The Voice for Advisors

The National Association of Plan Advisors (NAPA) is a nonprofit organization dedicated to providing a voice in Washington and beyond for the leading retirement plan advisors in America. While the financial services industry is well represented in Washington by a number of trade associations that weigh in on issues affecting advisors, NAPA is the only advocacy group exclusively focused on the issues that matter to retirement plan advisors. This exclusive focus is what sets NAPA apart.

As the primary information and advocacy source for retirement plan advisors, NAPA is committed to providing timely and highly relevant content to the greater advisor community through thought leadership, legal and regulatory information, data, news and information. The hub for this information is the NAPA Net web portal, the NAPA Net Daily newsletter and NAPA Net the Magazine.

Who is NAPA?

Advocacy

NAPA is the trusted source for advisors, offering members:

- Advocacy
- Networking
- Business Intelligence
- Professional Development

More than 40 MILLION participants are covered by the DC plans with which NAPA members work

Nearly 15,000 members, strong and growing

90% are retirement plan advisors

250+ Firm Partners, including all major broker-dealers, DCIOs, RIAs and recordkeepers

More than $4 trillion in DC retirement plan assets under management with members and Firm Partners

For more information contact ERIK VAN DER KOLK, AD SALES | P: 203.550.0385 | E: evanderkolk@usaretirement.org
**EDIT CALENDAR**

**SPRING 2021**
- RESERVE: FEBRUARY 10
- MATERIALS: FEBRUARY 24
- MAIL: MARCH 22
- ACCOLADE: NAPA TOP DC ADVISOR TEAMS

**SUMMER 2021**
- RESERVE: MAY 19
- MATERIALS: JUNE 2
- MAIL: JUNE 28
- ACCOLADE: NAPA TOP RETIREMENT PLAN ADVISORS UNDER 40

**WINTER 2021**
- RESERVE: OCTOBER 27
- MATERIALS: NOVEMBER 10
- MAIL: DECEMBER 8
- ACCOLADE: NAPA TOP WOMEN ADVISORS

**FALL 2021**
- RESERVE: AUGUST 18
- MATERIALS: SEPTEMBER 1
- MAIL: SEPTEMBER 27
- ACCOLADE: NAPA TOP INDUSTRY WHOLESALERS

**NAPA BLACK BOOK WINTER 2021**
- RESERVE: OCTOBER 20
- MATERIALS: NOVEMBER 3
- MAIL: DECEMBER 8

**NAPA 401(k) SUMMIT INSIDER SUMMER 2021**
- RESERVE: AUGUST 18
- MATERIALS: SEPTEMBER 1
- MAIL: SEPTEMBER 27

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NAPA’s Industry Lists

NAPA’S UNIQUE LISTS HIGHLIGHT FOUR CRITICAL ELEMENTS OF THE RETIREMENT INDUSTRY:

“Advisor Allies,” listing the DC industry’s top wholesalers, “Aces,” our list of the top plan advisors under 40, our Top DC Advisor Teams and NAPA’s Top Women Advisors.

You can find our lists online at napa-net.org, under the “Industry Lists” tab.

Advertise your company’s unique services in these special features in NAPA Net the Magazine or congratulate your employees for being selected as part of these prestigious awards as a top leader in the retirement industry.

_Congratulatory ads are $6,000._

**Spring**

The NAPA Top DC Advisor Team list highlights the nation’s leading retirement plan advisor firms. Sure, we know it’s not just about the numbers – but the reality is that NAPA members are having a huge impact every single day, not just on the quality of retirement plan advice, but also in building a more financially secure retirement for millions of Americans. Unlike other lists, this focuses on teams, broadly defined as being in a single physical location, and having at least $100 million in DC assets under advisement.

We acknowledge firms with more than one physical location in our annual list of Top DC Advisor Multi-Office Firms.

**Summer**

Established in 2014, the list is drawn from nominations provided by NAPA Broker-Dealer/RIA Firm Partners, vetted by a blue ribbon panel of senior advisor industry experts based on a combination of quantitative and qualitative data submitted by the nominees.

These “Aces” are widely seen as the future – and in some cases current – leaders of the retirement plan advisor industry.

**Fall**

Launched in 2014, this list of Top DC Wholesalers – Advisor Allies – acknowledges the true partnership they foster with advisors. Finalists for this list of Top 100 DC Wholesalers are selected based on those votes cast by several thousand advisors from a list of more than 600 wholesalers nominated by NAPA Firm Partner recordkeepers and DCIOs.

We further highlight the “Top 10” in both DCIO and RK roles.

**Winter**

In what has long been a male-dominated profession, a large, and growing, number of women are making significant contributions to this field. We honor the best and brightest women in the industry, in three separate categories: Captains, All-Stars, and Rising Stars.
REACH AMERICA’S LEADING RETIREMENT ADVISORS ALL YEAR LONG THROUGH THE MOST TRUSTED BRAND IN THE INDUSTRY.

