



One of a kind

Launched in 2006, *PLANADVISER* is the only magazine to address the specific needs and concerns of advisers who specialize in the sale and servicing of institutional retirement plans, including 401(k) and defined benefit plans.

The most powerful new force in retirement

Retirement plan advisers are reshaping the face of finance. *PLANADVISER* brings them the deep insight into retirement issues of parent *PLANSPONSOR* while also addressing the practical selling and servicing requirements advisers need to grow their practices.

The most comprehensive information solution today

PLANADVISER, with sister Web site www.planadviser.com, *PLANADVISERdash* e-mail newsletter and the *PLANADVISER* National Conference, offers the first truly comprehensive news and information solution for this community.

Contact us

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fwright@assetinternational.com

2010 Edit Calendar

January-February (Regulation)

published in January

- Adviser of the Year Finalists
- You are a Fiduciary
- 403(b) plans
- Advice

Research/Survey:
Where Advisers Add Value

Ad Reservation: 1/8/10

Ad Material: 1/15/10

March-April (Investments)

published in April

- Retirement Plan Adviser of the Year
- Retirement Income: myths and realities
- Lifecycle funds: the "to" versus "through" debate

Research/Survey:
Retirement Income

Ad Reservation: 3/5/10

Ad Material: 3/12/10

May-June (Buyer's Guide)

published in May

- PLANADVISER Buyer's Guide: The right tools for the next decade
- Recordkeepers, TPAs, Fiduciary Insurance
- Clearing firms, SRI, ETFs, Default Funds
- Lifecycle funds, Managed accounts, Guaranteed products

Research/Survey:
Plan Size Comparisons

Ad Reservation: 5/5/10

Ad Material: 5/12/10

* Bonus distribution at
PLANSponsor National Conference

July-August (Plan Admin)

published in July

- Advising Small Businesses
- Plan Sponsor Psychology
- Employee Education
- Default Funds

Research/Survey:
Advisers' Favorite DC Providers

Ad Reservation: 6/22/10

Ad Material: 6/29/10

* Bonus distribution at
PLANADVISER National Conference

September-October (Building Your Business)

published in September

- Personality Test: What your personality means for your business model (Wirehouses, B/Ds, RIAs)
- Custodians and clearing firms
- Business Building: Attracting the right clients

Research/Survey:
Advisers' Favorite Inv. Mgrs

Ad Reservation: 8/5/10

Ad Material: 8/12/10

* Bonus distribution at
PLANADVISER National Conference

November-December

published in December

- The Most Successful Advisers
- Leveraging Technology
- Team Building
- SPECIAL SECTION: Adviser Compensation, with fee research

Research/Survey:
Benchmarking Your Practice

Ad Reservation: 11/11/10

Ad Material: 11/18/10

Content

Intro

A brief summary of what appears in the issue

Note Worthy

Details about other *PLANADVISER* happenings: Web site, conferences, and research

Talking Points

Information for advisers to use in employee presentations

Hot off the Press

An overview of the latest products and technology for retirement plans

Trendspotting

A look at the latest concerns and actions among employees, and what they mean for advisers

Diversions

Profile*

Features on those making waves in the retirement adviser space

Learner's Permit

A tutorial about how advisers can use technology to further their practices

Cover Story

Research/Survey

Sales Champion

Articles that help advisers boost their

business, from prospecting through ongoing service

Practice Management*

Tips on how to build and manage a retirement plan adviser practice

Servicing Strategies*

- **Retention:** How do advisers please their clients?
- **Promoting Participation:** How advisers can assist clients with increasing plan participation—what options exist, what are some solutions?
- **Boosting Deferrals:** Offering suggestions for advisers to increase participant deferrals
- **Plan Designs:** Aimed at helping retirement plan advisers deliver solutions and innovative plan design to their clients

Regulatory Radar*

The latest from the regulatory and legislative front—what's coming, what's contemplated, and what's critical to advisers

Investment-Oriented*

How plan advisers can help clients make the right choices in their investment menus. Discussions of solutions for advisers to turn to in helping participants with asset allocations, consolidating multiple plan

accounts, and living on their savings in retirement—and how their practice can benefit from those solutions.

