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.

Awards
• Spectrum Award
  Two Time Gold Winner and Silver Winner
• Society of Illustrators
  Silver medal for Editorial Illustration
• Richard Gangle Art Director Award
• Communication Arts
  2005 – 2016
• American Illustration
  2001 – 2016
• Society of Publication Designers
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.

eNewsletters: 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. Increase your brand awareness and advertise via these highly targeted, high-engagement newsletters.

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.
Editorial Content Guide

The magazine is organized to best meet the informational requirements of its highly diverse audience of retirement plan decisionmakers. PLANSPONSOR's standard sections and departments include:

**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 online readership comments on compelling topics.

**INDUSTRY ANALYSIS***
Data excerpted from PLANSPONSOR's proprietary industry research, in the December/January and June/July issues.

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

**TDF ANALYSIS***
Fund construction comparisons to help plan sponsors make informed investment decisions, in the February/March and August/September issues.

**COMPLIANCE UPDATE***
Summaries of the latest regulatory and legal news from Washington and the courts—what's coming, what's contemplated and what's critical for plan sponsors to know.

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

**BEHAVIORAL FINANCE***
Each article will look at a different savings habit, broken down according to six demographic groups and how to help each group prepare for retirement.

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

**DB FOCUS***
Investment sectors are analyzed for defined benefit plan sponsors.

**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***
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.

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

**RULES & REGS***
Honing in on a particular rule or regulation essential to running a plan.

**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 Sepsakos 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.

*Runs in every issue.*
## 2018 Editorial Calendar*

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<th>ISSUE</th>
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<th>FEATURED DEPARTMENTS</th>
<th>SURVEYS/BUYER’S GUIDES</th>
<th>FEATURED ONLINE</th>
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<td>December/January</td>
<td>• Participant Analytics and Plan Design</td>
<td>• Investment Focus: Alternatives</td>
<td>• 2018 NQDC Providers (including governmental plans)</td>
<td>• Q&amp;A’s: DC, DB, 403(b) Plans</td>
<td>Sponsored reservation: 11/22/17 ROB reservation: 12/21/17 Material: 12/28/17 Mail: 1/25/18</td>
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<td>• Retirement Income</td>
<td>• DB Focus: Active vs. Passive Debate and Smart Beta</td>
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<td>• QDIA TDF Evolution</td>
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<td>• Multiemployer Plans</td>
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<td>• DC Data Spotlight: 403(b) Plans</td>
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<tr>
<td>February/March</td>
<td>• 25th Anniversary Issue: Special Coverage</td>
<td>• Investment Focus: Fees</td>
<td>• 2017 DC Survey: Providers</td>
<td>• Q&amp;A’s: DC, DB, 403(b) Plans</td>
<td>Sponsored reservation: 1/17/18 ROB reservation: 2/14/18 Material: 2/21/18 Mail date: 3/22/18 Bonus distribution: 2018 PS/PA Awards Advertiser Study</td>
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<td>• Controlling Participant Account Leakage</td>
<td>• DB Focus: Trends in Risk Assets—e.g., alternatives, low volatility</td>
<td>• 2018 Best in Class 401(k) Plans</td>
<td>• What a Race to the Bottom Means for Recordkeeping</td>
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<td>• Financial Wellness</td>
<td>• PS Coach: Nondiscrimination Testing</td>
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<td>• DC Data Spotlight: Manufacturing</td>
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<td></td>
<td>• Investment Lineup: Construction and Design</td>
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<td>April/May</td>