The annual NAPA Black Book directory is the definitive guide for America’s retirement industry leaders. The newly expanded Black Book now includes listings from companies in the DCIO, Recordkeeper, BD/RIA, TPA, Tools & Technology, Financial Wellness, NQDC and HSA areas of the retirement industry.

Exclusive to NAPA Firm Partners is the opportunity to reach the nation’s elite plan advisors with an Enhanced Listing. These listings consist of a full page comprehensive profile and a full page 4-color advertisement, prominently displayed in order to stand out from your peers.

The Enhanced Listing will also appear on the digital version of the Black Book, and will serve as an electronic reference tool for advisors and other retirement professionals.

Purchase an enhanced listing (full page ad and full page directory listing spread) in the 2020 edition (a $15,000 investment), and not only will you distinguish yourself from your category competitors, but you’ll also receive a complimentary NAPA Product Profile, valued at $8,000.

Please note:
- This offer does not apply to previously booked Product Profiles.
- Your complimentary Product Profile may only run during the first quarter of 2021.

THE DEADLINE FOR BLACK BOOK SUBMISSIONS IS OCTOBER 15TH
# PRINT RATES & SPECS

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<th><strong>NAPA NET THE MAGAZINE</strong></th>
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<td>ANNUAL (WINTER)</td>
<td>ANNUAL (SUMMER)</td>
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<td><strong>CIRCULATION</strong></td>
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<td><strong>OPPORTUNITIES</strong></td>
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<td>• Firm Partner Full Page Ad: $11,000</td>
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<td>• Accolade congratulatory Full Page Ad: $6,000</td>
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<td>• Bellyband: $15,000</td>
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## NNTM Specs

### FULL PAGE AD

- **TRIM SIZE:** 10” x 12”
- **BLEED AREA:** 10.25” x 12.25”
  (0.125” from trim)
- **LIVE AREA:** 9” x 11”
  (0.5” from trim)

### DOUBLE PAGE SPREAD

- **TRIM SIZE:** 20” x 12”
- **BLEED SIZE:** 20.25” x 12.25”
- **LIVE AREA:** 19” x 11”
  (0.5” from trim)

- **Gutter Safety for Spreads**
  - Allow .25” on each side of gutter, .5” total gutter safety
  - For ad spread units please supply 0.0625” duplicated image on both sides of the centerline

### BELLYBAND

- **FINAL TRIM & PRINT AREA:** 4.5” x 22”
  (Add .125” bleed allowance if applicable)

- 4/C process one-sided

### MATERIAL SPECIFICATIONS

- All images and artwork must be in **CMYK color mode** (not spot, Pantone or RGB colors).
- Advertising materials may be submitted in the following file types: **pre-press quality PDF** (PDF/X-1a compliant), **CMYK-jpg** or **CMYK-tif**.
- Pre-press quality PDFs (PDF/X-1a file type) have embedded fonts and images should be **high resolution (300 dpi)** and **line art at 1200 dpi**. Any **CMYK-jpg** or **CMYK-tif** file must have been created with an original resolution of 300 dots per inch.
NAPA-NET.ORG

53,057 / 132,022

UNIQUE VISITORS/MONTH
(MAV. JAN–MAY 2020)

MONTHLY PAGE VIEWS
(MAV. JAN–MAY 2020)

FREQUENCY
UPON REQUEST

OPPORTUNITIES
A: TOP LEADERBOARD
(728 x 90)
$60 / CPM*

B: TOP ISLAND
(300 x 250)
$60 / CPM*

MATERIAL
SPECIFICATIONS

• 39k max file size

• Static or animated GIF files

• HTML
  • No <span style> tags

• Without JavaScript preferred

STANDARD FILES

• GIF & JPEG graphics to meet above
  file size criteria

*All ads rotate with those of other sponsors, based on number of
impressions purchased

For more information contact ERIK VAN DER KOLK, AD SALES | P: 203.550.0385 | E: evanderkolk@usaretirement.org
NAPA NET DAILY

CIRCULATION:
35,500+

FREQUENCY
DAILY / WEEKLY (FRIDAYS)

OPPORTUNITIES
A: TOP LEADERBOARD (728 x 90): $900
B: TOP ISLAND (300 x 250): $900
C: MIDDLE ISLAND (300 x 250): $500
D: BOTTOM ISLAND (300 x 250): $500
E: BOTTOM LEADERBOARD (728 x 90): $500

MATERIAL SPECIFICATIONS
• Maximum file size is 50kb. Static JPG or static GIF only. There is no rich media on the newsletter.
• Linking URL for ad to be supplied. URL must be in the format “https://” not “www.”
• Creative must be received SEVEN BUSINESS DAYS prior to the campaign drop.

NEWSLETTER OPENS / WEEK
35,000

NAPA Net Daily is the most-read, most cited daily newsletter for plan advisors for market, practice management and regulatory information.