Beyond(k)*

News about the other areas of a plan adviser's practice including:

- Nonqualified
- Defined benefit
- Health care

Micro Scope*

A focus on the needs and issues surrounding small and micro plans

Viewpoint*

Someone from the adviser or retirement community shares thoughts about the industry

Chalk Talk

Tips on building a successful 401(k) advisory practice from Steff Chalk, adviser to advisers

Fiduciary Fitness

Assistance for plan advisers in understanding and coping with their top fiduciary concerns from a leading ERISA attorney

Dean's List

Insight on issues for retirement plan advisers from Nevin Adams, Dean of the PLANSPONSOR Institute

* might rotate issue to issue



Advertising & Sponsorship

Advertising

| Run of Page—Color | (\$)1x | (\$)3x | (\$)6x |
|--------------------|--------|--------|--------|
| Full Page | 9,038 | 8,586 | 8,134 |
| Double-Page Spread | 18,075 | 17,171 | 16,268 |
| 2/3 Page | 6,778 | 6,439 | 6,100 |
| 1/2 Page | 5,874 | 5,581 | 5,287 |
| 1/3 Page | 4,519 | 4,293 | 4,067 |

| Special Positions | (\$)1x | (\$)3x | (\$)6x |
|------------------------------|--------|--------|--------|
| False Cover | 22,293 | 21,178 | 20,063 |
| Bellyband | 15,063 | 14,309 | 13,556 |
| Inside Front Cover | 10,604 | 10,074 | 9,544 |
| Inside front cover spread | 21,208 | 20,148 | 19,087 |
| Outside Back cover | 10,996 | 10,446 | 9,896 |
| Page opposite contents 1 | 10,212 | 9,702 | 9,191 |
| Page opposite contents 2 | 9,971 | 9,473 | 8,974 |
| Page opposite Editor's Intro | 9,851 | 9,358 | 8,866 |
| Page opposite Note Worthy | 9,851 | 9,358 | 8,866 |
| Inside back cover | 9,821 | 9,330 | 8,839 |

Sponsorship

Roundtables: A sponsored section that features a moderated discussion between a senior *PLANADVISER* editor and key executives at the sponsoring provider. Discussion centers on a topic of compelling interest to the adviser community.

Costs:

- **2 pages:** \$7,833 net per page
- **4 pages:** \$7,230 net per page
- **6 pages:** \$6,628 net per page

Inserts, Booklets, and Customized Marketing

A sponsored stand-alone information insert or booklet glued into *PLANADVISER* magazine. It is designed to be removed easily and retained by readers. A high-impact way to build awareness of a product set.

- We offer turnkey expertise—from design, to editing, to production—in all types of collateral including booklets, inserts, and other custom products.
- Demonstrates expertise in, and command of, a particular topic.
- Exclusivity per topic per issue (1 per issue).
- 1,000 reprints included with PDF file (applies to inserts only).
- Requires six weeks lead time.

Costs:

- 1 page (two-sided): \$13,800
- 2 pages (four-sided) \$25,300

Costs: Booklets/Customized Marketing

- Estimated \$50,000 to \$75,000

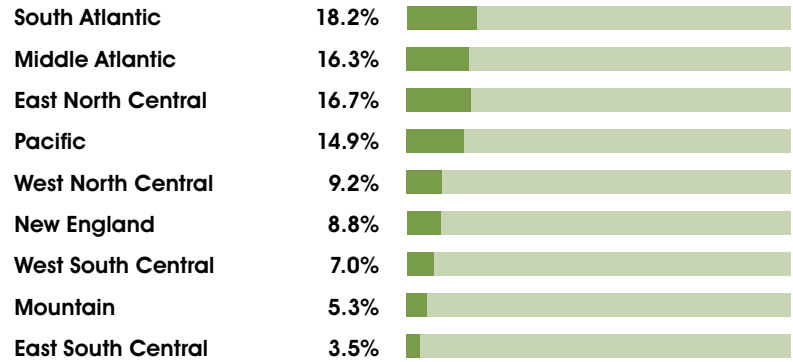
Contact us

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Readership and Circulation

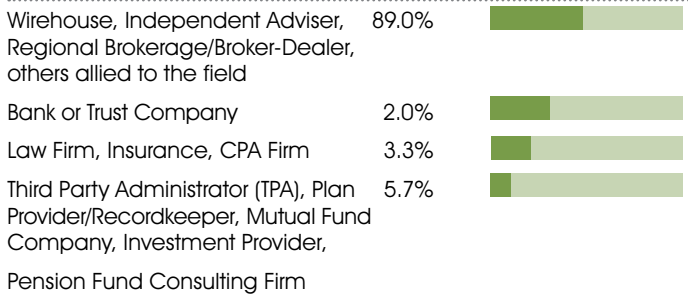
Total circulation 15,000

Geographic distribution of PLANADVISER magazine

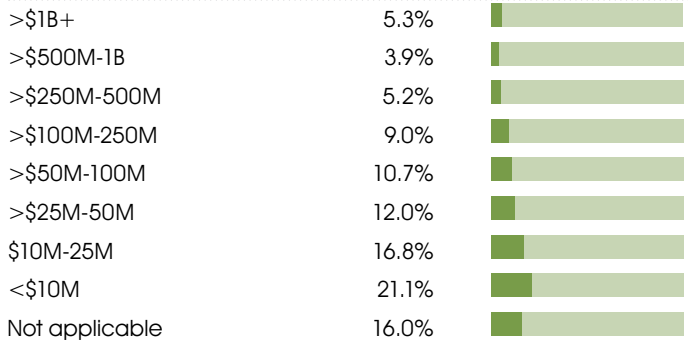


PLANADVISER circulation demographics

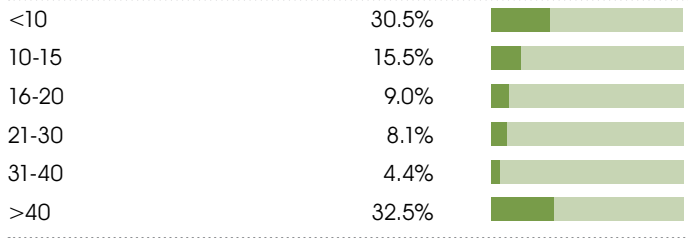
Adviser Type:



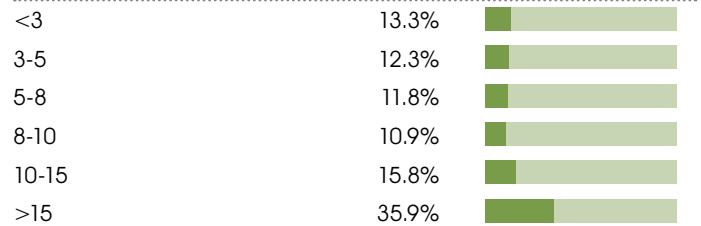
Retirement plan assets under management:



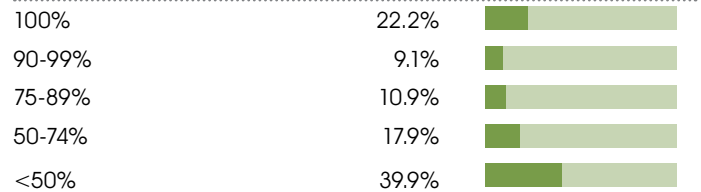
Number of retirement plan clients:



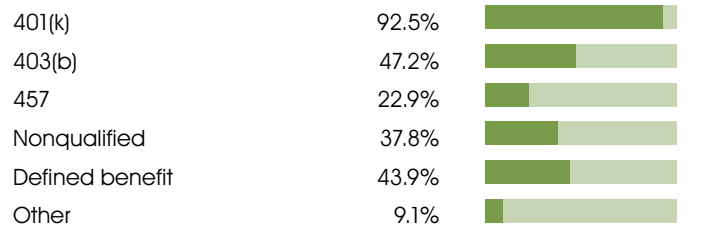
Years of adviser experience with retirement plans:



% of business in retirement plans:



Breakdown by plan types serviced:



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/X-1a files are the only acceptable material format. Hard copy SWOP proof with color bars and registration marks is required to ensure that materials run properly.