<td>• Retirement Plan Sponsors of the Year</td>
<td>• Investment Focus: Managed Accounts</td>
<td>• 2018 TRO Buyer’s Guide</td>
<td>• Q&amp;A’s: DC, DB, 403(b) Plans</td>
<td>Sponsored reservation: 3/21/18 ROB reservation: 4/18/18 Material: 4/25/18 Mail date: 5/24/18 Bonus distribution: PLANSPOONOR National Conference</td>
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<td></td>
<td>• Participant Education and Advice</td>
<td>• DB Focus: De-Risking and Managing PBGC Premiums</td>
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<td>• Learning from Plan Sponsors of the Year</td>
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<td></td>
<td>• Planning for Post-Employment, (including withdrawal strategies)</td>
<td>• Total Benefits: HSAs</td>
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<td>• DC Data Spotlight: Government and Public Works</td>
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<td></td>
<td>• 2018 Service Stars</td>
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<td>June/July</td>
<td>• Customizing and Utilizing RFPs and RFIs</td>
<td>• Investment Focus: Capital Preservation—Money market and Stable Value</td>
<td>• 2018 Recordkeeping Survey (including breakout by 401(k), 403(b), 457 NQDC and ESOP)</td>
<td>• Q&amp;A’s: DC, DB, 403(b) Plans</td>
<td>Sponsored reservation: 5/18/18 ROB reservation: 6/15/18 Material: 6/22/18 Mail date: 7/24/18</td>
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<td>• Choosing Advisers and Consultants</td>
<td>• DB Focus: ESG and Responsible Investing</td>
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<td>• What Every Plan Fiduciary Should Know</td>
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<td></td>
<td>• Pension Risk Transfer</td>
<td>• PS Coach: Cutting-Edge Digital Tools</td>
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<td>• Plan Sponsor Basics</td>
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<td>• Fiduciary Outsourcing</td>
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<td>• DC Data Spotlight: Retail</td>
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<td>August/September</td>
<td>• Crafting a Plan for Outcomes</td>
<td>• Investment Focus: White Label Funds and Collective Investment Trusts</td>
<td>• 2018 Non-Target-Date Fund QDIA Options</td>
<td>• Q&amp;A’s: DC, DB, 403(b) Plans</td>
<td>Sponsored reservation: 7/18/18 ROB reservation: 8/15/18 Material: 8/22/18 Mail date: 9/20/18 Bonus distribution: PLANADVISER National Conference + Best of PSNC 5-City Conference Advertiser Study</td>
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<tr>
<td></td>
<td>• 2018 PLANSPOONOR National Conference Takeaways</td>
<td>• DB Focus: LDI</td>
<td>2018 Participant Survey</td>
<td>• Productive Investment Committee Meetings</td>
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<td></td>
<td>• QDIA Trends: Hybrid Alternatives</td>
<td>• Total Benefits: Executive Benefits</td>
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<td>• Plan Sponsor Basics</td>
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<td>• Participant Loans</td>
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<td>• DC Data Spotlight: Fortune 500</td>
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<td>October/November</td>
<td>• What Plan Success Looks Like</td>
<td>• Investment Focus: Investing to Beat Inflation</td>
<td>• 2018 DC Survey: Plan Benchmarking</td>
<td>• Q&amp;A’s: DC, DB, 403(b) Plans</td>
<td>Sponsored reservation: 9/19/18 ROB reservation: 10/17/18 Material: 10/24/18 Mail date: 11/27/18</td>
</tr>
<tr>
<td></td>
<td>• Key Factors When Choosing or Changing Funds</td>
<td>• DB Focus: Private Equity and Private Debt</td>
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<td>• Planning for the Year Ahead</td>
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<td></td>
<td>• Financial Know-How</td>
<td>• PS Coach: Plan Documents and Amendments</td>
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<td>• DC Data Spotlight: Law Firms</td>
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<td></td>
<td>• Supplementary Savings Plans (including HSAs)</td>
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*This calendar is subject to change. Mail dates are subject to change.
## PLANSPONSOR Survey and Buyer’s Guides

