2020 Advertising Opportunities from the International Foundation of Employee Benefit Plans

www.ifebp.org/sponsorship
Who We Are
For more than 60 years, the International Foundation of Employee Benefit Plans has been the premier educational organization dedicated to providing the employee benefits community with objective, solution-oriented education, research and information. We are a nonprofit, membership-based association serving over 30,000 members in the United States and Canada.

Our Core Audience
Our core membership audience and the primary readers of our publications come from multiemployer trust funds—though we also serve corporate and public employee markets. Multiemployer trust funds ensure employees have benefits coverage in industries where they are required to be mobile and may switch employers often, such as construction, trades, hotel, service and entertainment industries.

These funds are governed by a board of labor and management trustees that has the authority and discretion to manage assets of the fund and purchase benefit goods and services. Trustee responsibilities include:

- Hiring an administrator, attorneys, accountants, actuaries, consultants, pension and investment managers and others to provide advice in the management of benefit plans
- Purchasing health, dental and vision insurance; pharmacy benefits; life, disability and fiduciary insurance; retirement plans; work and family benefits; and more.

About Our Publications
Our members rely on our publications to keep them abreast of the latest issues and trends impacting their roles in employee benefits while providing advertisers with broad exposure to our niche audiences of multiemployer, public sector and private employer trustees, administrators and plan professionals.

Print Media
- Benefits Magazine
- Benefits Quarterly (product of ISCEBS)

Digital Media
- Today’s Headlines (e-newsletter)
- Service Provider Directory (website)

Contact Us
For Advertising Inquiries
Diane Mahler
dianem@ifebp.org | (262) 373-7656

For Editorial Inquiries
Kathy Bergstrom
kathyb@ifebp.org | (262) 373-7633

Headquarters Location
18700 W. Bluemound Road
Brookfield, WI 53045
Who Are Our Members?

**Gender**

- **Male**: 69%
- **Female**: 31%

**Age**

- **Ages 18-34**: 3%
- **Ages 35-44**: 15%
- **Ages 45-54**: 31%
- **Ages 55-64**: 35%
- **Age 65 or older**: 16%

**Number of Employees**

- **41%** 1-99
- **7%** 100-499
- **7%** 500-999
- **19%** 1,000-4,999
- **8%** 5,000-9,999
- **18%** More than 10,000

**Pension Fund Assets**

- **Less than $1 million**: 5%
- **$1-$9.9 million**: 11%
- **$10-$49.9 million**: 20%
- **$50-$99.9 million**: 12%
- **$100-$499.9 million**: 22%
- **Over $500 million**: 30%

**Health and Welfare Fund Assets**

- **Less than $100,000**: 3%
- **$100,000-$999,999**: 7%
- **$1-$4.9 million**: 19%
- **$5-$9.9 million**: 12%
- **$10-$25 million**: 21%
- **Over $25 million**: 38%

**Role**

- **Plan Sponsor**: 65%
  - (works with employee benefit plans)
- **Service Provider**: 35%
  - (provides services to employee benefit plans)
Benefits Magazine is the premier source for industry news and has a readership of over 26,000 International Foundation members. Addressing key topics in employee benefits, each issue offers comprehensive content written by expert practitioners in the field. Hard copy and digital versions are sent to our readership each month, providing maximum exposure for advertisers.

**Distribution:** Monthly  
**Channels:** Direct Mail and Email  
**Readership:** 26,000+

### Profession Representation

**Multiemployer**  
- Multiemployer Industry Representative 7%  
- Multiemployer Labor Trustee 24%  
- Multiemployer Management Trustee 18%  
- Salaried Administrator 4%

**Corporate**  
- Benefits/Compensation/Human Resources 21%  
- Insurance Representative 2%

**Fund Professionals**  
- Accountant/Auditor/Actuary 3%  
- Attorney 3%  
- Consultant 3%  
- Investment Advisor 2%  
- Third-Party Administrator 2%

