PLANSPONSOR®

MEDIA KIT 2019
Our Mission
Since 1993, PLANSPONSOR has been the nation’s leading authority on retirement and benefits programs and has been dedicated to helping employers navigate the complex world of retirement plan design and strategy.

Our Audience
PLANSPONSOR is written to serve the needs of retirement plan decisionmakers in organizations of every size. With all the changes in the retirement industry, plan sponsors and the advisers and consultants who support them, rely on PLANSPONSOR to help them stay informed on crucial issues and important new innovative solutions.

Our Reach
PLANSPONSOR 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 group of retirement plan decisionmakers through our award winning magazine, website, newsletters, events, multimedia and social connections.
What We Do

**MAGAZINE:** With its reputation for editorial integrity, objectivity and leadership, PLANSPONSOR 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 advertising or contributing to the content of the print and digital publications.

**EVENTS:** The PLANSPONSOR National Conference (PSNC) is the largest gathering in the industry for plan sponsors, plan advisers and their peers. Additionally, our Best of PSNC roadshow takes the best content from our national event and delivers it to plan sponsors and advisers in their local markets. The year kicks off with our annual Awards for Excellence Dinner and Ceremony.

**WEBCASTS AND VIDEOS:** Through webcasts and video, we facilitate discussions of the latest trends, strategies and potential problems that plan sponsors need to understand. Increase the impact of your firm’s message, and position your executives as leading voices through these multimedia channels.

**DIGITAL:** At PLANSPONSOR.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 80,000 plan sponsors, benefit managers, and advisers who specialize in institutional retirement.

**NEWSLETTERS:** Through our daily NewsDash newsletter, our twice weekly (b) lines and our weekly PLANSPONSOR Weekend newsletters, we deliver news and insight directly into our readers’ inboxes.

**RESEARCH:** Our position as a comprehensive information solution and the caliber of our audience enable us to conduct multiple surveys, industry studies and research-driven projects to assess what issues drive the retirement industry and are relevant to plan sponsors. Partnering with PLANSPONSOR 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 / Magazine

#### Magazine Reach
- **Total Circulation**: 35,045
- **Print Subscribers**: 23,749
- **Digital Subscribers**: 11,296
- **Total Circulation**: 35,045

#### Audience Profile

**Role in Organization**
- CEO/President/Chairman: 7%
- CFO/VP Finance: 8%
- CIO/Investment Officer: 5%
- Treasurer/Asst. Treasurer: 2%
- Controller: 5%
- Benefits: 14%
- Pension/Retirement Mgr: 4%
- Personnel/HR: 21%
- Consultant: 6%
- Trustee: 1%
- Other: 27%

**Organizations**
- Corporate/ERISA: 82%
- Public/Government: 10%
- Union/Taft Hartley: 1%
- Endowment/Foundation: 7%

#### Retirement Plan(s) Asset Size
- $500 MM+: 27%
- $250 MM–$499 MM: 7%
- $100 MM–$249 MM: 8%
- $50 MM–$99 MM: 8%
- $10 MM–$49 MM: 19%
- $0–$9 MM: 31%

**Plan Types**
- Defined Benefit: 27%
- 401(k) plan: 59%
- 403(b) plan: 11%
- 457 plan: 14%

*Source: PLANSPONSOR Magazine Subscription Data*
AUDIENCE PROFILE

Organization Type
- Corporate/Non Financial: 41%
- Financial Institution: 14%
- Non Profit: 10%
- Government: 9%
- Professional Service: 7%
- Education: 5%
- Hospital/Healthcare: 4%
- Consultant: 2%
- Union: 1%
- Other: 7%

Role in Organization
- Executive Management (CEO, President, Senior Management): 8%
- Financial Management (CFO, Treasurer, VP Finance): 11%
- Investment Management (CIO, Investment Officer): 5%
- Employee Benefits: 40%
- Personnel/Human Resources: 16%
- Operations/Other Management: 5%
- Non-Management: 3%
- Attorney/Counsel: 3%
- Consultant: 2%
- Other: 5%

Company Size
- More than 5,000: 36%
- 1,001–5,000: 18%
- 101–1,000: 30%
- Less than 100: 16%
AUDIENCE PROFILE

