

NAPA net

THE OFFICIAL MAGAZINE OF THE
NATIONAL ASSOCIATION OF PLAN ADVISORS

the magazine

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MEDIA KIT



NAPA NET
Informing and Connecting Plan Advisors



NAPA
NATIONAL ASSOCIATION OF PLAN ADVISORS



PROFILE OF NAPA NET READERS AND MEMBERS

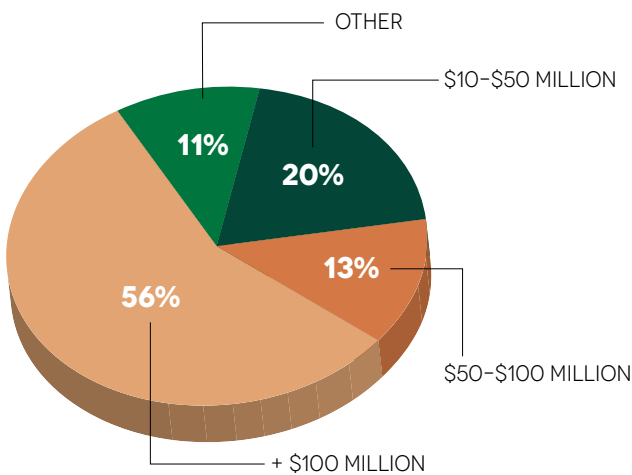
NAPA Members

With most of the major DC broker dealers and RIAs as members of NAPA, our membership accounts for an estimated 50% of all new DC plan assets sold in 2012. NAPA's broker dealers are allowed to nominate all of their significant plan advisors as part of their membership package which provides NAPA access to the advisors that focus on this industry and drive most of the new business in the DC market.

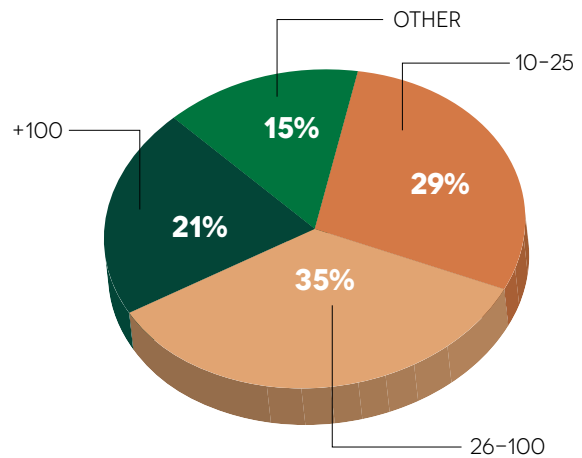


NAPA NET

READERSHIP INFO



PLAN AUM



PLANS UNDER MANAGEMENT

HOW NAPA HELPS ADVISORS

Advocacy

NAPA was born out of necessity. Debates over a uniform fiduciary standard and the definition of investment advice under ERISA prove that policymakers in Washington have little understanding of what plan advisors do. Add in major issues like tax reform, the federal budget deficit, the economy's uncertainty and debates about the future of 401(k) plans and it's critical that advisors have a strong voice in Washington. That's where NAPA comes in. We've developed powerful grass roots and grass tops campaigns that enable advisors to be heard clearly on Capitol Hill. Plus, NAPA has ASPPA's political clout and expertise behind it every step of the way.

Events

Newly branded NAPA 401(k) Summit (March 23-25,2014 New Orleans) – premier industry convention with over 1500 people and 500 advisors expected; NAPA Fly-in Forum with over 100 elite plan advisor Delegates convening in DC to meet with and lobby legislative and regulatory leaders; quarterly webcasts free to NAPA members.

Education

NAPA provides professional education to plan advisors via the QPFC designation program and has launched the "401(k) Practice Builder" to help broker dealers train and certify advisors interested or dabbling in the DC market.

NAPA Net Daily

The #1 Daily e-newsletter in the advisor space, sent to almost 40,000 of the retirement industry's elite professionals each week, the Daily contains the latest analysis and commentary from the NAPA Net portal, the latest insider news about the industry, and breaking news about the latest developments affecting the plan advisor community.