**Public Employee**  
- Public Employee Support Staff 3%  
- Public Employee Trustee 8%

**Sample Titles**

- Accountant  
- Administrator  
- Attorney  
- Benefits Coordinator/Specialist/Manager/Director  
- Business Agent/Manager  
- CEO/CFO/CIO/COO  
- Chairman, Executive Director  
- Consultant  
- Controller  
- Director Human Resources/Finance/Labor Relations/Compensation  
- Fund Manager  
- Human Resources Coordinator/Generalist/Specialist/Manager/Director  
- Partner/President/Senior Vice President  
- Pension Administrator/Analyst/Specialist  
- Training Coordinator/Director  
- Trustee
## 2020 Editorial Calendar

Beyond the topical focus, each issue contains features and articles that appeal to our key audience sectors: multiemployer, public employee, corporate and professional members.

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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</thead>
<tbody>
<tr>
<td><strong>Topical Focus:</strong> Global</td>
<td><strong>Topical Focus:</strong> Investments</td>
<td><strong>Topical Focus:</strong> Health Care</td>
<td><strong>Topical Focus:</strong> Defined Contribution (DC) Pension and Retirement Plans</td>
</tr>
<tr>
<td><strong>Insertion Order Deadline:</strong> November 11, 2019</td>
<td><strong>Bonus Distribution:</strong> Trustees and Administrators Institute—February 2020</td>
<td><strong>Insertion Order Deadline:</strong> January 8, 2020</td>
<td><strong>Insertion Order Deadline:</strong> February 7, 2020</td>
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<td><strong>Materials Deadline:</strong> November 22, 2019</td>
<td><strong>Materials Deadline:</strong> December 9, 2019</td>
<td><strong>Materials Deadline:</strong> January 24, 2020</td>
<td><strong>Materials Deadline:</strong> February 26, 2020</td>
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<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
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<tr>
<td><strong>Topical Focus:</strong> Technology and Benefits Administration</td>
<td><strong>Topical Focus:</strong> Wellness</td>
<td><strong>Topical Focus:</strong> Pensions and Retirement Plans</td>
<td><strong>Topical Focus:</strong> Health Care</td>
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<td><strong>Insertion Order Deadline:</strong> June 8, 2020</td>
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<th>November</th>
<th>December</th>
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<tr>
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<td><strong>Topical Focus:</strong> Defined Benefit (DB) Pensions and Retirement Plans</td>
<td><strong>Topical Focus:</strong> Investments</td>
<td><strong>Topical Focus:</strong> Health Care</td>
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<td><strong>Insertion Order Deadline:</strong> August 7, 2020</td>
<td><strong>Bonus Distribution:</strong> 66th Annual Employee Benefits Conference</td>
<td><strong>Insertion Order Deadline:</strong> October 16, 2020</td>
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<td><strong>Materials Deadline:</strong> September 14, 2020</td>
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# 2020 Print Advertising Rates and Sizes

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<th>4x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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</thead>
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<td>$6,565</td>
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<tr>
<td>Full page</td>
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<td>$4,516</td>
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<td>$4,959</td>
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<td>$4,039</td>
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<td>$2,488</td>
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<tr>
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<td>$2,341</td>
<td>$2,224</td>
<td>$2,113</td>
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<tr>
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<td>$1,935</td>
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<td>$1,885</td>
<td>$1,792</td>
<td>$1,703</td>
<td>$1,616</td>
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## 4C Options

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<th>4x</th>
<th>6x</th>
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<tbody>
<tr>
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<td>$3,128</td>
<td>$2,871</td>
<td>$2,539</td>
<td>$2,399</td>
<td>$2,286</td>
<td>$2,171</td>
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<tr>
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<td>$3,703</td>
<td>$3,518</td>
<td>$3,343</td>
<td>$3,175</td>
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<td>$1,602</td>
<td>$1,520</td>
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<td>1/3 page</td>
<td>$1,517</td>
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## BW Options

