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. The year kicks off with our annual Awards for Excellence Dinner and Ceremony.

**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.

**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.

**NEWSLETTERS**: Through our 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**

**AUDIENCE REACH**
- **15,889** Website Audience Reach
- **6,896** Registered Website Users
- **8,993** Newsletter Subscribers
- **38,052** Magazine Reach
  - Print Subscribers **24,171**
  - Digital Subscribers **13,881**

**DIGITAL TRAFFIC**
- **87,000** Unique visitors
- **348,000** Page views
- **2:06 minutes average** Time spent on site

**SOCIAL FOOTPRINT**
- **5,700** Twitter followers
- **35,000** Facebook retargeted users
- **41,000** LinkedIn retargeted users

**ROLE WITH RETIREMENT PLANS**
- Plan Sponsor: **68%**
- Asset Owner: **7%**
- Product/Service Provider: **6%**
- Plan Adviser/Consultant: **6%**
- Other: **13%**

**ROLE WITH YOUR ORGANIZATION**
- Executive/Senior Management (CEO, CIO, COO, etc.): **28%**
- Employee Benefits/Payroll: **20%**
- Personnel/Human Resources: **9%**
- Financial Management (CFO, Treasurer, VP Finance, Controller): **9%**
- Pension Fund/Retirement Manager: **7%**
- Operations/Other Management: **6%**
- Portfolio Mgr/Investment Officer/Director/Manager/Strategist: **5%**
- Consultant/Adviser: **5%**
- Sales/Business Development/Relationship Management: **3%**
- Other: **8%**

**ROLE WITH ORGANIZATION SIZE**
- Less than 100 employees: **23%**
- 101-1,000 employees: **27%**
- 1,001-5,000 employees: **20%**
- More than 5,000 employees: **30%**

**ORGANIZATION TYPE**
- Corporate—Non-financial: **47%**
- Financial Institution: **15%**
- Non-Profit: **10%**
- Professional Service (e.g., CPA, Law Firm): **5%**
- Hospital/Healthcare: **5%**
- Education: **4%**
- Consultant: **3%**
- Government: **2%**
- Union: **1%**
- Other: **8%**

**RETIEMENT PLAN ASSETS UNDER MANAGEMENT**
- Less than $1MM: **8%**
- $1MM–$5MM: **7%**
- $5MM–$10MM: **7%**
- $10MM–$50MM: **12%**
- $50MM–$200MM: **12%**
- $200MM–$500MM: **9%**
- $500MM–$1B: **8%**
- $1B–$5B: **16%**
- More than $5B: **21%**

*Source: Publisher's own data. Audience profile data is for registered website and newsletter users.*
Editorial Content Guide

**Cover Story***
An in-depth look at a topic plan sponsors need to know.

**Insights***
With many years' experience in the industry, PLANSPONSOR Publisher Alison Cooke Mintzer offers a keen perspective on topics of the day.

**Issue Intro***
An overview of the issue's most provocative articles.

**Industry Analysis***
Data analysis originating from PLANSPONSOR's proprietary research.

**Rules & Regulations***
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***
Curated coverage of the latest industry news, including on plan design and investment topics.

**Wellness Strategies***
Solutions for helping employees handle financial issues that limit their saving for retirement.

**Investment Focus***
We analyze investments available to a DC plan and explain why and when to use—or not use—each.

**DB Focus***
Help for DB plan sponsors to address their plan design, funding and investing issues.

**The Bottom Line***
Applications and approaches that can impact financial reporting and cash flow.

**Total Benefits***
Innovations in the design of retirement and health care programs—and strategies for how best to use them.

**PS Coach***
We examine fundamental issues a plan sponsor must resolve to run an effective plan.

**Executive Summary***
A retirement plan industry executive discusses a timely—and crucial—topic.

**ERISA Examination***
Summer Conley and Michael Rosenbaum, experts on the Employee Retirement Income Security Act from Drinker Biddle & Reath LLP, offer insights on legal and fiduciary concerns.

**Inside Angle***
Stephen Saxon and George Seipsakos of Groom Law Group, Chartered, comment on legislative and regulatory actions changing the retirement planning landscape.

