

Target qualified lists of prospects with E-mail Marketing

Targeted E-mail Blasts

Now you can go after your best prospects by using the Penton Wealth Management Group qualified databases to conduct targeted e-mailings. You can choose from a broad range of criteria—including industry, job function, assets under management, gross annual production, licenses held, method of compensation and products recommended or sold—to pinpoint the exact wealth advisors you're looking for. It's one of the most cost-efficient ways available to find more customers like your best customers.

Cost: Based on list size and requirements; contact your local sales rep for quote.

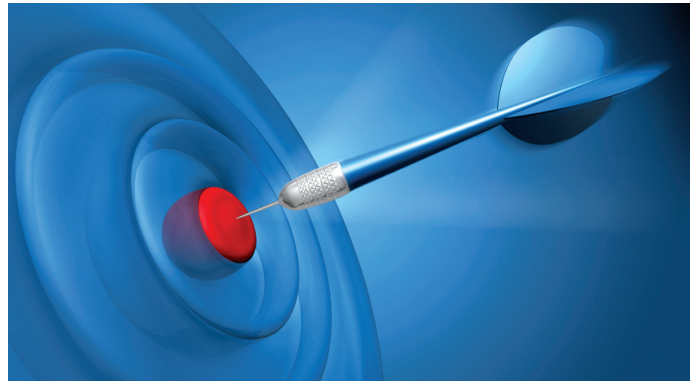
Digital White Paper Program

Use our qualified lists to distribute your white papers to targeted prospects with these two unique programs.

White Paper Marketing Program

- Single e-blast promoting your white paper
- Registration form with company logo for gathering leads via registration
- Text links in a minimum of ten *Registered Rep.* e-newsletters promoting your white paper
- Banner ads in two *Registered Rep.* e-newsletters of your choice
- Leads provided daily or weekly
- Posting of your white papers in *Registered Rep.* White Paper Library

Cost: \$6,250-\$11,500 (depending on mailing size)



White Paper Listing Program

- Text links in a minimum of ten *Registered Rep.* e-newsletters promoting your white paper
- Registration form with company logo for gathering leads via registration
- Leads provided daily or weekly
- Posting of your white papers in *Registered Rep.* White Paper Library

Cost: \$3,500