**Total Assets of Organizations**

- More than $10 billion: 10%
- $1–$10 billion: 18%
- $500 million–$1 billion: 7%
- $200 million–$500 million: 10%
- $50 million–$200 million: 13%
- $10 million–$50 million: 12%
- $5 million–$10 million: 6%
- $1 million–$5 million: 9%
- Less than $1 million: 5%
- Not applicable: 11%

**Decision Making Authority**

- Plan Design: 81%
- Participant Education and Communication: 77%
- Recordkeeper Selection and Monitoring: 72%
- Plan Governance: 61%
- Investment Option Selection / Monitoring: 57%
- Retirement Plan Adviser / Consultant Selection: 49%
- Risk Management: 22%
- Portfolio Analysis: 21%
- Retirement Income Solutions: 20%
- Overall Firm Management: 9%

**Type of Plan(s) Organization Offers**

- 401(k) Plan: 80%
- 403(b) Plan: 19%
- 457 Plan: 18%
- Cash Balance / Hybrid Plan: 13%
- Defined Benefit: 46%
- Non-Qualified Deferred Compensation Plan: 35%
- Executive Compensation Plans: 25%
- Health Savings Account: 44%
- 529 or Other College Savings Plan: 6%

Source: PLANSPONSOR registered user database
Editorial Content Guide

**INSIGHTS***
Editor-in-Chief Alison Cooke Mintzer on important issues of the day.

**ISSUE INTRO***
A glimpse of the issue's most intriguing content.

**SURVEY SAYS***
PLANSPONSOR's readership comments on compelling industry-related topics.

**PLAN ANALYSIS***
Highlights of sister company BrightScope's proprietary research.

**PARTICIPANT ANALYSIS***
Data analysis originating from PLANSPONSOR's Participant Survey, gives insight into the drivers behind participant decisions, in the December/ January, April/May and August/ September issues.

**UPFRONT***
Succinct and insightful coverage of the latest industry news and trends.

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**RULES & REGULATIONS***
An in-depth look at the regulatory and legal news from Washington and the courts—what's coming, what's contemplated and what's critical for plan sponsors to know.

**PARTICIPANT PROFILE***
Editors report on how a plan participant attained retirement readiness through various roadblocks, in the February/March, June/ July and October/November issues.

**THE BOTTOM LINE***
A C-suite focus on the applications and approaches that can impact financial reporting and cash flow.

**INVESTMENT FOCUS***
An in-depth analysis of investment sectors available for a plan's lineup—including why and when to use each one ... or not.

**FINANCIAL WELLNESS Q&A***
Solutions to financial issues that may be holding employees back from saving for retirement, in the February/March, June/ July, and October/November issues.

**PS COACH***
The fundamentals of what every plan sponsor needs to know to be effective in the December/January, April/May and August/September issues.

**Q&A***
PLANSPONSOR editors get “up close and personal” with thought leaders about retirement savings industry reform.

**RUNNING THE FUND***
Practical insights on the latest trends and options in investment fund management.

**TOTAL BENEFITS***
Innovations in the design of retirement and health care benefits programs, and strategies for how to best use them.

**ERISA EXAMINATION***
ERISA experts Summer Conley and Michael Rosenbaum from Drinker Biddle & Reath LLP offer timely insights and perspectives on legal and fiduciary concerns.

**SAXON ANGLE***
Steve Saxon and George Sepasakos of Groom Law Group offer a Washington insider's view on the legislative and regulatory changes affecting plan sponsors.

**PLAN PROFILE***
Editors report on how a particular plan sponsor met a significant challenge to its plan.

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* Runs in every issue.
# 2019 Editorial Calendar*

