

# Website Banner Advertising Opportunities

The screenshot shows the RegisteredRep.com website interface. At the top, there's a navigation bar with links for Home, Advisorland, Investing, Wealth Management, Branch Manager, and Planner/RIA Practice. A search bar is also present. The main content area is divided into several sections:

- Top Story:** Features a large image of a group of people and a headline: "New Tax Bill Seen As Boon For Wealthy Clients—And Advisors".
- More Headlines from Rep.:** Lists several news items, including "There's a Financial Planner App for That" and "RIAs Reinvesting in Their Firms Despite Economic Uncertainty".
- Market Data:** Displays stock market information, including DJIA at 11569.14 and NASDAQ at 2666.89.
- Firm Browser:** A list of financial firms such as Charles Schwab, Edward Jones, and J.P. Morgan.
- Advisor Forums:** A section for discussing business models and products.
- Rep.TV:** A video player showing a man speaking.
- Most Popular Stories:** A list of trending articles, including "New Tax Bill Seen As Boon For Wealthy Clients—And Advisors".
- Blogs & Opinion:** A section for editorial content, featuring "Cost Basis Regulations: Blessing or Burden?".
- Browse By Category:** A grid of links to various content categories like Advisorland, Investing, Wealth Management, Branch Manager, and Securities & Employment Law.
- Rep. Resources Library:** A collection of webinars, eNewsletters, and other resources.
- Additional Resources:** Links to external sources like "The Independent Sourcebook" and "Trusts & Estates".
- Rep. Newsletters:** A sign-up form for complimentary eNewsletters.

Five red boxes are overlaid on the page, indicating advertising positions:

- Position 1:** 728x90, Maximum file size: 40k. Located at the top left.
- Position 2:** 300x250, Maximum file size: 40k. Located in the Market Data section.
- Position 3:** 300x250, Maximum file size: 40k. Located in the Most Popular Stories section.
- Position 4:** 180x150. Located in the Advisor Forums section.
- Pos. 5:** 125x125. Located in the Rep. Resources Library section.

## RegisteredRep.com

RegisteredRep.com offers many online opportunities for marketers targeting financial advisors, planners, RIAs, branch managers and other senior managers—including ad banners, content sponsorships, high-impact interstitials, classifieds and microsites.

### Average Monthly Traffic

- 200,000 page views
- 75,000 unique visitors
- Time spent/visit: 8.2 minutes

### Category Sponsorship Opportunities

- Advisorland
- Investing
- Wealth Management
- Branch Manager
- Planner/RIA Practice
- Securities/Employment Law

### Banner Advertising Rates

Position 1 (run of site) .....	\$90/m
Position 2 (run of site) .....	\$80/m
Position 3 (run of site) .....	\$60/m
Position 4 .....	\$45/m
Position 5 .....	\$30/m

For more information about category advertising sponsorship opportunities, contact your local sales representative.

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