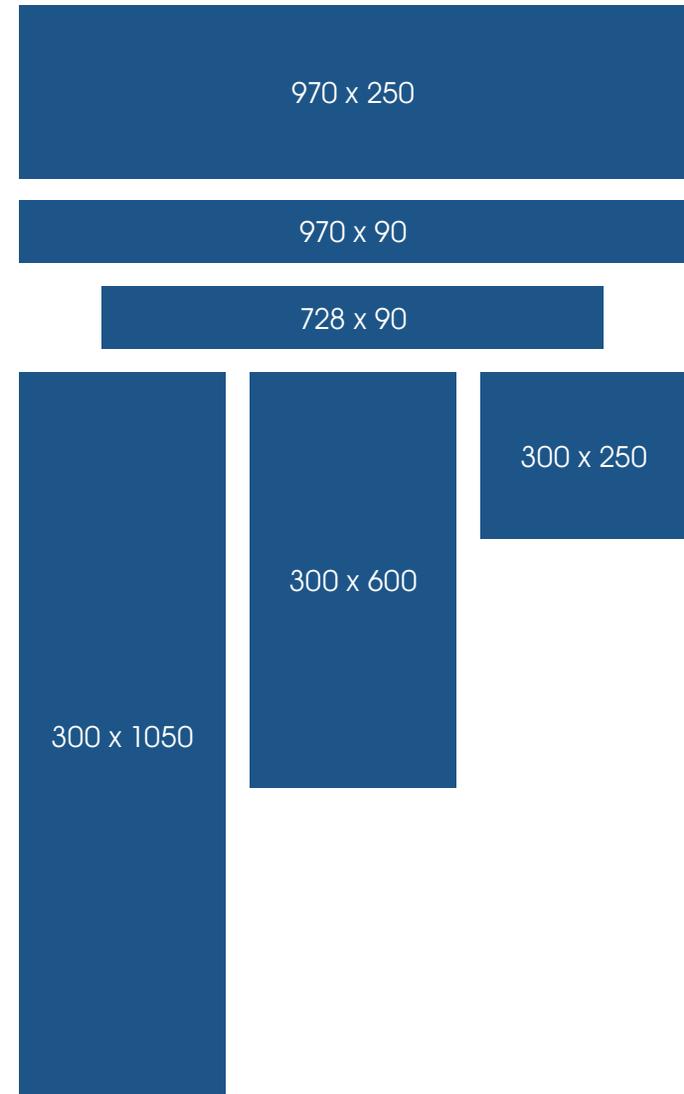
ROS Display Units	Ad Sizes	Expandable	Expanded Size	Flight
Billboard	970x250	No	n/a	Variable
Super Leader	970x90	Yes	970x250	Variable
Leader	728x90	Yes	728x315	Variable
Portrait	300x1050	No	n/a	Variable
Jumbo Island	300x600	No	n/a	Variable
Island	300x250	Yes	300x600	Variable

High-Impact Daily Units	Ad Sizes	Expandable	Expanded Size	Flight
Roller	16:9	No	n/a	Daily and Weekly
Welcome	600x400	No	n/a	Daily
Skin	1400x800	No	n/a	Daily
Pencil Pushdown	1040x60	Yes	1040x250	Daily
Flex	5:1	No	n/a	Daily
Native In-Feed Text (top)	Text	No	n/a	Daily
Native In-Feed Text (bottom)	Text	No	n/a	Daily

Technical specifications for all units can be found at [strategic-i.com/ad-specifications](http://strategic-i.com/ad-specifications).

Technical specifications for all placements are available upon request. Please address all inquiries to [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com).

## ROS Display Units



# Newsletter Advertising

## PLANADVISER Dash Newsletter

Circulation base: 21,000 subscribers

PLANADVISER Dash is the daily email newsletter addressing specific needs and concerns of advisers specializing in the sale and servicing of institutional retirement plans. PLANADVISER Dash 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, PLANADVISER Dash 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.

## PLANADVISER Weekend

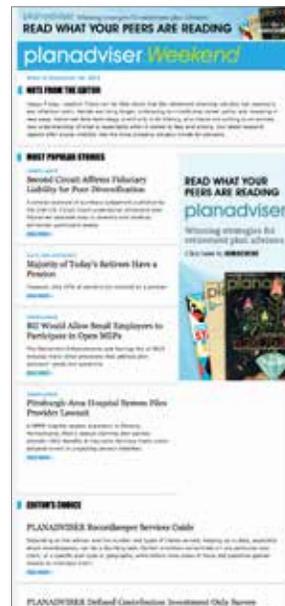
Circulation base: 16,250 subscribers

Each week PLANADVISER brings you the most popular articles of the week, curated by theme. The first Friday of the month will focus on Practice Management; second Friday, Investing; the third Friday of each month we will bring you articles focused on Client Service; and the fourth Friday will be focused on Health Care and Other Benefits. Five Fridays in a month happens only quarterly, but that week our topic will be Rollovers.