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<thead>
<tr>
<th>December–January</th>
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<td>• Addressing the Retirement Income Challenge</td>
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<td>• Small Plans, Big Plan Features</td>
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<td>• The QDIA Decision</td>
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<td>• Stable Value/Fixed Income</td>
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<td>• ESG/CSR</td>
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<td>• Rules &amp; Regulations</td>
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<td>• Participant Analysis</td>
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<td>• Investment Focus: Longevity Risk</td>
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<td>• DB Focus: Fixed Income Trends</td>
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<td>• PS Coach</td>
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<td><strong>SURVEYS/BUYER’S GUIDES</strong></td>
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<tr>
<td>• DC Survey: Providers</td>
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<td>• Retirement Plan Sponsor of the Year Finalists</td>
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<td>• Aggregating Assets/Portability</td>
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<td>• Best in Class 401(k) Plans</td>
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<td>• Third-Party Administrators</td>
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<td>• Participant Profile</td>
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<td>• Investment Focus: Multi-Asset Funds</td>
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<td>• DB Focus: Infrastructure</td>
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<td>• Retirement Plan Sponsors of the Year Winners</td>
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<td>• Health Care/HSA</td>
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<td>• Participant Analysis</td>
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<td>• Investment Focus: Firing and Hiring Managers</td>
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<td>• DB Focus: Equity Styles; Factor Investing</td>
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<td>• Countdown to Retirement</td>
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<td>• Fiduciary Responsibilities</td>
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<td>• PLANSPONSOR National Conference Briefing</td>
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<td>• Investment Focus: Pension Risk Transfer</td>
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<td>• DB Plan Focus: Real Estate</td>
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<td>• PS Coach</td>
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<tr>
<td>• What Plan Success Looks Like</td>
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<td>• Key Factors When Choosing or Changing Funds</td>
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<td>• Financial Know-How</td>
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<td>• Supplementary Savings Plans (including HSAs)</td>
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<td><strong>FEATURED DEPARTMENTS</strong></td>
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<tr>
<td>• Investment Focus: Investing to Beat Inflation</td>
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<td>• DB Focus: Private Equity and Private Debt</td>
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<td>• PS Coach: Plan Documents and Amendments</td>
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<tr>
<td>• 2018 DC Survey: Plan Benchmarking</td>
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*This calendar is subject to change. *Mail dates are subject to change.
## Magazine Display Advertising

### MAGAZINE ADVERTISING RATES

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<tr>
<td>Full Page</td>
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<td>$16,625</td>
<td>$15,750</td>
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### Premium Positions

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<tr>
<td>Cover 3 (Inside back cover)</td>
<td>$20,125</td>
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<td>Cover 4 (Outside back cover)</td>
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<td>Opposite TOC, EIC Letter, Managing Editor Letter</td>
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<td>$19,119</td>
<td>$18,113</td>
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### Specialty Covers

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<tr>
<td>Tip-On/False Cover (two pages)</td>
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### 2019 MAGAZINE CLOSING DATES

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<td>October / November</td>
<td>10/17/19</td>
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Custom Publishing / Thought Leadership

The PLANSPONSOR magazine and PLANSPONSOR.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 PLANSPONSOR magazine and then also posted on PLANSPONSOR.com and promoted through our website and newsletters. Whether you have content already created to distribute or need support to create the right message, PLANSPONSOR can help.

Thought Leadership (Conducted Interview)

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

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

You provide PLANSPONSOR with approved content for your Thought Leadership article. Supplied content that is not printer ready is designed by PLANSPONSOR with final approval from the client. Supplied printer ready content is sent to PLANSPONSOR as a printer ready PDF.

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

All Thought Leadership pieces are posted on the PLANSPONSOR.com Thought Leadership section promoted with the following:

- Four native in-feed text ads on the homepage (two per month). Native In-feed text ads and native sponsored messages are based on title and description of Thought Leadership article.
- Four native sponsored message ads in NewsDash daily newsletter (two per month).
- Featured in two editions of Thought Leadership Round-Up monthly newsletter.

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 (maximum 1,000 words)
- 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.

No 1x1 pixels accepted on newsletter promotional items.

Thought Leadership Rates

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<tr>
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<td>(Non-Printer Ready)</td>
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<tr>
<td>(Printer Ready)</td>
<td>$21,500</td>
<td>$34,625</td>
<td>$13,125</td>
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Digital Only (Up to 4 pages)

- Conducted interview: $17,000
- Supplied content: $12,000
- Lead capture option: $3,000 additional

Electronic Reprints (PDF)