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<td>$1,001</td>
<td>$951</td>
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## Standard Ad Units

<table>
<thead>
<tr>
<th>Picas</th>
<th>Inches</th>
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<tbody>
<tr>
<td>Width</td>
<td>Height</td>
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</table>

- **Full-Page Bleed**
  - (Live) 45 Picas, 60 Inches
  - (Trim) 51 Picas, 66 Inches
  - (Bleed) 53 Picas, 68 Inches

- **Full-page nonbleed**
  - 41 Picas, 58 Inches

- **Masthead and 2/3 page vertical**
  - 27 Picas, 58 Inches

- **2/3 page horizontal**
  - 41 Picas, 38p2, 6.833" Width, 6.361" Height

- **1/2 page vertical**
  - 20 Picas, 58, 3.333" Width, 9.667" Height

- **1/2 page horizontal**
  - 41 Picas, 28p6, 6.833" Width, 4.75" Height

- **1/3 page square**
  - 27 Picas, 28p6, 4.5" Width, 4.75" Height

- **1/3 page vertical**
  - 13 Picas, 58, 2.167" Width, 9.667" Height

- **1/3 page horizontal**
  - 41 Picas, 18p10, 6.833" Width, 3.139" Height

- **1/4 page**
  - 20 Picas, 28p6, 3.333" Width, 4.75" Height

- **1/6 page**
  - 13 Picas, 28p6, 2.167" Width, 4.75" Height

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Additional opportunities may be available. Please contact Diane Mahler at dianem@ifebp.org to learn more.
Mechanical Specifications

- Please provide PDF created using Acrobat Distiller, including all fonts and high resolution (300 dpi or higher, CMYK or grayscale) images.
- Electronic files consisting of spot color or RGB color space will be converted to CMYK color space.
- Files can be uploaded to an FTP site; please contact Diane Mahler at dianem@ifebp.org for information.
- 150-line screen
- Include date and name of publication, along with phone number of your contact person.
- Production charges for any unsatisfactory material, including electronic rework or conversion processes, will be billed to the advertiser at cost.
- All artwork must be provided electronically. Email files to Diane Mahler at dianem@ifebp.org.

Materials Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>Insertion Order Deadline</th>
<th>Materials Deadline</th>
<th>Mail Dates</th>
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<tbody>
<tr>
<td>January 2020</td>
<td>November 11, 2019</td>
<td>November 22, 2019</td>
<td>December 27, 2019</td>
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<tr>
<td>February 2020</td>
<td>December 9, 2019</td>
<td>December 27, 2019</td>
<td>January 28, 2020</td>
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<td>March 2020</td>
<td>January 8, 2020</td>
<td>January 24, 2020</td>
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<td>April 2020</td>
<td>February 7, 2020</td>
<td>February 26, 2020</td>
<td>March 27, 2020</td>
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<td>May 2020</td>
<td>March 6, 2020</td>
<td>March 27, 2020</td>
<td>April 27, 2020</td>
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<tr>
<td>June 2020</td>
<td>April 8, 2020</td>
<td>April 24, 2020</td>
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<td>July 2020</td>
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<td>October 2020</td>
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<td>January 2021</td>
<td>November 13, 2020</td>
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## Benefits Magazine Print Advertising Insertion Order

### Advertiser

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<th>Advertising organization</th>
<th>Contact name</th>
<th>Title</th>
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<tr>
<th>Address</th>
<th>City</th>
<th>State/Province</th>
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### Agency

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<table>
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<th>Email</th>
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<tbody>
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</tbody>
</table>

### Position

- Back cover
- Inside front cover
- Inside back cover
- Full page
- Full-page bleed
- 2/3 page vertical
- 1/2 page vertical
- 1/2 page horizontal

### Color

- Black and white
- Four color

### Frequency Rate

- 1X
- 2X
- 3X
- 4X
- 6X
- 9X
- 12X

### Materials Instructions

- New materials to arrive on 
- New materials enclosed 
- Rerun previous ad/issue date 
- Production contact 

<table>
<thead>
<tr>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

Send bill to

- [Advertiser](#)
- [Agency](#)

Signature

### Agency Commissions

15% of gross billings is allowed to recognized agencies, provided the account is paid within 30 days of receipt of the invoice. Agency commission is not applicable if invoice is not paid within 60 days.