For more information, please contact your account manager or email [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com).



PLANADVISER Dash



Weekend

### Addash Banner Ads

- Leaderboard: 728x90
- Island: 300x250
- Native Sponsored Messages: Top, Bottom
- Roadblock and custom newsletter options available

**Technical specifications for all placements can be found by visiting: [strategic-i.com/ad-specifications](http://strategic-i.com/ad-specifications).**

### PLANADVISER Weekend Ads

- Leaderboard: 728x90
- Large Rectangle: 300x600
- Roadblock and custom newsletter options available

# Custom Newsletters & Supplied HTML Blast

## Custom Newsletters

PLANADVISER offers two ways for clients to be featured in custom newsletters. With the sponsor contributed content custom newsletter, sponsors have the option to control up to 50% of the newsletter's content in addition to all the advertising placements. This content is paired with PLANADVISER editorial content which is also selected by the client.

Advertisers can also choose to sponsor a special edition of PLANADVISER Dash around a specific topic. PLANADVISER's editorial team provides all the content for this newsletter, surrounded by the sponsor's banners and sponsored message ads.

## HTML Blast

An HTML Blast is a client-supplied HTML file placed in our branded frame and sent to PLANADVISER's newsletter audience of 23,000+ subscribers. Custom newsletters and supplied sponsored emails allow you firm to expand its presence, establish its expertise in a specific topic area, and directly connect with our key audience.

For more information, please contact your account manager or email [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com).

### Custom and Topic Sponsored Newsletter Ad Specs

- Leaderboard (728x90 px)
- Island (300x250 px)
- Native Sponsored Messages: Top and bottom

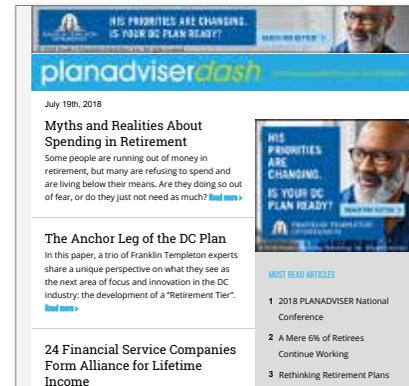
**Technical specifications for all placements can be found by visiting: [planadviser.com/advertise](http://planadviser.com/advertise).**

### Specifications

- File Format Accepted: HTML
- All images must be hosted by the sponsor
- Tracking links may be used but must be embedded into the HTML content prior to delivery.
- If you choose to embed double-click tracking links, please note that we will not be able to provide click tracking on your reporting as double click links disable our ability to track clicks. We recommend using UTM tracking links instead.
- Impression trackers are not accepted. Click trackers accepted

### Custom Newsletter Special Opportunities

- Sponsor contributed content
- Topic sponsorship
- E-mail blast sponsorship



# Topical Landing Page

## Microsite

Partner with PLANADVISER to create a timely topic specific co-branded digital content section. As sponsor your branded Thought Leadership materials (e.g.: research, white papers, videos, infographic images, webcasts, slide shows, etc.) are prominently posted in this section, along with topical content from the PLANADVISER's Editorial Team. This highly customizable solution has an add on lead generation component as well as display banner ad options. The section is featured on the homepage and can easily be found though in our navigation bar. The sponsored section will be promoted regularly during the sponsorship period via sponsored messages, home page native ads and banners in PLANADVISER's AdDash and companion newsletters.

For more information, please contact your account manager or email [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com)

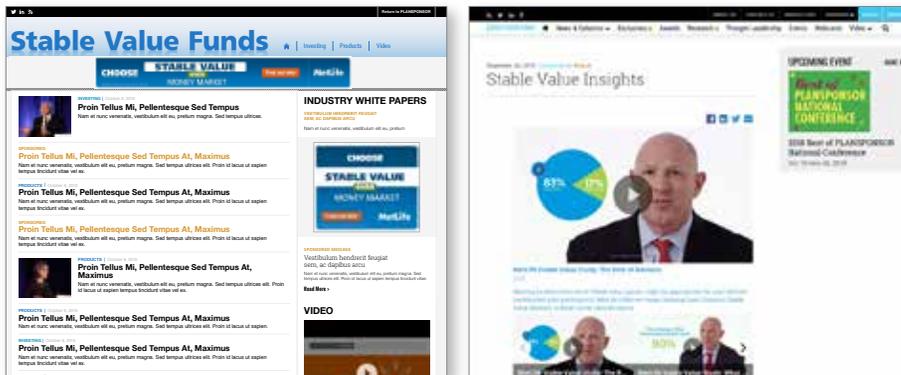
## Microsite Display Ad Sizes

- Top ad sizes available:  
728x90 or 970x90 or 970x250
- Middle ad sizes available:  
300x250 or 300x600
- Bottom ad sizes available:  
728x90 or 970x90

## Microsite Components\*

- White papers
- Research
- Thought leadership
- Videos (Long/short form)
- Infographics
- Webcasts
- slide shows
- Display banner ads
- Topical Editorial Content.