1–4 pages: $3,750
## Digital Display Banners

<table>
<thead>
<tr>
<th>Placement Name</th>
<th>Ad Sizes</th>
<th>Expandable</th>
<th>Expanded Size</th>
<th>Flight</th>
<th>Rate*</th>
<th>Viewable CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>No</td>
<td>n/a</td>
<td>Variable</td>
<td>$175</td>
<td>Yes</td>
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<tr>
<td>Super Leader</td>
<td>970x90</td>
<td>Yes</td>
<td>970x250</td>
<td>Variable</td>
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<tr>
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<tr>
<td>Leader</td>
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<td>Portrait</td>
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<td>Jumbo Island</td>
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<td>n/a</td>
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<td>Expandable Island</td>
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<td>Variable</td>
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<td>Island</td>
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<td>Variable</td>
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<tr>
<td>Roller</td>
<td>16:9</td>
<td>No</td>
<td>n/a</td>
<td>Weekly</td>
<td>$5,000</td>
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<td>Welcome</td>
<td>600x400</td>
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<td>n/a</td>
<td>Daily</td>
<td>$1,750</td>
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<td>Skin</td>
<td>1400x800</td>
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<td>n/a</td>
<td>Daily</td>
<td>$1,750</td>
<td>n/a</td>
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<tr>
<td>Pencil Push Down</td>
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<td>Yes</td>
<td>1040x250</td>
<td>Daily</td>
<td>$1,750</td>
<td>n/a</td>
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<tr>
<td>Native In-feed text (top)</td>
<td>Text</td>
<td>No</td>
<td>n/a</td>
<td>Daily</td>
<td>$1,500</td>
<td>n/a</td>
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<tr>
<td>Native In-feed text (bottom)</td>
<td>Text</td>
<td>No</td>
<td>n/a</td>
<td>Daily</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
</tbody>
</table>

* Rate for campaigns with 70% viewability requirement.

**Monthly Averages**

- Unique Visitors: 80,000
- Page Views: 325,000
- Time Spent on Site: 2 minutes 6 seconds average (Google Analytics: Jan. 2018 - Aug. 2018)

**Technical specifications for all placements are available upon request.**

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**Katie Bacon** / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com
PLANSPONSOR®

2019 Media Kit

DIGITAL ADVERTISING

Newsletter Advertising

PLANSPONSOR NewsDash

Circulation base: 40,000 subscribers

PLANSPONSOR’s NewsDash is a daily email newsletter that reaches the leaders of the retirement benefit community. NewsDash delivers updates on news and information that is crucial for the success of plan sponsors and advisers.

PLANSPONSOR Weekend

Circulation base: 38,500 subscribers

Each week PLANSPONSOR brings you the most popular articles of the week, curated around a theme. The first Friday of the month will be focused on Plan Design & Administration, the second Friday, Financial Wellness & Participant Education; the third Friday of each month will bring you articles focused on Health Care and Other Benefits; and the fourth Friday will be focused on Defined Benefit Plans. Five Fridays in a month happens quarterly, but that week our topic will be Investing.

PLANSPONSOR (b)lines

Circulation base: 6,300 subscribers

PLANSPONSOR’s email newsletter (b)lines is designed to help more than 6,000 advisers and individuals with responsibility for ensuring their organizations’ 403(b) plans stay on top of the fast-moving changes and developments in this evolving market. Published on Tuesdays and Fridays.

NewsDash Banner Ads

- Leaderboard: $1,750 (728x90 px)
- Island: $1,750 (300x250 px)
- Native Sponsored Messages*: $1,500 top position; $1,000 lower position
- Roadblock: $5,000 for ads in one edition of NewsDash

(b)Lines Banner Ads

- Top Leaderboard (728x90 px): $900 each newsletter
- Top Island (300x250 px): $900 each newsletter
- Native Sponsored Messages*: $600 top position; $300 lower position
- Roadblock: $1,500 for ads in one edition of (b)lines

PLANSPONSOR Weekend Ads

- Top Leaderboard (728x90 px): $1,500 each newsletter
- Large Rectangle (300x600 px): $1,500 each newsletter
- Roadblock: $2,000 for ads in one edition of PLANSPONSOR Weekend

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Custom Newsletters & Supplied HTML Blast

Custom Newsletters

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

Advertisers can also choose to sponsor a special edition of NewsDash around a specific topic. PLANSPONSOR'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 supplied HTML file placed in our branded frame and sent to PLANSPONSOR’s newsletter audience of 40,000+ 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.
Microsite & Video Topic Page

Microsite
Opportunity to partner with PLANSPONSOR to create a branded section online around a specific topic relevant to the PLANSPONSOR audience. As the sponsor, your Thought Leadership material (white papers, videos, research) is posted in this section, along with content from PLANSPONSOR. Microsite is promoted prominently on the home page and has a unique navigation choice from the Thought Leadership menu bar.