**Plan Profile***
In each issue, we relate how a plan sponsor met a challenge or enhanced the employer plan.

*Runs in every issue.*
### 2020 Editorial Calendar*

<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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FEATURES/HIGHLIGHTS</strong></td>
<td><strong>FEATURES/HIGHLIGHTS</strong></td>
<td><strong>FEATURES/HIGHLIGHTS</strong></td>
<td><strong>FEATURES/HIGHLIGHTS</strong></td>
<td><strong>FEATURES/HIGHLIGHTS</strong></td>
<td><strong>FEATURES/HIGHLIGHTS</strong></td>
</tr>
</tbody>
</table>
| • The savings hierarchy  
• Increasing Millennials' savings rates  
• The future of annuities  
• Retirement plan tax considerations | • Litigation lessons on fiduciary duties  
• Emergency savings vehicles  
• SPD best practices  
• Best in Class 401(k) Plans | • The Road Ahead: What to evaluate once the immediate crisis ends  
• Retirement Plan Sponsor of the Year finalists  
• Pluses of portability  
• Service Stars | • New directions in financial wellness  
• Best practices in plan design  
• Pension risk transfer  
• Retirement income/In-plan annuities | • Retirement Plan Sponsor of the Year winners  
• Retirement income  
• Administering multiple plans  
• CITs | • How far we've come  
• Onboarding committee members  
• Investment policy statements  
• HSAs |
| **DEPARTMENTS** | **DEPARTMENTS** | **DEPARTMENTS** | **DEPARTMENTS** | **DEPARTMENTS** | **DEPARTMENTS** |
| • Investment Focus: HSA investing  
• DB Focus: Cash balance plans  
• Wellness Strategies: Re-examining employer contributions | • Investment Focus: ESG and responsible investing  
• DB Focus: Trends in risk assets  
• Wellness Strategies: Ways to engage participants with their retirement plan  
• PS Coach: Target-date funds v. 2.0 | • Investment Focus: Retirement income  
• DB Focus: Fixed income trends  
• Wellness Strategies: Avoiding plan leakage | • Investment Focus: Stable value  
• DB Focus: Private equity  
• Wellness Strategies: CARES Act student loan payments | • Investment Focus: Bond funds  
• DB Focus: Funding rules  
• Wellness Strategies | **SURVEY** |
| **SURVEY** | **SURVEY** | **SURVEY** | **SURVEY** | **SURVEY** | **SURVEY** |
| • DC Survey: Providers  
Sponsored reservation: 11/22/19  
Run-of-book reservation: 12/20/19  
Material: 12/27/19  
Mail date: 1/23/20 | • Defined Benefit Administration Survey  
Sponsored reservation: 1/17/20  
Run-of-book reservation: 2/14/20  
Material: 2/21/20  
Mail date: 3/19/20 | • Recordkeeping Survey  
Sponsored reservation: 6/5/20  
Run-of-book reservation: 7/6/20  
Material: 7/10/20  
Mail date: 7/30/20 | • Participant Survey  
Sponsored reservation: 7/17/20  
Run-of-book reservation: 8/13/20  
Material: 8/20/20  
Mail date: 9/22/20 | • 2019 DC Survey: Plan Benchmarking  
Run-of-book reservation: 10/16/20  
Material: 10/23/20  
Mail date: 11/24/20 | • Topic TBD October |
| **PLAN PROGRESS WEBINAR** | **PLAN PROGRESS WEBINAR** | **PLAN PROGRESS WEBINAR** | **PLAN PROGRESS WEBINAR** | **PLAN PROGRESS WEBINAR** | **PLAN PROGRESS WEBINAR** |
| Reframing Employee and Retirement Plan Participant Conversations May 28 | | The Road Ahead for Plan Sponsors June 30  
Mid-Year Investing Review July 30 | | Distribution Options for Employees August 20  
Staying on Track with Fiduciary Responsibilities September 29 | |

*This calendar is subject to change.*
Magazine Display Advertising

MAGAZINE ADVERTISING RATES

4-Color Process

Full Page

Spread (Two Pages)

Premium Positions

Cover 2 (Inside front cover)

Cover 3 (Inside back cover)

Cover 4 (Outside back cover)

Opposite TOC, EIC Letter, Managing Editor Letter

Specialty Covers

Cover 2 Spread (Inside front spread—two pages)

Tip-On/False Cover (two pages)

2020 MAGAZINE CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservations</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>December / January</td>
<td>12/20/19</td>
<td>12/27/19</td>
</tr>
<tr>
<td>February / March</td>
<td>2/14/20</td>
<td>2/21/20</td>
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<td>April / May</td>
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<td>June / July</td>
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<td>August / September</td>
<td>8/13/20</td>
<td>8/20/20</td>
</tr>
<tr>
<td>October / November</td>
<td>10/16/20</td>
<td>10/23/20</td>
</tr>
</tbody>
</table>
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. Digital only opportunities available as well as reprints inquire for more information.

*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 once client signs off on the digital version.

For more information, please contact your account manager or email advertise@issmediasolutions.com.

**Thought Leadership Article Promotion**

- Two native in-feed text ads on the homepage
- Two native sponsored message ads in NewsDash Newsletter
- Featured in two editions of Industry Intel Roundup.
- Ads are based on title and description of Thought Leadership article.