TOPIC-SPECIFIC NEWSLETTER
FREQUENCY: UPON REQUEST
CIRCULATION: 18,000+

OPPORTUNITIES
• 728 x 90: $60 CPM
• 300 x 250: $60 CPM

For more information contact ERIK VAN DER KOLK, AD SALES | P: 203.550.0385 | E: evanderkolk@usaretirement.org
CONTENT MARKETING

NAPA HAS DEVELOPED A UNIQUE OUTLET THROUGH WHICH YOU CAN SHARE YOUR VALUABLE THOUGHT LEADERSHIP CONTENT TO THE MOST influential retirement professionals in the industry. Record keepers, mutual funds and broker dealers can now provide news, information and white papers in NAPA Net Daily, on the NAPA Net website, and even in NAPA Net the Magazine – reaching more than 35,000 advisors while driving additional traffic to your website and resources.

Content Contributor Partners will receive the following:

ADVERTORIAL:
Links readers to thought leadership articles on your website. These placements are designed to look like headline news. Here you can provide readers with articles or perspectives that are generally the length of news articles.

• FREQUENCY:
  20 TIMES PER QUARTER

TEXT LINK:
Links readers to a “featured” white paper. This is where longer thought leadership pieces can be highlighted.

• FREQUENCY:
  10 TIMES PER QUARTER

PRINT THOUGHT LEADERSHIP EXPOSURE:
NAPA Net the Magazine will have a section devoted to featured articles contributed by Content Contributor Partners, with a link to your website where the content is hosted. NAPA will allow up to three links in the publication to different stories or white papers of your choosing. Featured articles/content will be included in a minimum of one NAPA Net the Magazine issue.

MATERIAL SPECIFICATIONS

• AUDIENCE: NAPA NET DAILY SUBSCRIBERS
• CIRCULATION: 30,000+
• INVESTMENT: $15,000
• ADVERTORIAL HEADLINE: 25 CHARACTERS
• ADVERTORIAL BODY: 120 CHARACTERS
• TEXT LINK: 20 CHARACTERS
• Linking URL for ad to be supplied. URL must be in the format “https://” not “www.”
PRODUCT PROFILE

A SPONSORED PRODUCT PROFILE ALLOWS YOU TO REACH 30,000+ NAPA Net Daily subscribers with your product or service message. You provide the content and choose the date and NAPA will send the message on your behalf.

- FREQUENCY: Upon Request, subject to availability
- AUDIENCE: NAPA Net subscribers who agree to receive sponsored content
- CIRCULATION: 30,000+
- INVESTMENT: $9,000 / per

MATERIAL SPECIFICATIONS

- HTML content must be provided 7 days prior to launch for proofing, testing, etc.
- 65 characters or fewer subject line (note: “Product Profile” will precede all subject lines)
- Email width of 720px maximum
- (Note: The native image size must match the intended display size of the image.)
WEBCAST

EXCLUSIVELY FOR NAPA FIRM PARTNERS

Overview
A Sponsored Webcast is one of the best ways to reach NAPA's advisor audience. You choose the date (subject to availability), the topic, and the speaker – NAPA does all the work to promote your webcast to our network of advisors. All sponsored webcasts are included as a NAPA member benefit and are therefore complimentary for our advisor members. During the live webcast, interactivity through submitted attendee questions is available if desired. The webcast will be recorded and remain on NAPA's website available to our NAPA members for one year. Contact information for attendees including email addresses, will be shared with sponsor for follow-up opportunities.

Sponsorship
• Your preferred date
• Your preferred topic
• Your speaker (NAPA will provide a moderator)
• Marketed to all NAPA Net subscribers (36,000) Advisor members (15,000)
• 50-minute webcast, including Q&A Continuing Education credit available (subject to review/approval).

Rates & Specs
FREQUENCY
Upon Request, subject to availability

INVESTMENT
• Per webcast: $12,500
• Archived for one year on NAPA-Net.org

PRE-WEBCAST PROMOTION
• Branding (logo) inclusion in 3 webcast promotional emails
• Your branded PowerPoint presentation used during the webcast, along with headshot of speakers

POST-WEBCAST PROMOTION
• Attendee listing, including advisor name, phone number and email (subject to opt-in)
EXCLUSIVELY FOR NAPA FIRM PARTNERS

Overview
Vodcasts are a great way for our NAPA Firm Partner providers to reach NAPA’s advisor audience and position themselves as thought-leaders within the retirement planning industry.

You choose the speaker and topic, and record your own 30-minute video message, then supply it to NAPA. We will post it on NAPA-Net.org’s Vodcast library for 12 months, where our members can access it at their convenience, and promoted to all readers.

Vodcasts are promoted as a complimentary NAPA member benefit.

Need help recording your Vodcast? NAPA is happy to assist you with a professional recording of your message.

Sponsorship
• Your preferred topic
• Your preferred speaker
• Marketed to all NAPA Advisor members (15,000)

Rates & Specs
INVESTMENTS
• Client-supplied Vodcast recording: $8,500
• NAPA-Assisted Vodcast Recording: $17,000
• Archived for one year on NAPA-Net.org