### Contact Information

Diane Mahler  
(262) 373-7656  
dianem@ifebp.org

Send insertion order and materials to:

dianem@ifebp.org or  
Advertising/Diane Mahler  
International Foundation of Employee Benefit Plans  
18700 W. Bluemound Road  
Brookfield, WI 53045

### Terms and Conditions

- The publisher reserves the right to reject any advertising.  
- Ads must be submitted according to guidelines outlined in “Mechanical Specifications” on page 7.  
- The publisher reserves the right to place the word advertisement on copy that resembles editorial matter.  
- Run-of-book advertising space is allotted on a first-come, first-served basis. Premium positions are assigned on a first-right-of-refusal basis.  
- Positioning of the ads is at the discretion of the publisher, unless the advertiser has contracted for a premium position.  
- Advertisers that 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 printed 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 or shipping 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.

### Issue

- Jan. 2020
- May 2020
- Sep. 2020
- Feb. 2020
- June 2020
- Oct. 2020
- Mar. 2020
- July 2020
- Nov. 2020
- Apr. 2020
- Aug. 2020
- Dec. 2020

### Gross Rate

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<th>Issue</th>
<th>Gross Rate</th>
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<th>Gross Rate</th>
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<tbody>
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</table>

Please keep a copy of this insertion order for your files.
Today’s Headlines—An Exclusive Digital Advertising Opportunity

Our most popular member benefit, Today’s Headlines is an e-newsletter delivered each business day to more than 18,000 Foundation members. Content is driven by news of the day focusing on issues that impact benefits decision makers: investments, pensions and retirements, health care, legal updates, trends and more.

Advertisers enjoy a weeklong exclusive sponsorship—you ad is positioned on the top right with no other advertiser included—providing even greater exposure to our coveted audience. This is an affordable and flexible advertising channel, scalable to your needs.

Distribution: Daily
Channels: Email
Readership: 18,000+

Open Rate: 19.71% (industry average)
Click-Through Rate: 15.44% (6 times greater than industry average)
Impressions: 90,000+ per week

Profession Representation

Multiemployer
Multiemployer Industry Representative 7%
Multiemployer Labor Trustee 22%
Multiemployer Management Trustee 16%
Salaried Administrator 5%

Corporate
Benefits/Compensation/Human Resources 21%
Insurance Representative 3%

Fund Professionals
Accountant/Auditor/Actuary 2%
Attorney 4%
Consultant 4%
Investment Advisor 2%
Third-Party Administrator 2%

Public Employee
Public Employee Support Staff 4%
Public Employee Trustee 8%

Mechanical Specifications

<table>
<thead>
<tr>
<th>Width</th>
<th>180 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>150 pixels</td>
</tr>
<tr>
<td>Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>File Type</td>
<td>JPEGs or static GIFs; no animated files</td>
</tr>
<tr>
<td>Alternative Text</td>
<td>50 characters</td>
</tr>
<tr>
<td>Link Information</td>
<td>A functioning URL must be provided.</td>
</tr>
</tbody>
</table>

Sample Titles

- Accountant/Accounting Manager/CPA
- Actuary
- Administrator/Fund Administrator/Assistant Administrator
- Apprenticeship Coordinator/Manager/Director
- Attorney/Associate Attorney/General Counsel
- Benefits Analyst/Consultant/Coordinator/Manager/Specialist
- CEO/CFO/CIO/COO
- Consultant
- Director Benefits/Compliance/Compensation/Human Resources/Employee Services
- Director of Labor Relations/Finance/Training
- Employee Benefits Coordinator/Specialist/Manager
- Fund Manager
- Global Benefits
- Investment Analyst/Officer
- Labor/Management Trustee
- Pension Analyst/Coordinator/Manager/Officer/Trustee
- President
- Retirement Administrator/Analyst/Commissioner/Specialist
- Risk Manager
- VP/AVP/EVP/SVP