<table>
<thead>
<tr>
<th>DECEMBER / JANUARY</th>
<th>FEBRUARY / MARCH</th>
<th>APRIL / MAY</th>
<th>JUNE / JULY</th>
<th>AUGUST / SEPTEMBER</th>
<th>OCTOBER / NOVEMBER</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLANSPONSOR's nonqualified deferred compensation (NQDC) provider snapshot is a compilation of data sourced from the 2017 PLANSPONSOR Recordkeeping Survey. It provides data about providers’ assets/ liabilities, how many plans they offer and the number of participants in each.</td>
<td>PLANSPONSOR's annual Defined Contribution (DC) Survey provides important client satisfaction information, as it measures and evaluates 401(k) and other DC providers according to feedback from our plan sponsor clients. Major defined contribution providers are rated in the various client categories they serve, and consolidated benchmark information enables plan sponsors to gauge their own plan against their peers’.</td>
<td>PLANSPONSOR's defined contribution providers are rated in the various client categories they serve, and consolidated benchmark information enables plan sponsors to gauge their own plan against their peers’.</td>
<td>Time was when a “bundled” solution could not be delivered efficiently or effectively unless all the parts came from the same entity—no more. This bundled concept has, for the last several years, been presented under the banner of Total Retirement Outsourcing, or TRO. The Buyer’s Guide presents the providers of TRO services—which types and sizes of clients they service, and products offered.</td>
<td>PLANSPONSOR's look at the various balanced fund options and managed account products and services that plan sponsors have to choose from, taken from Simfund's current and comprehensive historical database of U.S.-based open and closed mutual funds, funds-of-funds and exchange-traded funds and PLANSPONSOR provider research.</td>
<td>Sponsorship includes roadblock of banner ads on all pages (728x90 and 300x250 banner units).</td>
<td>Sponsorship includes roadblock of banner ads on all pages (728x90 and 300x250 banner units).</td>
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<tr>
<td><strong>2018 Best in Class 401(k) Plans</strong></td>
<td><strong>2018 TRO Buyer’s Guide</strong></td>
<td><strong>2018 Recordkeeping Survey</strong> (including breakout by 401(k), 403(b), 457 NQDC and ESOP)</td>
<td><strong>2018 Participant Survey</strong></td>
<td><strong>2018 Defined Contribution Survey: Planned Benchmarking</strong></td>
<td><strong>2018 Defined Contribution Survey: Planned Benchmarking</strong></td>
<td><strong>Exclusive Sponsorship of Surveys and Buyer’s Guides on <a href="http://www.PLANSPONSOR.com">www.PLANSPONSOR.com</a> are available.</strong></td>
</tr>
<tr>
<td>PLANSPONSOR's Best in Class 401(k) Plan designation honors 401(k) retirement plan sponsors that meet the highest standard of excellence as deemed by our research and editorial teams. Recipients are selected from the plan sponsors that responded to our annual PLANSPONSOR Defined Contribution (DC) Survey.</td>
<td>PLANSPONSOR’s annual Defined Contribution (DC) Survey is a compilation of plan design and administration data gathered from thousands of plan sponsors and computed into DC plan design benchmarks. The survey is a study in contrasts and similarities among plans of varying sizes.</td>
<td>PLANSPONSOR's annual Participant Survey examines the attitudes and behaviors of American workers participating—or not—in employer-sponsored retirement plans. It gathers data about savings rates, employer expectations and participant confidence levels, among other measures.</td>
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<td>PLANSPONSOR's annual Defined Contribution Survey: Planned Benchmarking PLANSPONSOR's annual Defined Contribution Survey: Planned Benchmarking PLANSPONSOR's annual Defined Contribution Survey: Planned Benchmarking</td>
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**Katie Bacon / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com**
Audience Profile / Magazine

MAGAZINE REACH – PRINT & DIGITAL

<table>
<thead>
<tr>
<th>Total Circulation</th>
<th>Digital Subscribers</th>
<th>Print Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,045</td>
<td>11,296</td>
<td>23,749</td>
</tr>
</tbody>
</table>

AUDIENCE PROFILE

What best describes your job title/function?

- 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%

Please indicate your organization/fund type

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

Please indicate the total assets of your organization’s retirement plan(s)

- $500MM+: 27%
- $250MM-$499MM: 7%
- $100MM-$249MM: 8%
- $50MM-$99MM: 8%
- $10MM-$49MM: 19%
- $0-$9MM: 31%

Which of the following types of retirement plan(s) does your organization offer?

