

Registered **Rep.**

## 2012 Print &amp; Digital Rates

## Display Advertising Rates

## Number 45

Size	1x	3x	6x	9x	12x	18x	24x	30x	36x
<b>4 Color</b>									
1 page	\$19,445	\$18,123	\$17,367	\$16,989	\$16,612	\$16,233	\$15,856	\$15,481	\$15,100
2/3 page	\$15,552	\$14,498	\$13,891	\$13,589	\$13,287	\$12,987	\$12,685	\$12,383	\$12,078
1/2 island	\$13,224	\$12,330	\$11,811	\$11,560	\$11,300	\$11,042	\$10,783	\$10,530	\$10,271
1/2 horizontal	\$12,439	\$11,595	\$11,112	\$10,868	\$10,629	\$10,383	\$10,147	\$9,903	\$9,663
1/3 page	\$9,333	\$8,697	\$8,334	\$8,159	\$7,976	\$7,795	\$7,613	\$7,431	\$7,249
<b>Black &amp; White</b>									
1 page	\$16,936	\$15,786	\$15,129	\$14,799	\$14,470	\$14,141	\$13,813	\$13,484	\$13,155
2/3 page	\$13,205	\$12,309	\$11,790	\$11,539	\$11,280	\$11,027	\$10,769	\$10,510	\$10,258
1/2 island	\$11,186	\$10,426	\$9,992	\$9,775	\$9,558	\$9,342	\$9,125	\$8,907	\$8,690
1/2 horizontal	\$10,501	\$9,789	\$9,377	\$9,173	\$8,970	\$8,767	\$8,565	\$8,362	\$8,159
1/3 page	\$7,798	\$7,270	\$6,963	\$6,816	\$6,661	\$6,514	\$6,361	\$6,207	\$6,059

Premium position add 15%. No charge for bleed. Additional charge for metallic inks. For information on higher frequency discount rates, contact your local sales representative.

**DISPLAY ADVERTISING RATES**

Number of units within 12 months from date of first insertion in contract period determines frequency rate.

**Supplied Inserts and Business Reply Cards (BRCs):**

Accepted in all issues. For information, contact your sales representative.

**SPECIAL POSITIONS**

Cover 2 .....25% premium  
Cover 3 ..... 20% premium  
Cover 4 .....33% premium

All other special positions: 15% premium. Special positions subject to availability. For more information, contact your local sales representative.

## Classified Advertising Rates

## Number 36

SIZE	1x	3x	6x	9x	12x	18x
Per col. inch	\$232	\$226	\$214	\$207	\$201	\$189
1 Page	\$6,947	\$6,770	\$6,418	\$6,206	\$6,030	\$5,677
2/3 Page	\$4,631	\$4,513	\$4,278	\$4,137	\$4,020	\$3,785
1/2 Page	\$3,473	\$3,385	\$3,209	\$3,103	\$3,015	\$2,838
1/3 Page	\$2,315	\$2,257	\$2,139	\$2,069	\$2,010	\$1,892
1/6 Page	\$1,158	\$1,128	\$1,070	\$1,034	\$1,005	\$946
1/12 Page	\$579	\$564	\$535	\$517	\$502	\$473

All rates are media commissionable to accredited advertising agencies.

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## 2012 Print &amp; Digital Rates

**E-Newsletter Rates****AD DIMENSIONS**

Position 1.....	Boom Box .....	300x250
Position 2.....	Boom Box .....	300x250
Position 3 .....	Boom Box .....	300x250
Position 4 .....	Banner .....	468x60

**Wealth Advisor Weekender**

Published weekly on Saturday

**Circulation: 135,000+**

Position 1.....	\$4,725
Position 2.....	\$3,545
Position 3 .....	\$2,835
Position 4 .....	\$2,365

**Wealth Management Letter**

Published weekly on Wednesday

**Circulation: 69,000+**

Position 1.....	\$2,415
Position 2.....	\$1,810
Position 3 .....	\$1,450
Position 4 .....	\$1,210

**Practice Management Letter**

Published twice a month (first and third Thursday)