Print Method: Web offset lithography

Cover Stock: 100 lb. UV Gloss

Coated Text Stock: 40 lb.

Binding: Saddle Stitched

Standard Unit Sizes

Trim size: 8 1/4" x 10 7/8"

Spread: 16 1/2" x 10 7/8"

Bleed Specifications

Allow 1/8" on all sides for bleeds

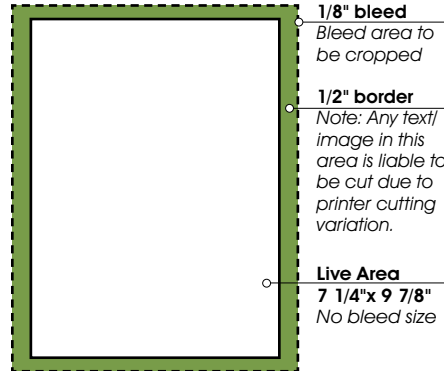
Single-page, bleed: 8 1/2" x 11 1/8"

Two-page spread, bleed: 16 3/4" x 11 1/8"

| Unit | Vertical | Horizontal |
|---------------------------|------------------|-------------|
| Full page, no bleed: | 7 1/4" x 9 7/8" | |
| Full page, with bleed: | 8 1/2" x 11 1/8" | |
| 2/3 page: | 4 1/4" x 9 7/8" | 7 1/8" x 6" |
| 1/2 page: | 3 3/8" x 9 7/8" | 7 1/8" x 5" |
| 1/3 page: | 2 1/4" x 9 7/8" | 7 1/8" x 3" |

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
- Images are either Grayscale or CMYK
- Photo effective resolution for black and white line-art images should be more than 1200 dpi
- 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



Tone Density

- 2-color: The sum percentage of tone values should not exceed 170% and only one color may be solid.
- 4-color: The sum percentage of the tone values should not exceed 300% and no more than one color may be solid.

Digital PDF/X-1a Format Specifications

If you are creating pdf files for magazine ads in InDesign, Illustrator, or QuarkXpress 7, you can export pdf files directly from the application. (You should use a "PDF/X" or "High-Quality Press" factory preset.)

We recommend that users of older versions of Quark create PDF files by writing Postscript files and distill them using Adobe Acrobat Distiller 7.0 or later.

To guarantee that your PDFs are compliant with the PDF/X-1a, we recommend running a 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, rather than the page-layout file.

Native files are not acceptable.

False Cover Specifications

We would require a PDF X-1A file for each of the two pages and hard copy color proofs with registration marks.

Trim size: 8.25" x 10.875"

Live area: 7.25" x 9.875"

Bleed: 8.5" x 11.125"

Please keep in mind that any version of a tip-on cover that covers our masthead needs to have our masthead incorporated in the materials, as well as the word, 'Advertisement.'

Paper stock would be 100 #2 Gloss Book weight.

Materials

Asset International Inc.