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

Source: PLANSPONSOR Magazine Subscription Data

Katie Bacon / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com
Audience Profile / Digital

**Digital Traffic**
- 80,000 Unique visitors
- 300,000 Page views
- 2:06 Minutes Avg Time spent on site

**Newsletter Circulation**
- NewsDash Subscribers: 48,000
- (b)Lines Subscribers: 48,000
- Weekend Subscribers: 6,700

**Social Footprint**
- Twitter Followers: 5,772
- Facebook Retargeted users: 94,000
- LinkedIn Retargeted users: 24,000

**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%

*Please indicate your organization/fund type*

- >5,000: 36%
- 1,001-5,000: 18%
- 101-1,000: 30%
- Less than 100: 16%

*PLANSPONSOR registered user database*
AUDIENCE PROFILE

Total Assets of Organizations

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

Decision Making Authority

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

Type of Plan(s) Organization Offers

- 80% 401(k) Plan
- 19% 403(b) Plan
- 18% 4S7 Plan
- 13% Cash Balance / Hybrid Plan
- 46% Defined Benefit
- 35% Non-Qualified Deferred Compensation Plan
- 25% Executive Compensation Plans
- 44% Health Savings Account
- 6% 529 or Other College Savings Plan
## Magazine Display Advertising

### MAGAZINE ADVERTISING RATES

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<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tr>
<td>4-Color Process</td>
<td>$17,500</td>
<td>$16,625</td>
<td>$15,750</td>
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<tr>
<td>Full Page</td>
<td>$30,625</td>
<td>$29,094</td>
<td>$27,563</td>
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<tr>
<td>Spread (Two Pages)</td>
<td>$20,125</td>
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### Specialty Covers

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<tr>
<td>Cover 2 Spread — Inside Front (Two Pages)</td>
<td>$21,875</td>
<td>$20,781</td>
<td>$19,688</td>
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<tr>
<td>Cover 3 — Inside Back Cover</td>
<td>$20,125</td>
<td>$19,119</td>
<td>$18,113</td>
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<tr>
<td>Cover 4 — Outside Back</td>
<td>$21,875</td>
<td>$20,781</td>
<td>$19,688</td>
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<td>Opposite TOC/EIC Letter/Managing Editor Letter</td>
<td>$20,125</td>
<td>$19,119</td>
<td>$18,113</td>
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### 2018 MAGAZINE CLOSING DATES

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<tr>
<td>October / November</td>
<td>10/17/18</td>
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**Magazine Display Advertising Specifications**

**PRODUCTION DETAILS**

**Advertising Units**

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<td>2-pg spread, live area</td>
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<td>15.5&quot; x 9.875&quot;</td>
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<tr>
<td>2-pg spread, bleed size</td>
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<td>16.75&quot; x 11.125&quot;</td>
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<tr>
<td>Full pg, trim size</td>
<td>8.25&quot; x 10.875&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full pg, bleed size</td>
<td>8.5&quot; x 11.125&quot;</td>
<td>—</td>
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**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 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**

Strategic Insight / Attn: Lynn Connelly
1055 Washington Blvd., Stamford, CT 06901 / +1 (203) 595-3262 / creative@strategic-i.com

**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 grayscale 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.
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 pieces published in PLANSPONSOR magazine will also be published on PLANSPONSOR.com for maximum exposure!

**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 (Minimum 800 px width or 1000 px height) jpg, png, or gif
- Logos: Hi-Resolution (300 dpi) png, jpg, or gif
- Title and Description of content: 80-120 character headline, 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.