Advertising Information

<table>
<thead>
<tr>
<th>Sponsorship Duration</th>
<th>Ads are sold in one-week increments, starting on Wednesday and ending on Tuesday (five business days.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per Week</td>
<td>$1,995</td>
</tr>
<tr>
<td>3 or More Weeks</td>
<td>$995/week</td>
</tr>
</tbody>
</table>

Audience

Plan sponsors, health and welfare trustees, pension trustees, administrators, public plan trustees and public advisors, and benefits professionals

Details

- Advertisers can sponsor no more than 13 weeks in a given calendar year.
- Advertisers can sponsor no more than three consecutive weeks.
- Minimum sponsorship is one week.

Contact Us Today
Diane Mahler | (262) 373-7656 | dianem@ifebp.org
Today’s Headlines

Online Advertising Insertion Order—2020

Contact
Diane Mahler
(262) 373-7656
dianem@ifebp.org

Send insertion order and materials to:
dianem@ifebp.org or
Advertising/Diane Mahler
International Foundation
of Employee Benefit Plans
18700 W. Bluemound Road
Brookfield, WI 53045

Terms and Conditions

• The publisher reserves the right to reject any advertising.
• Ads must be submitted according to guidelines outlined in “Mechanical Specifications” on page 9.
• The publisher reserves the right to place the word advertisement on copy that resembles editorial matter.
• Advertisers that 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.

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 ______________________
Email ________________________________

Agency

Agency name ________________________________________
Contact name ___________________________ Title ________________
Address ________________________________________________
City ___________________________ State/Province ______________
Country ___________________________ ZIP/Postal code __________
Phone ___________________________ Fax ______________________
Email ________________________________

Issues Sponsored—Choose week(s) starting on:

☐ 1-Jan (4)* ☐ 4-Mar ☐ 6-May ☐ 8-Jul ☐ 9-Sep ☐ 11-Nov
☐ 8-Jan ☐ 11-Mar ☐ 13-May ☐ 15-Jul ☐ 16-Sep ☐ 18-Nov
☐ 15-Jan ☐ 18-Mar ☐ 20-May (4)* ☐ 22-Jul ☐ 23-Sep ☐ 25-Nov (3)*
☐ 22-Jan ☐ 25-Mar ☐ 27-May ☐ 29-Jul ☐ 30-Oct ☐ 2-Dec
☐ 29-Jan ☐ 1-Apr ☐ 3-Jun ☐ 5-Aug ☐ 7-Oct ☐ 9-Dec
☐ 5-Feb ☐ 8-Apr (4)* ☐ 10-Jun ☐ 12-Aug ☐ 14-Oct ☐ 16-Dec
☐ 12-Feb ☐ 15-Apr ☐ 17-Jun ☐ 19-Aug ☐ 21-Oct ☐ 23-Dec (3)*
☐ 19-Feb ☐ 22-Apr ☐ 24-Jun ☐ 26-Aug ☐ 28-Oct ☐ 30-Dec (3)*
☐ 26-Feb ☐ 29-May ☐ 1-Jul ☐ 2-Sep (4)* ☐ 4-Nov

Cost

$1,995/week
$995/week when three or more are purchased
*Numbers in parentheses indicate holiday-shortened weeks. Cost will be prorated based on number of days ad is run.