**Circulation: 65,000+**

Position 1.....	\$2,275
Position 2.....	\$1,710
Position 3 .....	\$1,365
Position 4 .....	\$1,140

**The Retirement Letter**

Published monthly (second Friday)

**Circulation: 108,100+**

Position 1.....	\$3,785
Position 2.....	\$2,840
Position 3 .....	\$2,275
Position 4 .....	\$1,895

**RIA Rising Letter**

Published monthly (third Friday)

**Circulation: 30,900+**

Position 1.....	\$1,545
Position 2.....	\$1,160
Position 3 .....	\$930
Position 4 .....	\$775

**The Insurance Letter**

Published monthly (third Tuesday)

**Circulation: 71,800+**

Position 1.....	\$2,515
Position 2.....	\$1,890
Position 3 .....	\$1,510
Position 4 .....	\$1,260

**The Management Letter** (For BOMs)

Published monthly (second Monday)

**Circulation: 20,600+**

Position 1.....	\$1,030
Position 2.....	\$775
Position 3 .....	\$620
Position 4 .....	\$515

**Sole sponsorships available—contact your local sales rep for more information****Website Rates****BANNER ADVERTISING RATES (\$5,000 minimum)**

Position 1 (run of site).....	\$95/cpm
(Leaderboard: 728x90)	
Position 2 (run of site).....	\$90/cpm
(Boom Box: 300x250)	
Position 3 (run of site) .....	\$60/cpm
(Boom Box: 300x250)	
Position 4 .....	\$45/cpm
(Magazine Sponsorship: 180x150)	
Position 5 .....	\$30/cpm
(Square: 125x125)	

**Forum Sponsorships (\$5,000 minimum)**

Leaderboard.....	\$50/cpm
Top banner box .....	\$40/cpm
Bottom banner box .....	\$25/cpm

**Channel Sponsorships (Three month minimum)**

Advisorland .....	\$6,500/month
Investing .....	\$3,000/month
Wealth Management.....	\$3,500/month
Branch Manager.....	\$1,500/month
Planner/RIA Practice.....	\$2,500/month
Securities/Employment Law .....	\$2,500/month

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## 2012 Print &amp; Digital Rates

**Website Rates** *continued***Blog Sponsorships**

Three month minimum.....\$5,000/month

**Home Page Takeover**

24 hours maximum..... \$7,500/day

**Interstitials**

One week minimum .....\$7,500/week

**Market Data Sponsorship**

Three month minimum.....\$3,000/month

**Clickability Sponsorship**

Three month minimum.....\$1,500/month

**Video Sponsorships**• **Video Channel Exclusive**

Ad Targeting ..... \$2,000/month per channel

• **Custom Sponsored**

Video Channel ..... \$3,000/month per channel

Pre-roll Video Commercials..... \$2,000/month

**White Paper Listings**

Twelve month posting.....\$3,500/white paper

**Podcasts**

Twelve month posting in Video Library .....\$1,500

**Social Media Sponsorship**

Three month minimum.....\$6,500/month

**Pop Poll Sponsorship**

Three month minimum.....\$3,000/month

**Mobile Marketing Rates****Smart Phone App and Tablet**

Three month minimum..... \$6,000/month

**Mobile Website**

Three month minimum.....\$175/cpm

**Social Media Rates****Tweetup Sponsorship**

Three month minimum.....\$6,500/month

**E-mail Marketing Rates****E-mailings**Blasts to qualified  
email addresses ..... Call for pricing**Digital White Papers**

Marketing Program..... \$6,250-11,500

Listing Program .....\$3,500

**Custom Marketing Rates****Digital Content**.....Call for pricing**E-newsletter Development**.....Call for pricing**Lead Lifecycling** .....Call for pricing**Market/Competitive Research**.....Call for pricing**Mobile App Development** .....Call for pricing**Print Content**.....Call for pricing**SEO/SEM** .....Call for pricing**Social Media eListening** .....Call for pricing**Web-based Seminars**.....Call for pricing**Website Development** .....Call for pricing**White Paper Creation**.....Call for pricing