Video Topic Page
PLANSPONSOR's Video Topic Page program uses an advertiser’s branded content, such as videos and white papers, on a specific topic. The Video Topic Page is promoted prominently on the home page and has a unique navigation choice from the Video menu bar.

All Microsites and Video Topic Pages are promoted with the following:
• Four native in-feed text Ads on the homepage (two per month)
• Four native sponsored message ads in NewsDash daily newsletter (two per month)
• 5,000 run of site banner impressions over 60 days
• Featured in two editions of Thought Leadership Round Up monthly newsletter

NOTE: Native in-feed text ads and native sponsored messages are based on title and description of video. No 1x1 pixels accepted on newsletter promotional items.

Microsite
• Banner Roadblock
  • top position (970x90 or 728x90)
  • middle position (728x90)
  • lower position (300x250)
• Option to add passive lead generation fields
$20,000 for two-month campaign

Video Topic Page
• Up to five supplied videos
• Up to three supplied white papers
• Banner Roadblock
  • top position (970x90 or 728x90)
  • middle position (728x90)
  • lower position (300x250)
• Option to add passive lead generation fields
$20,000 for two-month campaign
Featured White Paper Program

Leverage the power of PLANSPONSOR’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 (1000 words or less)
- All materials due five business days before launch

**Details**
- Hosted on PLANSPONSOR.com for 12 months
- Featured on White Paper landing page
- Contact information of all readers captured prior to access
- Abstract on “Industry White Paper” box on homepage

**All White Papers are promoted with the following:**
- Six native in-feed text ads on the homepage (two per month)
- Six native sponsored messages in NewsDash daily newsletter (two per month)
- Featured in three editions of Thought Leadership Round Up monthly newsletter

**NOTE:** Native in-feed text ads and native sponsored messages are based on title and description of white paper.
No 1x1 pixels accepted on newsletter promotional items.

**White Paper Rates**
- $7,500/White Paper

Katie Bacon / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com
Facebook Retargeting

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

**HERE'S HOW IT WORKS**

- **Plan Sponsor User**
- **User visits PLANSPONSOR.com**
- **User leaves and is tracked**
- **User goes to social media channel**
- **User sees your ad on their feed**
- **User clicks ad to view your content (on our site or yours)**

**Unique Facebook Retargeted Users**

94,000

**Retargeting options**

- Promote Thought Leadership, research, video or special announcements
- Include image, title, description and link to your site or back to PLANSPONSOR.com
- Option to embed in-feed video player
- Client is responsible for providing creative

**Investment:** $100 CPM
Video

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

Exclusive Video Interview

Online video consumption is exploding. PLANSPONSOR has the tools to help you produce and distribute high impact video content. Leveraging our production capabilities, you can conduct an interview with a PLANSPONSOR editor, use your own interviewer or simply incorporate text-based transitions during the editing process. Our experienced team will consult with you 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.

Video Series ‘Short Takes’

Shorter video segments offer an easy way to extend your messaging over a longer period of time with videos that are more likely to hold a viewer’s attention from beginning to end. In most situations, our production team can edit your video shoot into shorter segments that can then be promoted individually over a longer period of time. Each video segment in the series includes a complete promotional campaign.

Supplied Video Content

If your video is already produced and you are seeking ways to reach plan sponsor viewers, we can post and promote your video on PLANSPONSOR.com.

Video Promotional Campaign

Each video is posted in the PLANSPONSOR.com video section for 60 days and includes the following promotional campaign:

• Two native in-feed text ads on the homepage (one per month)
• Two native sponsored messages in NewsDash newsletter (one per month)
• Featured in two editions of Thought Leadership Round-Up monthly newsletter
• Option for passive or required lead capture for all videos
• Video player can be linked and tracked with any outside website
• QuickTime/Windows Media File to be provided at no additional fee

NOTE: Native in-feed text ads and native sponsored messages are based on title and description of video. No 1x1 pixels accepted on newsletter promotional items.