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**Thought Leadership Rates**

**Thought Leadership** (Conducted interview)

- 1 page: $24,500
- 2 page: $37,625
- Additional pages: $13,125

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

- 1 page: $22,000
- 2 page: $35,625
- Additional pages: $13,625

**Supplied Thought Leadership** (Printer Ready)

- 1 page: $21,500
- 2 page: $34,625
- Additional pages: $13,125

**Digital Only**

- Conducted Interview: $15,000
- Supplied Content: $12,000

**Electronic Reprints (PDF)**

- 1 – 4 pages: $3,750
Digital Advertising

PLANSPONSOR.COM

PLANSPONSOR.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, PLANSPONSOR.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: 80,000
Page Views: 300,000
Time Spent on Site: 2:06 min. avg

Run of Site Banner Ads
• Top Billboard (970x250 px): $150 CPM
• Super Leaderboard (970x90 px): $150 CPM
• Top Leaderboard (728x90 px); expandable (728x315 px): $150 CPM
• Mid Leaderboard (728x90 px): $125 CPM
• Bottom Leaderboard (728x90 px): $100 CPM
• Portrait (300x1050 px): $150 CPM
• Large Rectangle (300x600 px): $150 CPM
• Island (300x250 px); expandable (300x600 px): $150 CPM
• Mid Island (300x250 px): $125 CPM
• Bottom Island (300x250 px): $100 CPM

Exclusive Daily Sponsorships
• Top Page Pushdown (1040x60 to 1040x400 px) $2,000
• Welcome Banner (600x400 px) $1,750
• Homepage Wallpaper $1,750
• Native in-feed Text ad within “Latest News” on Homepage $1,500

*Google Analytics: January 2017—August 2017
A study finds an increase in cost sharing and the offering of consumer-directed health plans.

**PLANSPONSOR NewsDash**

- **Circulation base:** 48,000 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. Clients may choose from nonexclusive advertising sizes displayed in the daily NewsDash newsletter or from custom sponsorship opportunities that work to elevate brand awareness and establish expertise by directly connecting with a key target audience.

**PLANSPONSOR (b)lines**

- **Circulation base:** 6,700 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, (b)lines is the perfect vehicle that providers committed to this market can use to advertise and promote their capabilities.

**PLANSPONSOR Weekend**

- **Circulation base:** 48,000 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.

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**PLANSPONSOR Weekend Ads**

- Top Leaderboard (728x90 px) $1,750 each newsletter
- Top Island (300x250 px) $1,750 each newsletter
- Mid Leaderboard (728x90 px) $1,500 each newsletter
- Mid Island (300x250 px) $1,500 each newsletter
- Native Sponsored Messages Spec:
  - Header (one line, up to 75 characters*)
  - Body (three lines, up to 70 characters*)
- Linking URL (third-party click tags accepted) $1,500 each newsletter
- Roadblock of ads in one edition of NewsDash: $5,000 each newsletter

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**NewsDash Banner Ads**

- Top Leaderboard (728x90 px) $1,750 each newsletter
- Top Island (300x250 px) $1,750 each newsletter
- Mid Leaderboard (728x90 px) $1,500 each newsletter
- Mid Island (300x250 px) $1,500 each newsletter
- Native Sponsored Messages Spec:
  - Header (one line, up to 75 characters*)
  - Body (three lines, up to 70 characters*)
- Linking URL (third-party click tags accepted) $1,500 each newsletter
- Roadblock of ads in one edition of NewsDash: $5,000 each newsletter

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**(b)Lines Banner Ads**

- Top Leaderboard (728x90 px) $900 each newsletter
- Middle Leaderboard (728x90 px) $800 each newsletter
- Top Island (300x250 px): $900 each newsletter
- Native Sponsored Messages Spec:
  - Header (one line, up to 75 characters*)
  - Body (three lines, up to 70 characters*)
- Linking URL (third-party click tags accepted) $800 each newsletter
- Roadblock of ads in one edition of (b)lines: $1,500 each newsletter

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**PLANSPONSOR Weekends Ads**

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

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**Ask the Experts**

Groom Law Group

**Ask the Experts**

Groom Law Group

**Ask the Experts**

Groom Law Group

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**Katie Bacon** / 203-595-3184 / katie.bacon@strategic-i.com / www.plan sponsor.com
Digital Advertising Custom Programs

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. 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 PLANSPONSOR homepage, and promoted regularly during the sponsorship via sponsored messages and banner ads in PLANSPONSOR NewsDash, PLANSPONSOR Weekend, and Thought Leadership round-up newsletters.

