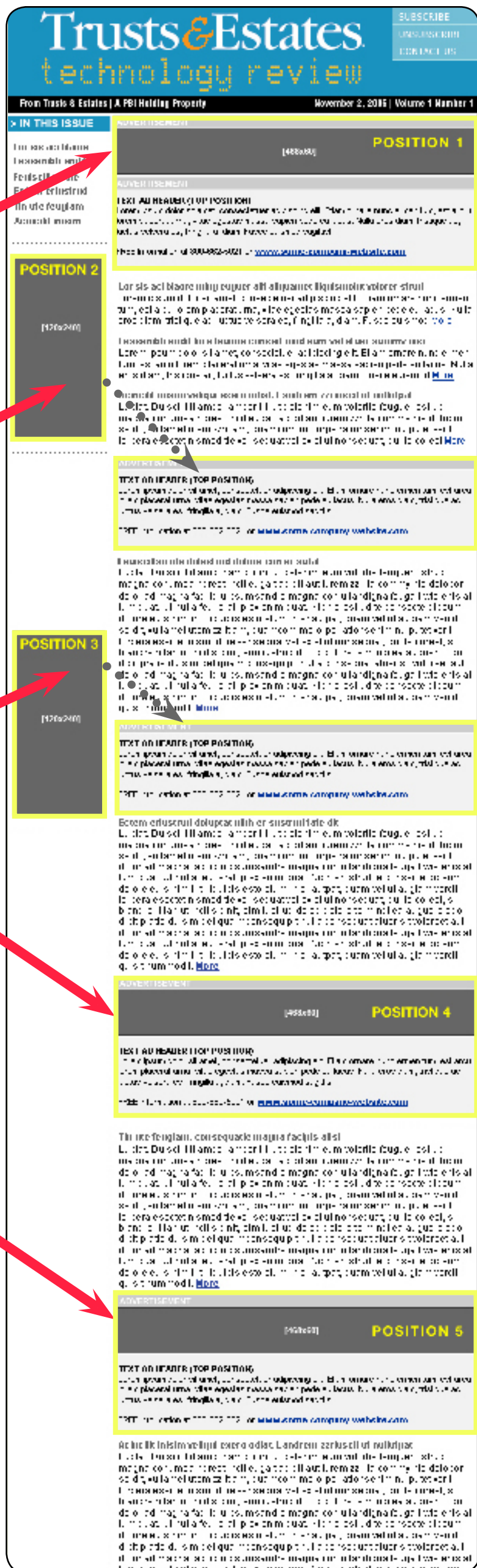


# Trusts & Estates

## ONLINE RATES & SPECS '07

Effective: 01/07



**Position 1**  
468x60  
Full banner and 40 words of text with headline and URL  
\$1,350 net per newsletter

**Position 2**  
120x240  
Half-Tower and 40 words of text with headline and URL  
\$1,150 net per newsletter

**Position 3**  
120x240  
Half-Tower and 40 words of text with headline and URL  
\$900 net per newsletter

**Position 4**  
468x60  
Full banner and 40 words of text with headline and URL  
\$750 net per newsletter

**Position 5**  
468x60  
Full banner and 40 words of text with headline and URL  
\$500 net per newsletter

## Trusts & Estates Technology Review Newsletter

Plug your high-tech products into the industry's leading audience of wealth management professionals with the *Trusts & Estates Technology Review Newsletter*.

Published monthly, the *Trusts & Estates Technology Review E-Newsletter* is written for professional estate and financial planning practitioners interested in reviews of software and Web-based services relevant to their practices. The e-newsletter provides 28,000 subscribers to *Trusts & Estates* with important criteria for evaluating and selecting estate planning software and in each edition, Don H. Kelly explains the productivity benefits these products and services provide for enhancing business practices. Applications include data management and trust accounting for family offices, private foundations and other charitable organizations.

The chart on the left details monthly ad rates and specifications.

Here are some of our other newsletters for your consideration:

**The Wealth Management Letter**  
Reach more than 85,000 wealth management professionals each week with *The Wealth Management Letter* from *Registered Rep.*



**Trusts & Estates E-Letters**

- *Fiduciary Litigation Update*
- *Wealth Watch News*



### Technical Specs

- 1. Banner Dimensions:**  
468x60 full banner  
120x240 half-tower
- 2. Banner Format:**  
Gif or Jpeg files only. No Rich Media.
- 3. File Sizes and Looping:**  
Max File Size = 468x60, 120x240 - 15-20K  
Max Frames = 4  
Looping = 3times
- 4. 3rd Party Ad Serving:**  
We will accept most 3rd Party Ad tags. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

For more information on sponsorship and advertising opportunities online, or to create a customized package to fit your needs, please contact your sales representative.