☐ Number of total issues sponsored ______ Gross rate _________ Net rate _________
☐ Total: ____________________________

Materials Instructions

☐ New materials to arrive on ____________
☐ New materials enclosed ☐ Rerun previous ad/issue date ____________

URL (required) ________________________________

Production contact ________________________________
Phone ___________________________ Fax ______________________
Email ________________________________

Send bill to ☐ Advertiser ☐ Agency
Signature ________________________________

Please keep a copy of this insertion order for your files.
Service Provider Directory—
Online Vendor Resource

Newly redesigned with more prominence on the homepage of the International Foundation website, the Service Provider Directory is a comprehensive, online directory for employee benefits, compensation and human resources–related products and services. Viewed daily by thousands of website visitors, this is a one-stop shop for employee benefits decision makers in search of new vendors.

Two types of listings are available for either 6- or 12-month durations. Your basic listing includes company name and logo, contact information, company description and link to your website. Your enhanced listing includes all the aforementioned plus your logo can appear on our website homepage, on the Service Provider Directory landing page and with a link to a downloadable brochure.

Service Provider Listing Includes:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Enhanced Listing</th>
<th>Basic Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo featured on main landing page</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td>Unlimited category listings</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td>Link to downloadable brochure</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td>Company name and logo in listing</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company address, phone and fax number</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Contact person name and email</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>75-word company description</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to your website</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Three category listings</td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>

Service Provider Categories

- Accounting/Auditing
- Actuarial Consulting
- Administrative Services Only—Insurance
- Banking/Financial/Custodial
- Benefit Consulting
- Communication Products and Services
- Compliance
- Computer/Software
- Defined Contribution (DC) Plan Services
- Fiduciary Services
- Financial/Retirement Planning
- Fraud Detection and Prevention
- Health Care—Consulting
- Health Care—Dental Plans
- Health Care—Fully Insured Products
- Health Care—General
- Health Care—Hearing
- Health Care—Pharmacy Benefit Managers/ Specialty Drugs
- Health Care—Wellness
- Insurance
- Investment—Asset Managers
- Investment—Consulting
- Legal
- Professional Trustee/Independent Fiduciary
- Publisher
- Trust Fund Administration
- Work/Life Benefits
- Other

Pricing

<table>
<thead>
<tr>
<th></th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Ad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation Member</td>
<td>$450</td>
<td>$850</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$600</td>
<td>$1,000</td>
</tr>
<tr>
<td>Enhanced Ad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation Member</td>
<td>$700</td>
<td>$1,250</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$850</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

Contact Us Today
Diane Mahler
(262) 373-7656 | dianem@ifebp.org

Visit www.ifebp.org/spdirectory to learn more.
Service Provider Directory Listing
Order Form

**Enhanced listings receive:**
- Company logo featured on main landing page
- Unlimited category listings
- Link to company website
- Additional link to a downloadable brochure.

**Basic listings receive:**
- Company logo in listing
- Up to three category listings
- Link to company website.

Listings will start on the first day of the month after the insertion order and payment are received.

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Member:</th>
<th>Basic 6-month listing: $450</th>
<th>Basic 12-month listing: $850</th>
<th>Enhanced 6-month listing: $700</th>
<th>Enhanced 12-month listing: $1,250</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nonmember:</td>
<td>Basic 6-month listing: $600</td>
<td>Basic 12-month listing: $1,000</td>
<td>Enhanced 6-month listing: $850</td>
<td>Enhanced 12-month listing: $1,400</td>
</tr>
</tbody>
</table>

**Customer Information—Approved by:**

- Company name ____________________________
- Full first name ____________________________
- Title ____________________________
- Address ________________________________________________________________________________
- City ____________________________
- State/Province ____________________________
- Country ____________________________
- ZIP/Postal code ____________________________
- Phone ____________________________
- Fax ____________________________________________________________________________________________
- Contact name and title (for inquiries) ________________________________________________________________________________________________________
- Contact email ____________________________________________________________________________________________
- Website URL ____________________________________________________________________________________________
- Brochure URL (for enhanced listings) ____________________________________________________________________________________________

