

# Trusts & Estates

## 2012 Print & Digital Rates

### Display Advertising Rates

#### Number 73

Size	1x	3x	6x	12x	18x
<b>4 Color</b>					
1 page	\$6,381	\$5,827	\$5,537	\$5,304	\$5,082
2/3 page	\$5,378	\$5,051	\$4,802	\$4,616	\$4,419
1/2 island	\$4,968	\$4,663	\$4,445	\$4,285	\$4,130
1/2 page	\$4,557	\$4,300	\$4,099	\$3,949	\$3,798
1/3 page	\$3,858	\$3,623	\$3,493	\$3,374	\$3,260
1/4 page	\$3,469	\$3,281	\$3,157	\$3,064	\$2,970
<b>Black &amp; White</b>					
1 page	\$4,828	\$4,326	\$4,026	\$3,798	\$3,571
2/3 page	\$3,826	\$3,545	\$3,296	\$3,105	\$2,914
1/2 island	\$3,416	\$3,157	\$2,939	\$2,779	\$2,624
1/2 page	\$3,007	\$2,795	\$2,593	\$2,443	\$2,293
1/3 page	\$2,308	\$2,117	\$1,987	\$1,868	\$1,749
1/4 page	\$1,919	\$1,775	\$1,651	\$1,558	\$1,465

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

Sold by the Column Inch  
 (Column Width 2 1/8"):

	1x	4x	8x	13x
Per column inch	\$187	\$171	\$154	\$138

Add \$150 for standard second color, \$280 for four-color.

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### 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 Watch

Published twice a month

**Circulation: 8,600+**

Position 1.....	\$2,500
Position 2.....	\$1,500
Position 3 .....	\$1,250
Position 4 .....	\$1,000

#### Technology Review

Published monthly

**Circulation: 31,000+**

Position 1.....	\$1,420
Position 2.....	\$1,208
Position 3 .....	\$945
Position 4 .....	\$787

**Sole sponsorships available—contact your local sales rep for more information**

### Website Rates

#### BANNER ADVERTISING RATES

Position 1 (run of site).....	\$90/m	(Leaderboard: 728x90)
Position 2 (run of site).....	\$80/m	(Boom Box: 300x250)
Position 3 (run of site) .....	\$60/m	(Boom Box: 300x250)
Position 4 .....	\$45/m	(Magazine Sponsorship: 180x150)
Position 5 .....	\$30/m	(Magazine Sponsorship: 180x150)

#### Channel Sponsorships (Three month minimum)

Estate Planning .....	\$1,800/month
High-Net-Worth .....	\$1,200/month
Retirement .....	\$1,200/month
Fiduciary Professions .....	\$1,000/month
Insurance .....	\$1,000/month
Investments .....	\$750/month
Philanthropy .....	\$750/month
Litigation .....	\$500/month
Valuations.....	\$500/month

#### Home Page Takeover

24 hours maximum.....\$1,000/day

#### Interstitials

One week minimum .....

#### 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..... \$2,000/white paper

#### Podcasts

Twelve month posting in Video Library .....

#### Social Media Sponsorship

Three month minimum..... \$2,500/month

#### Pop Poll Sponsorship

Three month minimum..... \$2,000/month

#### Photo Gallery Sponsorship

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