Attn: Lynn Connelly

1055 Washington Blvd

Stamford, CT 06901

203-595-3262

creative@assetinternational.com

2010 Conferences & Seminars

| | |
|------------------|---|
| January | Legislative Landscape in 2010 Webcast Series |
| February | Legislative Landscape in 2010 Webcast Series 403(b) Webcast Series ETF Webcast Series |
| March | <i>PLANSPONSOR/PLANADVISER Awards for Excellence Dinner March 25, Chelsea Piers, New York</i> <i>PLANSPONSOR DB Seminar March 25, Chelsea Piers, New York</i> <i>PLANADVISER Most Successful Advisers Seminar March 25, Chelsea Piers, New York</i> Legislative Landscape in 2010 Webcast Series |
| April | 403(b) Webcast Series ETF Webcast Series |
| June | PLANSPONSOR National Conference (<i>formerly Plan Designs</i>) June 15-17, Fairmont Hotel, Chicago 403(b) Webcast Series Strategic Insight National Conference ETF Webcast Series |
| August | 403(b) Webcast Series |
| September | PLANADVISER National Conference <i>September 20-22, The Ritz-Carlton, Grande Lakes, Orlando</i> 403(b) Webcast Series |
| October | 403(b) Webcast Series |
| December | 403(b) Webcast Series |



PLANSPONSOR



trade



Strategic Insight

2010 Conferences & Events

January

Legislative Landscape in 2010 Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

February

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

Legislative Landscape in 2010 Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

ETF Webcast Series

SPONSORSHIP PACKAGES:

- \$25,000 EACH

March

PLANSPONSOR/PLANADVISER Awards for Excellence Dinner

March 25

New York, New York

TARGET AUDIENCE:

450 delegates (70% providers, 20% advisers/
consultants, 10% plan sponsors)

SPONSORSHIP PACKAGES:

- Pre-Dinner Cocktail Reception—\$40,000
(Includes one table of 10)
- After-Dinner Cocktails—\$35,000
(Includes one table of 10)
- Wine—\$25,000 (Includes one table of 10)
- Chocolate—\$15,000
- Gift Bag—\$15,000
- Dinner Program Advertisement—\$7,500
- Table (seating 10)—\$10,000
- Seats—\$1,200

PLANSPONSOR

DB Seminar

March 25

Chelsea Piers, New York

SPONSORSHIP PACKAGES:

- Exclusive Lead—\$50,000

PLANADVISER Most Successful Advisors Seminar

March 25

Chelsea Piers, New York

SPONSORSHIP PACKAGES:

- Exclusive Lead Sponsorship—\$50,000
- Co-Lead Sponsorship—\$20,000
(maximum of 3)

Legislative Landscape in 2010 Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

April

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

ETF Webcast Series

SPONSORSHIP PACKAGES:

- \$25,000 EACH

June

PLANSPONSOR National

Conference (Formerly Plan Designs)

June 15-17

Chicago, Illinois

TARGET AUDIENCE:

350 delegates (40% plan sponsors, 30%
advisers/consultants, 30% providers)

SPONSORSHIP PACKAGES:

- Opening Night Sponsorship—\$35,000
- Conference Bag & Nametag—\$35,000
- Coffee Breaks—\$25,000
- Branded Bottled Water—\$20,000
- Welcome Gift—\$20,000
- Day 2 Cocktail Party/Reception—\$20,000
- Opening Buffet Lunch—\$15,000
- Day 2 Breakfast—\$15,000
- Day 2 Lunch—\$15,000
- Day 3 Breakfast—\$15,000
- Day 3 Closing Lunch—\$15,000
- Internet Kiosk—\$15,000
- Daily Newspaper—\$15,000
- Starbucks gift cards—\$15,000
- Conference Binder Notes & Pens—\$15,000
- Exhibit Booths—\$8,500
- Live Polling—\$30,000
- Mobile Concierge Sponsorship—\$15,000
- Gift Drop Sponsorship—\$15,000

Strategic Insight National Conference

SPONSORSHIP PACKAGES:

- Platinum (exclusive)—\$25,000
- Gold (maximum of two)—\$17,500
- Silver (maximum of 3)—\$12,500
- Bronze (maximum of 14)—\$7,500

ETF Webcast Series

SPONSORSHIP PACKAGES:

- \$25,000 EACH

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

2010 Conferences & Events *Continued*

August

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

October

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

September

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

December

403(b) Webcast Series

SPONSORSHIP PACKAGES:

- \$20,000 EACH

PLANADVISER National Conference

September 20-22

Orlando, Florida

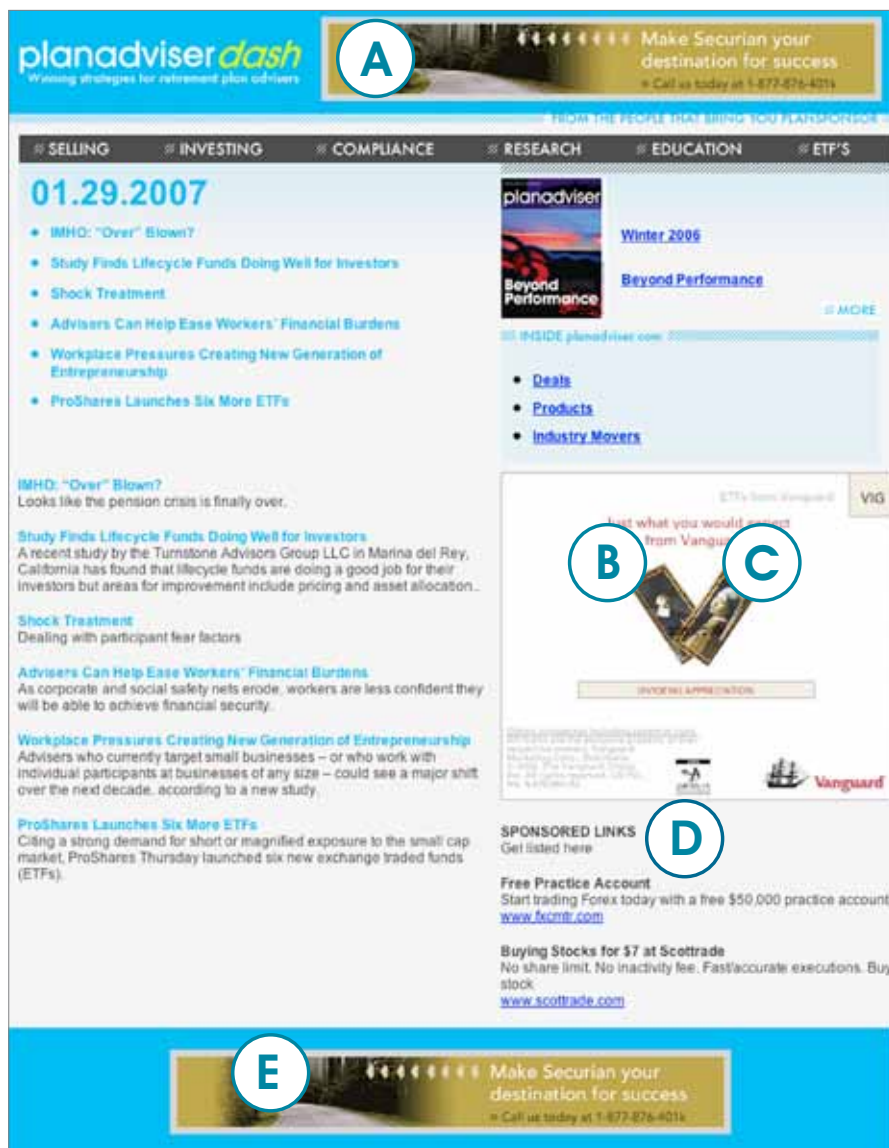
TARGET AUDIENCE:

350 delegates (80% advisers/
consultants, 20% providers)

SPONSORSHIP PACKAGES:

- Golf Outing Lead— 23,000
- Golf Outing Lead—23,000
- Golf Outing Co-Lead—17, 250
- Golf Outing Co-Lead—17, 250
- Opening Dinner—\$57,500
- Opening Night Cocktail Party—\$46,000
- Opening Dinner Wine—\$28,750
- Opening Night After-Dinner Cocktail Party—\$23,000
- Day 2 Cocktail Party /Reception—\$57,500
- Conference Bag & Nametag—\$40,250
- Day 2 Lunch—\$40,250
- Opening Buffet Lunch—\$34,500
- Closing Buffet Lunch—\$34,500
- Day 2 Breakfast—\$23,000
- Day 3 Breakfast—\$23,000
- Internet Kiosks—\$28,750
- Coffee Break—\$28,750
- Welcome Gift—\$23,000 (Gift not included)
- Branded Bottled Water—\$23,000
- Conference Binder Notes and Pens Sponsorship—\$20,150
- Starbucks Gift Card—\$20,150
- Daily Newspaper—\$17,500
- Room Key Sponsorship—\$17,500
- Exhibit Booth—\$15,000
- Table Top—12,500
- Room Drop Sponsorship—15,000
- Mobile Concierge Sponsorship—15,000
- Live Polling—\$30,000

planadviserdash™



Daily E-Mail Newsletter

PLANADVISERdash is the daily e-mail newsletter companion to *PLANADVISER* magazine and the PLANADVISER.com Web site, which address the specific needs and concerns of advisers who specialize in the sale and servicing of institutional retirement plans. PLANADVISERdash provides advisers with industry-relevant news, timely and topical coverage on expanding and deepening their practices, as well as the latest trends from our proprietary research.

The circulation of the newsletter has grown to more than 8,350 senior advisers, consultants, and service providers across the country. It has a design that complements the Web site and features five to seven original stories in each issue.

Published each work day morning, PLANADVISERdash focuses on ways to help the adviser succeed—leveraging the expertise and experience of the *PLANSPONSOR* franchise to provide the reader with practical and innovative adviser-centric solutions.

File Sizes and Animation Specs

- Maximum file size is 40kb. Static or animated gif's accepted (static gif's recommended). There is **no rich media** on the newsletters. Also, three lines of text must accompany each ad for text versions of the newsletter.

Material Deadline

- Creative is due one week prior to appearance.
- Creative e-mailed directly to shagberg@assetinternational.com and rlucibello@assetinternational.com.
- Linking URL for ad to be supplied.

2009 PLANADVISERdash E-mail Newsletter Advertising Rate Card

| | 2 WEEKS 10 ISSUES | 1 MONTH 20 ISSUES | 3 MONTHS 60 ISSUES | 6 MONTHS 120 ISSUES | 12 MONTHS 240 ISSUES |
|--------------------------------------|----------------------|----------------------|-----------------------|------------------------|-------------------------|
| A Top Banner Ad (468 x 60) | \$4,675 | \$8,250 | \$23,512 | \$44,550 | \$84,150 |
| B Island Ad (336 x 280) | \$4,675 | \$8,250 | \$23,512 | \$44,550 | \$84,150 |
| C Skyscraper Ad (160 x 600) | \$4,675 | \$8,250 | \$23,512 | \$44,550 | \$84,150 |
| D Text Link Ad* | \$1,925 | \$3,850 | \$10,972 | \$20,790 | \$39,270 |
| E Bottom Banner Ad (468 x 60) | \$3,025 | \$6,050 | \$17,242 | \$32,670 | \$61,710 |

*5 word headline, 10 word description and URL link

Web Site



Advertising:

\$75/CPM (minimum buy 50,000 impressions)

File Sizes and Animation Specs

- Ⓐ Top Leaderboard (728x90)
- Ⓑ Skyscraper (160x600)
- Ⓒ Island (336x280)

File Sizes and Animation Specs

- 40k max file size
- Three loops—animation must cease after seven seconds

HTML

- No tags
- Without JavaScript preferred

JavaScript and JAVA

Accepted on a case-by-case basis

Rich Media

PLANADVISER.com accepts only HTML including JavaScript, Java Applets, Shockwave, streaming video, etc.