**\*All components are optional and you can add or remove.**



# Featured White Paper Program

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

#### Lead Capture Fields Available

- Work email *(required)*
- First Name *(optional)*
- Last Name *(optional)*
- Company Name *(optional)*
- City *(optional)*
- State/Region *(optional)*
- Country *(optional)*
- Zip/Postal Code *(optional)*
- Phone *(optional)*
- Company Size *(optional)*
- Firm's asset size at holding company level *(optional)*
- Job Title Industry *(optional)*
- Custom questions also available

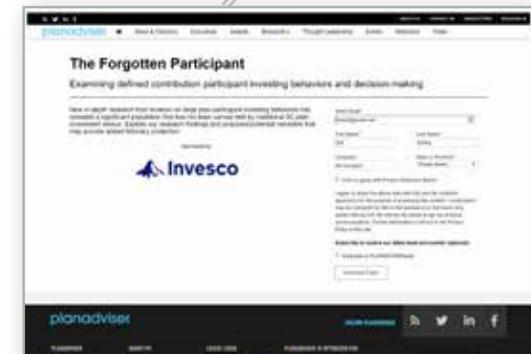
#### Material Specifications

- PDF of white paper or link to download
- Title of white paper *(60 characters or less)*
- Company logo *(200x200 px); high resolution format*
- Short description of white paper *(100 character headline)*
- Long description *(1,500 words or less)*
- All materials due five business days before launch
- Impression trackers are not accepted

#### Program Details

##### White Paper

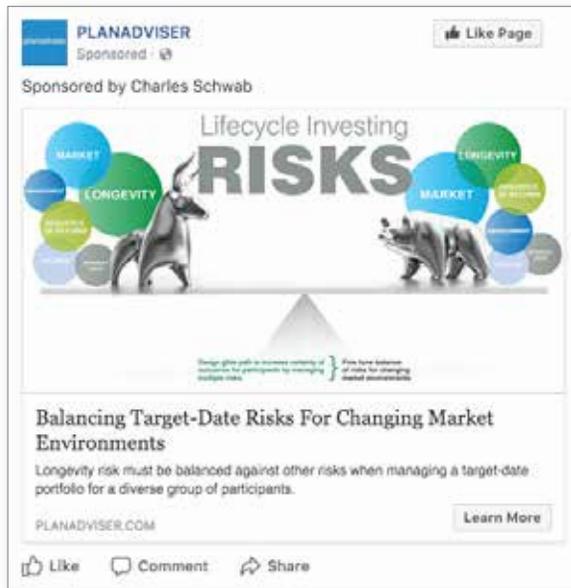
- Hosted on PLANADVISER.com for two months
- Featured on White Paper landing page
- Abstract on "Industry White Paper" box on homepage
- Promoted regularly during the sponsorship period via two home page native ads, two sponsored messages in daily newsletter per month and will be featured in two editions of the industry round up newsletter.
- Ads are based on title and description of White Paper.



# Facebook Retargeting

Target your thought leadership, research, video or special announcements to planadviser.com readers on Facebook. Using Facebook’s social retargeting technology, PLANADVISER has accumulated a substantial audience of Facebook users who also visit the planadviser.com website. This proprietary association allows you to promote your content to our readership in a whole new way—directly through their Facebook social feed—for high impact branding and engagement.

For more information, please contact your account manager or email [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com).



## HERE'S HOW IT WORKS

-  Plan Adviser User
-  User visits PLANADVISER.com
-  User leaves and is tracked
-  User goes to Facebook
-  User sees your ad on their feed
-  User clicks ad to view your content (on our site or yours)

## Unique Facebook Retargeted Users

48,000

## Retargeting options

- Promote Thought Leadership, research, video or special announcements
- Include image, title, description and link to your site or back to PLANADVISER.com
- Option to embed in-feed video player
- Client is responsible for providing creative
- Sponsor must approve of ISS to tag them in ads. Ads must be clearly tagged as such. Client supplied creative will be appended to include these tags.

## Video

Increase the impact of your firm's message by working with PLANADVISER to 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 already produced and let PLANADVISER host and publicize it for you.