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 Thought Leadership menu bar.

Package can include additional elements for an incremental investment:

- Sponsored video interview with PLANSPONSOR
- Poll/survey
- Supplied podcast
- Banners
- Contributed articles

All Microsites and Video Topic Pages are posted on the PLANSPONSOR.com Thought Leadership section for 60 days and promoted with the following:

- Two Native in-feed Text Ads on the homepage (one per month)
- Two Native Sponsored Message ads in NewsDash daily newsletter (one per month)
- Two Banner Ads in NewsDash daily newsletter (one per month)
- 5,000 run of site banner impressions over 60 days
- Featured in two editions of Thought Leadership Round Up monthly newsletter

NOTE: Banner ads created by PLANSPONSOR design team and approved by client prior to use. Native in-feed text ads and native sponsored messages are based on title and description of Microsite or Video Topic Page. No 1x1 pixels accepted on newsletter promotional items.

Microsite

$20,000 per month

Video Topic Page

- Up to five supplied videos
- Up to three supplied white papers
- Logo for promotion on website and newsletters
- Banner Roadblock
  - top position (970x90 or 728x90)
  - middle position (728x90)
  - lower position (300x250)
- Promotion on social media platforms

$20,000
Digital Advertising Custom Programs

Custom Newsletters & Email Blast

PLANSPONSOR offers two ways for clients to be featured in custom newsletters. With the sponsor contributed content custom newsletter, 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. This content is paired with original content from the PLANSPONSOR editorial team and additional links to previously written relevant stories. Clients can also choose to sponsor the topic of the newsletter and all advertisement placements. PLANSPONSOR’s editorial team will provide all of the content for this newsletter. Custom newsletters allow your firm to expand its presence, establish its expertise in a specific topic area, and directly connect with a key target audience. Email Blast is a supplied HTML message from an advertiser sent to PLANSPONSOR’s newsletter audience.

Custom Newsletter Ads

- Top Leaderboard (728x90 px)
- Top Island (300x250 px)
- Mid Leaderboard (728x90 px)
- Mid Island (300x250 px)

Sponsor Contributed Content:
$15,000 net

Topic Sponsorship:
$7,500 net

Email Blast Sponsorship: $15,000 net
Digital Advertising Custom Programs

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.

Material Specifications
- PDF of white paper or link to download
- Title of white paper (60 characters or less)
- Company logo; 200x200 px; TIF, GIF, JPG
  high resolution format preferred.
- Short description of white paper (100 character headline)
- Long description (1000 words or less)
- All materials due five business days before launch

Lead Capture Fields Available
- Work email (required)
- First Name (optional)
- Last Name (optional)
- Company Name (optional)
- City (optional)
- State/Region (optional)
- Zip/Postal Code (optional)
- Phone (optional)
- Company Size (optional)
- Firm’s asset size at holding company level (optional)
- Job Title Industry (optional)

Details:
- Hosted on PLANSPONSOR.com for two months
- Contact information of all readers captured prior to access
- Abstract rotates on “Industry White Paper” box on homepage

All White Papers are promoted with the following:
- Two Native In-feed Text Ads on the homepage (one per month)
- Two Native Sponsored Messages in NewsDash Daily Newsletter (one per month)
- Two Banner Ads in NewsDash Daily newsletter (one per month)
- Featured in two editions of Thought Leadership Round Up monthly newsletter

NOTE: Banner ads created by PLANSPONSOR design team and approved by client prior to use. 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
$5,000/White Paper

Katie Bacon / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com
Digital & eNewsletter Advertising Specifications

Run of Site PLANSPONSOR.com
- Top Billboard: 970x250 px
- Super Leaderboard: 970x90 px
- Top Leaderboard: 728x90 px expandable: 728x315 px
- Mid Leaderboard: 728x90 px
- Bottom Leaderboard: 728x90 px
- Portrait: 300x1050 px
- Large Rectangle: 300x600 px
- Island: 300x250 px; expandable 300x600 px
- Mid Island: 300x250 px
- Bottom Island: 300x250 px
- 200k maximum file size