**Advertorial Guidelines**

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

**Specs for Supplied ‘Digital-Only’ Content:**

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

**ROS Display Units**

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Expandable</th>
<th>Expanded Size</th>
<th>Flight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Super Leader</td>
<td>970x90</td>
<td>Yes</td>
<td>970x250</td>
</tr>
<tr>
<td>Leader</td>
<td>728x90</td>
<td>Yes</td>
<td>728x315</td>
</tr>
<tr>
<td>Portrait</td>
<td>300x1050</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Jumbo Island</td>
<td>300x600</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Island</td>
<td>300x250</td>
<td>Yes</td>
<td>300x600</td>
</tr>
</tbody>
</table>

**High-Impact Daily Units**

<table>
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<tr>
<th>Ad Sizes</th>
<th>Expandable</th>
<th>Expanded Size</th>
<th>Flight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roller</td>
<td>16:9</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Welcome</td>
<td>600x400</td>
<td>No</td>
<td>n/a</td>
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<tr>
<td>Skin</td>
<td>1400x800</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>FLEX</td>
<td>5:1</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Pencil Push Down</td>
<td>1040x60</td>
<td>Yes</td>
<td>1040x250</td>
</tr>
<tr>
<td>Native In-feed text (top)</td>
<td>Text</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Native In-feed text (bottom)</td>
<td>Text</td>
<td>No</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Technical specifications for all units can be found at plansponsor.com/advertise.

### Monthly Averages

Unique Visitors: 87,000
Page Views: 348,000
Time Spent on Site: 2 minutes 6 seconds average *(Google Analytics: 2019)*

For more information, please contact your account manager or email advertise@issmediasolutions.com.
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 (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.

**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.

For more information, please contact your account manager or email advertise@issmediasolutions.com.

**NewsDash Banner Ads**

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

**(b)Lines Banner Ads**

- Leaderboard: 728x90
- Island: 300x250
- Native Sponsored Message
- Roadblock and custom newsletter options available.

**PLANSPONSOR Weekend Ads**

- Leaderboard: 728x90
- Large Rectagle: 300x600
- Roadblock and custom newsletter options available.
Custom Newsletters & Supplied HTML Blast

Custom Newsletters

PLANSPONSOR offers two ways for clients to sponsor and be featured in custom newsletters. Sponsors have the option to control up to 50% of the newsletter’s content in addition to all the advertising placements. The client supplied content is paired with PLANSPONSOR editorial content.

Alternatively, advertisers can select a topic and sponsor a special edition of NewsDash. 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 39,000 subscribers. Custom newsletters and supplied sponsored emails allow you firm to expand its presence, establish its expertise in a specific topic area, and directly connect with our key audience.

For more information, please contact your account manager or email advertise@issmediasolutions.com.
Topical Landing Page

Microsite

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

For more information, please contact your account manager or email advertise@issmediasolutions.com.
Featured White Paper Program

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

Lead Capture Fields Available

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

Material Specifications

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

For more information, please contact your account manager or email advertise@issmediasolutions.com.

Program Details

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

Target your Thought Leadership, research, video or special announcements to 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.

For more information, please contact your account manager or email advertise@issmediasolutions.com.

HERE’S HOW IT WORKS

Plan Sponsor User

User visits PLANSPONSOR.com

User leaves and is tracked

User goes to Facebook

User sees your ad on their feed

User clicks ad to view your content (on our site or yours)

Unique Facebook Retargeted Users

35,000

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

*Sponsor must approve of ISS to tag them in ads. Ads must be clearly tagged as such. Client supplied creative will be appended to include these tags.
Video

Increase the impact of your firm’s message by working with 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.

Video Interviews

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

Supplied Video Content

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

For more information, please contact your account manager or email advertise@issmediasolutions.com.
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
- Opportunity to add custom questions to the registration page
- Opportunity to extend your reach to the PLANADVISER and/or CIO audience (s)
- Technical management before, during and after the webcast
- Audience reporting dashboard featuring real-time access to contact info, attendee activity

Webcast Marketing Campaign

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

Customize Your Webcast Experience

The Big Marker platform offers a wide variety of tools to fully engage your audience including:
- Q&A
- White paper
- Live polling/surveys
- Company URL linking
- CE certification
- In event call to action overlays/pop up
- Screen sharing
- White-boarding
- Live & Prerecorded video
- Audience engagement automation.

PLANADVISER or CIO Audience Extension

Expand your reach to the retirement plan adviser or institutional investment communities by including a second promotional campaign to the audience of one of our sister publications, PLANADVISER or CIO. 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

For more information, please contact your account manager or email advertise@issmediasolutions.com.
Magazine Display Advertising Specifications

PRODUCTION DETAILS

Advertising Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Vertical</th>
<th>Horizontal</th>
</tr>
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<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>
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<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).

Materials

PLANSPONSOR / Attn: Donna Bien-Aimé
805 Third Ave, New York, NY 10022 / 212 217 6924 / creative@issmediasolutions.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 gray scale and CMYK images should be at least 300 dpi
- Scans and illustrations are either TIFF or EPS
- Created color is CMYK (make sure “spot color” is not checked)
- Send hard copy SWOP proof with color bars and registration marks

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