### Video Interviews

Online video consumption is exploding. PLANADVISER has the tools to help you produce and distribute high impact video content. Leveraging PLANADVISER's production capabilities allows marketers multiple ways to execute video thought leadership programs. Here are a few of our custom solutions: Sponsors can conduct the interview or use a PLANADVISER editor to conduct an interview, record a live event or edit a prerecorded video of an event and simply incorporate text-based transitions during the editing process. No matter which execution you choose, our experienced team will consult to help transform your Thought Leadership message into an engaging video or video series that will inform, entertain and create those "aha" moments with the audience that will lead to further engagement.

### Supplied Video Content

If your video is already produced and you are seeking ways to reach plan adviser viewers, we can post and promote your video on PLANADVISER.com. All supplied videos must be approved for reproduction before being posted on PLANADVISER.com.



### Video Package Details

- Videos are posted in the PLANADVISER.com video section for 60 days and can be linked and or tracked with any outside website. Media file to be provided at no additional fee.
- This program can be customized to add on a lead generation component.
- All video campaigns are supported with promotional ad campaigns. Promotional schedule will be determined at launch. Promotional package included: Two native in-feed text ads on the homepage, two native sponsored message ads in AdDash Newsletter and featured in two editions of Industry Intel Roundup.
- Videos created by the PLANADVISER team may be hosted on the sponsors website, social media, and first party landing pages.
- Content may not be reposted on third-party websites or redistributed via social media without consent.
- Impression/click trackers are not accepted.

# Webcasts

A webcast is the perfect medium to generate highly qualified leads and establish your firm as an industry thought leader. At PLANADVISER, our webcast team works with you every step of the way to ensure that your message is aligned with our audience, your webcast is actively promoted to drive attendance and the experience for your participants is of the highest quality on the day of the event.

## Editor vs. Client-Driven

PLANADVISER offers two choices for your webcast delivery. You can collaborate with a PLANADVISER editor to develop your content theme, identify the right speakers and moderate the session OR you can leverage our brand, our marketing and our production capabilities to host your own webcast without editorial representation. The choice is yours.

## A Full-Service Experience

- Extensive pre-webcast marketing campaign
- Opportunity to add custom questions to the registration page
- Opportunity to extend your reach to the PLANSPONSOR and/or CIO audience (s)
- Technical management before, during and after the webcast
- Audience reporting dashboard featuring real-time access to contact info, attendee activity

## Webcast Marketing Campaign

- Four emails sent to the PLANADVISER digital subscriber database
- Listing in the Upcoming Webcasts section of PLANADVISER.com

## Audience Extension

Expand your reach to the retirement plan sponsor or our institutional investment communities by including a second promotional campaign to the audience of one of our sister publications, PLANSPONSOR or CIO. Your webcast will be promoted through email, newsletters and website channels with the same consistency as your campaign via PLANADVISER.

## Lead Intelligence Dashboard

- Access up to the minute registration information and lead intelligence through our special dashboard.
- View registration counts, attendee conversion rates, audience activity
- Download a complete lead list including contact details and answers to your registration questions
- Know who did what in terms of Q&A, live polling and resources downloads.

## Customize Your Webcast Experience

The Big Marker platform offers a wide variety of tools to fully engage your audience including:

- Q&A
- White paper
- Live polling/surveys
- Company URL linking
- CE certification
- In event call to action overlays/pop up
- Screen sharing
- White-boarding
- Live & Pre-recorded video
- Audience engagement automation.

## Webcast Option

- Editorially-led Webcast
- Client-led Webcast
- Add-on: Audience extension

*NOTE: In order to better target our marketing and limit exposure to those persons and parties our clients would prefer didn't attend our events, we offer the following options to restrict attendance to our events.*

1. The client may submit an email list of attendees they wish to block from receiving email promotions.
2. We can block potential registrants at the domain level.
3. All audience requirements must be in place prior to the launch of the campaign
4. Presentation deck needs to be submitted in PDF format. Powerpoint animations/ builds are not accepted.

*\* Impression/click trackers are not accepted.*

# Magazine Display Advertising Specifications

## PRODUCTION DETAILS

### 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"	—

### 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 *Native files are not acceptable.*

- 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 preflight 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).

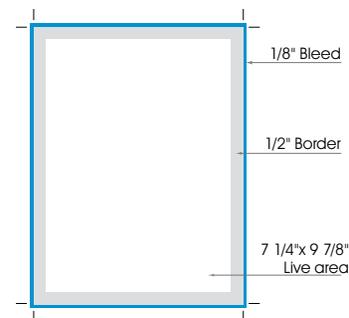
### Materials

PLANADVISER / *Attn: Donna Bien-Aimé*  
 805 Third Avenue, New York, NY 10022 / creative@issmediasolutions.com

### 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

### 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.**

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## Contact

### *Print / Events*

#### **Rob Reif**

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### *Digital*

Please address all inquires to:  
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### *Research*

#### **Brian O'Keefe**

Director, Research and Surveys  
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