

Online Advertising *Today's Headlines Delivered*

Advertise in one of the International Foundation's most valued member services—*Today's Headlines*. Delivered each business day to Foundation members via e-mail, *Today's Headlines* provides benefit headlines culled from thousands of sources in an organized, easy-to-scan format.

As only one advertiser is allowed per issue, your ad will have high visibility.

Advertising Information

Sponsorship Duration	Five business days (Wednesday through Tuesday)
Cost per Week	\$1,995
Circulation	18,000
Audience	U.S. members of the International Foundation of Employee Benefit Plans, including plan sponsors, health and welfare trustees, pension trustees, administrators, public plan trustees and professional advisors
Details	<ul style="list-style-type: none"> • Ads are rotated weekly beginning on Wednesdays. • <i>Today's Headlines</i> is e-mailed each business day to all International Foundation U.S. members. • Advertisers can sponsor no more than 13 weeks in any given calendar year. • Advertisers can sponsor no more than three consecutive weeks. • Minimum sponsorship is one week.

Mechanical Specifications

Width	180 pixels
Height	150 pixels
Resolution	72 dpi
File Type	JPEGs or GIFs; no animation files
Alternative Text	50 characters
Link Information	A functioning URL must be provided.

Today's Headlines

Display Advertising Insertion Order

Contact

Ronaelle Carlson
 (262) 373-7748
 ronaellec@ifebp.org
 Pamela Wu, CEBS
 (262) 373-7752
 pamw@ifebp.org

Terms and Conditions

- The publisher reserves the right to reject any advertising.
- Ads must be submitted according to guidelines outlined in "Mechanical Specifications."
- The publisher reserves the right to place the word "advertisement" on copy that resembles editorial matter.
- Advertisers who cancel positions after the insertion order deadline will be billed full amount of space contracted.
- Advertisers and their advertising agencies assume joint liability for all of the content (including text, representation and illustrations) of electronic advertisements and also assume responsibility for any claims made against the publisher resulting from the ad, including costs associated with defending such a claim.
- Publisher is not liable for delays in delivery and/or nondelivery of its publication in the event of any condition beyond the control of the publisher that may affect production of its publication.
- These terms and conditions shall apply to all advertising accepted by the publisher and supersede any advertiser contract clauses not specifically acknowledged above.
- Each publication will contain a disclaimer indicating that the International Foundation has not reviewed the products or services advertised and will not be viewed as endorsing any of the products or services.
- Advertisers are responsible for submission and approval of ad materials. Copy from any previously submitted insertion will be used if new ad materials are not received by ad deadline. If no previous ad exists, advertiser is responsible for the cost of space, which will be used at the International Foundation's discretion.

Insertion Order Deadline

Two weeks prior to issue run

Materials Deadline

One week prior to issue run

Advertiser

Advertising organization _____
 Contact name _____ Title _____
 Address _____
 City _____ State/Province _____
 Country _____ ZIP/Postal code _____
 Phone _____ Fax _____
 E-mail _____

Agency

Agency name _____
 Contact name _____ Title _____
 Address _____
 City _____ State/Province _____
 Country _____ ZIP/Postal code _____
 Phone _____ Fax _____
 E-mail _____

Issues Sponsored

- | | | | | | |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> 5-Jan | <input type="checkbox"/> 9-Mar | <input type="checkbox"/> 11-May | <input type="checkbox"/> 13-Jul | <input type="checkbox"/> 14-Sep | <input type="checkbox"/> 16-Nov |
| <input type="checkbox"/> 12-Jan | <input type="checkbox"/> 16-Mar | <input type="checkbox"/> 18-May | <input type="checkbox"/> 20-Jul | <input type="checkbox"/> 21-Sep | <input type="checkbox"/> 23-Nov |
| <input type="checkbox"/> 19-Jan | <input type="checkbox"/> 23-Mar | <input type="checkbox"/> 25-May | <input type="checkbox"/> 27-Jul | <input type="checkbox"/> 28-Sep | <input type="checkbox"/> 30-Nov |
| <input type="checkbox"/> 26-Jan | <input type="checkbox"/> 30-Mar | <input type="checkbox"/> 1-Jun | <input type="checkbox"/> 3-Aug | <input type="checkbox"/> 5-Oct | <input type="checkbox"/> 7-Dec |
| <input type="checkbox"/> 2-Feb | <input type="checkbox"/> 6-Apr | <input type="checkbox"/> 8-Jun | <input type="checkbox"/> 10-Aug | <input type="checkbox"/> 12-Oct | <input type="checkbox"/> 14-Dec |
| <input type="checkbox"/> 9-Feb | <input type="checkbox"/> 13-Apr | <input type="checkbox"/> 15-Jun | <input type="checkbox"/> 17-Aug | <input type="checkbox"/> 19-Oct | <input type="checkbox"/> 21-Dec |
| <input type="checkbox"/> 16-Feb | <input type="checkbox"/> 20-Apr | <input type="checkbox"/> 22-Jun | <input type="checkbox"/> 24-Aug | <input type="checkbox"/> 26-Oct | <input type="checkbox"/> 28-Dec |
| <input type="checkbox"/> 23-Feb | <input type="checkbox"/> 27-Apr | <input type="checkbox"/> 29-Jun | <input type="checkbox"/> 31-Aug | <input type="checkbox"/> 2-Nov | |
| <input type="checkbox"/> 2-Mar | <input type="checkbox"/> 4-May | <input type="checkbox"/> 6-Jul | <input type="checkbox"/> 7-Sep | <input type="checkbox"/> 9-Nov | |

Number of total issues sponsored _____ Gross rate _____ Net rate _____

Materials Instructions

New materials to arrive on _____
 New materials enclosed Rerun previous ad/issue date _____
 Production contact _____
 Phone _____
 E-mail _____

Send bill to Advertiser Agency

Signature _____

Please keep a copy of this insertion order for your files.