**Listing Categories**

- Accounting/Auditing
- Actuarial Consulting
- Administrative Services Only—Insurance
- Banking/Financial/Custodial
- Benefit Consulting
- Communication Products and Services
- Compliance
- Computer/Software
- Defined Contribution (DC) Plan Services
- Fiduciary Services
- Financial/Retirement Planning
- Fraud Detection and Prevention
- Health Care—Consulting
- Health Care—Dental Plans
- Health Care—Fully Insured Products
- Health Care—General
- Health Care—Hearing
- Health Care—Pharmacy Benefit Managers/Specialty Drugs
- Health Care—Vision Plans
- Health Care—Wellness
- Insurance
- Investment—Asset Managers
- Investment—Consulting
- Legal
- Other
- Professional Trustee/Independent Fiduciary
- Trust Fund Administration
- Work/Life Benefits

**Listing Details**

- Company name ________________________________________________________________________________
- Address ________________________________________________________________________________
- City ____________________________
- State/Province ____________________________
- Country ____________________________
- ZIP/Postal code ____________________________
- Phone ____________________________
- Fax ____________________________________________________________________________________________
- Contact name and title (for inquiries) ________________________________________________________________________________________________________
- Contact email ____________________________________________________________________________________________
- Website URL ____________________________________________________________________________________________
- Brochure URL (for enhanced listings) ____________________________________________________________________________________________

- 75-word written description of your product or service submitted in a Word document included with this form.
- The International Foundation reserves the right to edit descriptions for space considerations.

- Company logo to appear on your listing included with this form.
- Email the logo in .JPG or .EPS format to dianem@ifebp.org. Logo must be at least 72 dpi, with a transparent or white background.

**Payment Information**

- Amount $ ____________
- Check # ____________
- Credit card # ____________
  Exp. date ____________
- Cardholder’s name (print) ____________

**Contact Information**

- www.ifebp.org
- Email dianem@ifebp.org
- Secure fax (262) 364-1818
- International Foundation P.O. Box 689954, Chicago, IL 60695-9954
- Questions? Contact dianem@ifebp.org, or (262) 373-7656
Benefits Quarterly

Benefits Quarterly is distributed to over 11,000 individuals representing plan sponsors and providers from the health, retirement and other areas of employee benefits. The readership consists of the following components:

- Certified Employee Benefit Specialists® (CEBS®) graduates and students—This group numbers approximately 5,000 and includes a mix of plan sponsors and providers. Included in this segment are middle, upper and senior managers; directors; and executives.
- Members of the corporate sector of the International Foundation of Employee Benefit Plans—This group numbers approximately 6,000 and is composed of mid- to upper-level benefits, compensation and human resource professionals. Also included are CFOs and CEOs of smaller businesses.
- General subscribers—The balance of the readership consists of a mix of plan sponsors and providers as well as public and professional libraries.

Readership Breakdown

For more information on deadlines and the editorial calendar, please contact:

ISCEBS
P.O. Box 209
Brookfield, WI 53008-0209
Phone: (262) 786-8771
Fax: (262) 786-8670
Email: iscebs@iscebs.org
www.iscebs.org

Display Advertising—Benefits Quarterly

<table>
<thead>
<tr>
<th>RATE INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Four-Color Options</strong></td>
</tr>
<tr>
<td>Outside Back Cover (Bleed)</td>
</tr>
<tr>
<td>Inside Front Cover (Bleed)</td>
</tr>
<tr>
<td>Inside Back Cover (Bleed)</td>
</tr>
<tr>
<td>Full Page (Bleed or Nonbleed)</td>
</tr>
<tr>
<td>Half Page</td>
</tr>
</tbody>
</table>

| **Black-and-White Options** (Inside Pages Only) | **List Price** | **2x** (15% Discount) | **3x** (20% Discount) | **4x** (25% Discount) |
|------------------|
| Full Page | $1,650 | $1,403 | $1,320 | $1,238 |
| Half Page | $825 | $701 | $660 | $619 |