Standard Files

GIF & JPEG graphics to meet above file size criteria

FLASH

The movie must stop animating after seven seconds. Please supply the following:

- .fla — FLASH movie file.
- .swf — compressed version of .fla
- .gif — alternate GIF image to be served to non-capable browsers
- URL — the linking UFL for the ad

The following code MUST be the first layer on every scene of the movie:

```
On (Release)
Get URL ("javascript:click()",window="_ self")
End On
```

Webcasts



PLANADVISER offers sponsored interactive events reaching our readers across the country on current industry topics. Webcasts can be used to complement existing marketing campaigns or to promote independently your company's expertise and thought leadership to an active and engaged audience during an informative and objective panel discussion.

Details of Webcast Program

Hosted by *PLANADVISER* editorial. Sponsor executives included in panel discussion. Webcasts cannot exceed 60 minutes in duration.

Call infrastructure managed by *PLANADVISER* but assumes the following vendor capabilities

- Web presentation will be performed using WebEx platform.
- Conference calling will be provided by AccuConference direct-dial capabilities

Webcast recording

A webcast recording will be accomplished via the WebEx standard/produced recording platform, which will allow participants who were not able to attend the original event to register and then view and listen to the presentation at a later date.

Promotion of webcast

PLANADVISER is responsible for all promotion of Webcast events. *PLANADVISER* will promote actively all Webcasts to its various plan sponsor and related databases via the *PLANSPONSOR* NewsDash, *PLANADVISER*dash and direct e-mail invitations (additional e-mail blasts are at *PLANADVISER*'s discretion). *PLANADVISER* will make best efforts to maximize Webcast attendance.

Registration

The sponsor can include custom questions on the registration form and will be able to approve/deny all attendees.

Following the event, the sponsor will be provided with an event report that includes:

- URL link to access the replay of the presentation
- List of enrolled participants, with contact information
- List of participants that attended, with contact information
- Questions submitted electronically by participants throughout the presentation

Pricing

\$20,000*

* Webcasts that have over 500 attendees will result in additional charges of \$15 per each additional attendee. However the additional charges will be capped at \$3,000.

Webcast 360

Details of Webcast Program

Increase the return on your Webcast by closing the communication loop between thought leadership and your sales proposition. Webcast360 is a customizable e-mail follow-up tool that directly promotes your brand, expertise, and product advantages. Webcast360 is sent to your Webcast registrants at the conclusion of the Webcast and promotes follow-up materials as well as other company programs relative to the topic.

Benefits of Webcast360

- Enhanced name recognition through Webcast360; original Webcast has greater longevity
- Webcast360 enables sponsor/client to highlight Webcast and introduce other company programs
- Highly qualified target base receives the e-mail, which provides detailed tracking results
- Tracking results provide qualified leads for sales team, critical for closing new business
- Webcast360 report provides an easy sales tool for sales team to use for follow-up by segmenting the qualified leads
- Webcast360 brand is much more effective than e-mails sent out directly by sponsor/ client

Webcast360 includes

- Customizable e-mail follow-up tool sent out to registrants after the Webcast
- Report that includes the tracking results from the Webcast360
- Tracking results are segmented by link and provide contact information for each registrant who clicked on the correlating link

Pricing

\$5,000 (in addition to Webcast costs)

| Response Totals as of Jun 15, 2009 02:21pm | | | |
|--|-----|-------|--|
| Total Emails Sent | 758 | | |
| Opens | 375 | 50.9% | |
| Clicks | 172 | 44.9% | |
| Webcast Replay | 33 | 8% | |
| View Slides | 83 | 13.9% | |
| G&A Answers | 111 | 27.1% | |
| 401(k) vs. 403(b) plan comparison on PDF | 100 | 24.4% | |
| How The Standard can help PDF | 96 | 23.4% | |
| Standard.com | 6 | 1.5% | |
| Plan Advisers | 5 | 1.5% | |
| Plan Sponsors | 5 | 1.2% | |

| Recipient Name | Email Address | Open | Click | Time Spent |
|----------------|-------------------------|------|-------|------------|
| John Doe | john.doe@company.com | Yes | Yes | 00:01:23 |
| Jane Smith | jane.smith@company.com | Yes | No | 00:00:45 |
| Bob Johnson | bob.johnson@company.com | No | No | 00:00:00 |