Investment

• Editorial-led Video Interview: $12,500
• Client-led Video Interview: $10,000
• Video Series ‘Short Takes’: $3,000 (per additional segment)
• Supplied Video: $7,500 (posted and promoted)

NOTE: All pricing is net. Interview pricing is based on a single interviewee. Additional fees may apply for additional participants in the shoot to cover the cost of additional cameras and crew.
Webcasts

A webcast is the perfect medium to generate highly qualified leads and establish your firm as an industry thought leader. At PLANSPONSOR, 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

PLANSPONSOR offers two choices for your webcast delivery. You can collaborate with a PLANSPONSOR 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 (Complete with social, email, newsletter and sitewide promotion)
- Ability to customize your webcast experience through our ON24 webcast platform
- Opportunity to add up to three custom questions to the registration page
- Attendee registration management including preemptive denial (at the individual and domain level)
- Opportunity to extend your reach to the PLANADVISER audience
- Technical management before, during and after the webcast
- Audience ROI reporting dashboard featuring real-time access to contact info, attendee activity and lead scoring

Webcast Marketing Campaign

- Four emails sent to the PLANSPONSOR digital subscriber database
- One editorial post in the PLANSPONSOR NewsDash e-newsletter
- Social promotion via Facebook and Twitter
- Listing in the Upcoming Webcasts section of PLANSPONSOR.com

Customize Your Webcast Experience

The ON24 platform offers a wide variety of tools to fully engage your audience including:

- Slide viewer
- Media player
- Speaker bios
- Q&A tools
- White paper downloads
- Live polling/surveys
- Contact us
- Company URL linking
- Social media feeds
- CE certification

PLANADVISER Audience Extension

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

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
- Leverage proprietary lead engagement scoring for better post event communication

Investment

- Editorially-led Webcast: $25,000
- Client-led Webcast: $20,000
- PLANADVISER Audience Extension: $5,000

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. List may be in CSV or XLS format.

2. We can block potential registrants at the domain level, such as blocking all registrants with @"competitor_domain_abc.com" addresses.

3. We can leverage audience person identifying information data to filter out those who don’t qualify for events from receiving marketing relating to it.

All Blocking must be in place prior to the launch of the campaign once a party registers they cannot be blocked or barred from attending.
Events

PLANSPONSOR hosts a series of face-to-face events throughout the year to help you make direct connections with key retirement benefit decision makers and influencers from across the country.

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.

As a sponsor of an event, you receive:

• Cost-effective exposure to America’s most influential retirement benefits decision makers
• 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 PLANSPONSOR brand
• Excellent lead generation

2019 SCHEDULE OF EVENTS

• PLANSPONSOR/PLANADVISER Awards for Excellence Dinner
  March 29, Chelsea Piers, New York

• PLANSPONSOR National Conference (PSNC)
  June 13-15, Renaissance Hotel, Washington D.C.

• PLANADVISER National Conference (PANC)
  September 24-26, JW Marriott, Grande Lakes, Orlando

• The Best of PSNC (6 City Tour)
  Tour 1: November 13-15
  Tour 2: November 27-29

For General Information Contact

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Katie Bacon / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com
## Magazine Display Advertising Specifications

### Production Details

#### Advertising Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Vertical</th>
<th>Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread, live area</td>
<td>—</td>
<td>15.5&quot; x 9.875&quot;</td>
</tr>
<tr>
<td>2-page spread, bleed size</td>
<td>—</td>
<td>16.75&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Full page, trim size</td>
<td>8.25&quot; x 10.875&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full page, bleed size</td>
<td>8.5&quot; x 11.125&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

#### 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).

#### Standard Unit Size

- **Trim size:** 8 ¼" x 10 ¾"
- **Allow ¼" on all sides for bleeds**

**Print Method:** Web offset lithography
**Cover Stock:** 100 lb. Matte
**Text Stock:** 45 lb. Matte
**Binding:** Saddle Stitched

#### Materials

Strategic Insight / **Attn: Donna Bien-Aimé**
805 Third Ave, New York, NY 10022 / 212 217 6924 / creative@strategic-i.com

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**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.](https://www.plansponsor.com)
Contact

Print / Events

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