Welcome Banner Premium Position
- 600x400 px
- 100k maximum file size

Pushdown Premium Position
- 1040 x 60 px collapsed; 1040 x 250 px expanded
- 100k maximum file size
- PSD template will be provided

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

Native Text Ad in News Feed Premium position
- Headline: 70 character maximum including spaces.
- Body Copy: two lines of copy; 95 characters maximum including spaces per line.
- Tracking: One linking URL per ad. Click tags accepted. 1x1 tracking pixels accepted upon testing.
- Retargeting URLs not accepted.

File Types Accepted and File Limits
- GIF/JPEG, HTML, DHTML, JavaScript, HTML5; accepted upon testing
- Third-party tags accepted. Please include image/link tracking documentation for macro implementation
- Three loop limit (animation must cease after fifteen seconds)
- HTML: No <span style> tags; without JavaScript preferred
- All third-party tags, Rich Media JavaScript/HTML/HTML5 creatives must be secure (SSL).
- All Rich Media ad must have static-back-up images. GIF, JPG, PNG, etc.

HTML5 Ads
HTML5 creatives can be served directly in our ad server as a raw file or served through a third-party rich media vendor such as Doubleclick, JetPack or Pointroll.
- Initial Load: Asset files are immediately loaded when the ad tag is inserted in the page; max 200k
- Polite Load: All of the creative’s subsequent assets are loaded once the host webpage has completed loading; 2mb

Clicktag Insertion For HTML5
<html>
<head>
<meta name="ad.size" content="width=300, height=250">
<script type="text/javascript">
var clickTag ="http://www.google.com";
</script>
</head>

Your creative must use the click tag variable as the click-through URL:
<a href="javascript:window.open(window.clickTag)">
<img src="images/dclk.png" border=0>
</a>

Vanessa Leyden / +1 (646) 308-2760 / 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.

E-Newsletter File Size/Specifications
- 40k maximum file size
- GIF, JPEG and PNG format (third-party image tags not accepted)
- 1x1 pixels not accepted.
- Third-party click tags accepted
- No looping; no animation

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.

Unique Facebook Retargeted Users
94,000 (as of 11/2017)

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

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.

**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**

At the core of each video opportunity is a comprehensive marketing campaign designed to generate viewership from the PLANSPONSOR community. Each video is posted in the PLANSPONSOR.com video section for 60 days and includes the following promotional campaign:

- Two Native in-feed native Text Ads on the homepage (one per month)
- Two Native Sponsored Messages in NewsDash Daily Newsletter (one per month)
- Two Banner ads in NewsDash Daily newsletter (one per month)
- Featured in two editions of Thought Leadership Round Up monthly newsletter
- Video player can be linked and tracked with any outside website
- QuickTime/Windows Media File to be provided at no additional fee

*NOTE:* Banner ads created by PLANSPONSOR design team and approved by client prior to use. 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’ (per additional segment):** $3,000
- **Supplied Video (posted and promoted):** $7,500

*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 approval/denial options (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
- One native in-feed text ad
- Social promotion via Facebook and Twitter
- Listing in the Upcoming Webcasts section of PLANSPONSOR.com

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.

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

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.

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

PLANSPONSOR hosts a series of face-to-face events throughout the year to help you make direct connections with key retirement benefit decisionmakers 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 a PLANSPONSOR 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

2018 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

Carol Popkins / +1 203-595-3282 / carol.popkins@strategic-i.com

Katie Bacon / 203-595-3184 / katie.bacon@strategic-i.com / www.plansponsor.com
Co-Sponsored Research

Teaming with PLANSPONSOR to create co-sponsored research is a way to demonstrate thought leadership and expertise in a specific area. PLANSPONSOR 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 PLANSPONSOR (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 PLANSPONSOR 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 four-page co-sponsored piece in PLANSPONSOR magazine, including story and charts, with quotes from your firm
- PDF file of results as published
- Editorial mention of research in the NewsDash, with a link to the piece

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

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**
- 50+ pages in PDF format
- Covers DC plans in 49 different industries
- Client plans to others in the same industry and asset class, and overall
- Available with your firm’s branding or logo on every page
- Distributable to sales staff or adviser network; post on your client site behind registration

**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

**Availability:** Late October, 2017

**INDUSTRIES COVERED**

- Accounting/CPA Firm/Financial Planning
- Advertising/Marketing/Printing
- Aerospace/Defense
- Agriculture
- Automotive Dealerships/Service
- Automotive Manufacturing/Parts
- Banking-Commercial/Retail
- Building/Construction/Contracting
- Business Services/Staffing
- Chemicals
- Consulting
- Consumer Services
- Credit Union
- Distribution/Manufacturer’s Rep/Import/Export
- Education-Higher Ed
- Education-K12/Preschool/Daycare
- Environmental, Recycling,
- Remediation, Testing, Consulting
- Engineering/Architecture
- Equipment Sales/Leasing/Service
- Financial Services
- Fortune 1000
- Government/Public Works-City/Municipal
- Government/Public Works-County/State/Federal
- Healthcare Organization (for profit)
- Healthcare Organization (not for profit)
- Hotels/Gaming/Entertainment/Hospitality/Travel
- Insurance/Reinsurance
- Investment Banking/Holding Co
- Labor Union
- Law Firm
- Manufacturing-Consumer Products
- Manufacturing-Industrial Products
- Media/Communications/Publishing
- Membership Org/Industry Assn
- Nonprofit Org/Endowment/Foundation
- Oil & Gas/Energy/Mining Pharmaceuticals
- Real Estate
- Religious Org/Social Services
- Research & Development
- Restaurant/Food Service
- Retail
- Technology/Computers/Software
- Telecommunications
- Transportation/Airline
- Utilities
- Wholesale
- 403(b) plans
- 457 plans

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

2018 Media Kit
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

Contact

Brian O’Keefe / +1 203-979-3091 / brian.okeefe@strategic-i.com

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.

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BIGGER FISH.

As the industry evolves and faces pressures to remain competitive in both large and small market niches, the leading providers continue to make significant investments in technology, support, and innovation to grow and build loyalty among plan sponsors.

The big fish are getting bigger, both through acquisition and by expanding their capabilities. The 20 largest providers now control a significant portion of the market, with assets over $50 million. Among these providers, the largest are now controlling over $300 billion in plan assets.

This is a significant shift since the 2015 Recordkeeping Survey, which found that the top 10 providers controlled just 59.3% of assets, while the top 5 providers controlled only 44.9%.

These trends are clear in the financial data from the 2016 Recordkeeping Survey. For example, the top 10 providers have now saved more money for retirement than at any point in the history of our surveys. Record levels of plans, participants, and assets mean that more people are opting to save for retirement through defined contribution plans.

This trend has been driven in part by the increasing popularity of automatic enrollment, which can help increase retirement contributions among workers who might otherwise be reluctant to save.

The benefits of automatic enrollment are clear. Employees who are automatically enrolled in DC plans tend to contribute a higher percentage of their salary and stay in the plan longer than those who voluntarily enroll.

However, while automatic enrollment has become a popular strategy, there are still challenges to overcome. For example, some plan sponsors are concerned about the potential for discrimination in plan participation.

To address these concerns, the PPA added new regulations that require plan sponsors to conduct annual compliance tests. These tests, which are known as the “adoption test” and the “adoption and discrimination test,” ensure that the plan is designed to comply with the law.

The pages that follow present a detailed analysis of the findings from the 2016 Recordkeeping Survey. These findings, which are based on data from over 1,100 plans, provide valuable insights into the latest trends in the DC industry.

As you read through this report, you’ll find a wealth of information about the latest developments in the DC industry, including:

- The growing popularity of automatic enrollment
- The increase in plan assets
- The changing landscape of plan sponsors
- The impact of new regulations on plan design

This report is a must-read for anyone involved in the DC industry, whether you’re a plan sponsor, a provider, or an advisor.

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