NAPA Partner Corner

Profiles of NAPA's provider partners containing profiles value added resources, white papers, territory maps, and news about significant new products and services.

Magazine

NAPA Net - The Magazine will include in-depth articles and columns focused on the practicing plan advisor published by their own association as well an industry resource directory. Launching in October 2013, it will feature a mix of articles and regular columns by noted experts and advisors to help practitioners keep informed.

The Trusted Source For Advisors

NAPA has become THE trusted source for advisors, demonstrated through the consistent growth of its membership in the last year and a half.

EDITORIAL LINE-UP

NAPA Net - The Magazine Inaugural Issue (October 2013)			
COVER ARTICLE	TITLE	DESCRIPTION	AUTHOR
	DC Top Power Hitters	Profiles of Washington's top decision makers affecting retirement	Fred Barstein
FEATURES	TITLE	DESCRIPTION	AUTHOR
	Whose Revenue is it anyway?	Is participant fee equalization coming?	Fred Barstein
	Selling the Financial Value of Retirement Benefits	Selling the CFO on the value of retirement plans	Bruce Shutan
	Transitioning Broker Dealers	What to think about when changing broker dealers	Elayne Demby
COLUMNS	TITLE	DESCRIPTION	AUTHOR
	Inside the Beltway	Reg/leg update and forecast	Brian Graff
	Inside the Plan Steward's Mind	Focus on advisors	Don Trone
	Inside the Marketplace	Focus on providers	Fred Barstein
	Inside the Law	Legal developments	David Levine
	Inside Investments	What's new in DC investing	Jerry Bramlett
	Inside the Plan Sponsor's Mind	What's on the mind of plan sponsors?	Steff Chalk
	Inside the Participant's Mind	Focus on participants	Warren Cormier
	Inside the Numbers	Focus on industry research	Nevin Adams
DEPARTMENT	TITLE	DESCRIPTION	AUTHOR
	From the Editor		Fred Barstein
	President's Message		Marcy Supovitz
	Partner Corner Directory		
	Industry Spotlight		

EDITORIAL CONTRIBUTORS



Founder and Executive Director,
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ASPPA & NAPA



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NAPA Net-The Magazine



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University (TRAU)



Warren Cormier,
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David Levine,
Principal,
Groom Law Group



Don Trone,
Founder,
Fiduciary360, LP



ABOUT NAPA & OUR PARTNERS

NAPA Mission

to further the interests of retirement plan advisors and those who support them — is supported by nearly 100 institutional Firm Partners. Their support has helped make NAPA the fastest growing organization in the history of the retirement plan industry.

SOME OF OUR FIRM PARTNERS INCLUDE:



...and dozens of other broker-dealers, RIAs, record keeping and DCIO firms.

ADVERTISING SPECIFICATIONS

■ Full Page Ads Only

Trim Size: 10" W x 12" H

Full Page with Bleed: 10.25" W x 12.25" H

Full Page no Bleed: 9" W x 11"H

Preferred file format: **PDF/X-1a**; marks must be at least 0.125" from trim;
safety area must be at least 0.375 from trim edge; all color images must be **CMYK**

Images: 300dpi

Line art: 1200dpi

For advertisement delivery instructions contact Jennifer McKibben:

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703.516.9300 x116

PRODUCTION CALENDAR		
PREMIERE ISSUE	WINTER 2013	SPRING 2014
AD SPACE RESERVATIONS		
September 6	October 10	January 10
AD MATERIALS		
September 10	October 31	January 31
MAIL DATE		
October 10	December 4	March 1

NAPA NET DAILY

- The NAPA Net Daily has quickly become the most-read daily newsletter for experienced plan advisors for market, practice management and regulatory information
- Almost 20,000 unique visitors/month
- 30,000 newsletter opens per week
- 500,000+ ad impressions
- NAPA Net Daily has deeply affected the market and has been embraced by busy plan advisors and industry professionals

“With all of the noise we receive over email from every vendor under the sun, it’s comforting to know that I will be well informed and up to date with all the latest retirement industry news by receiving the Napa Net Daily email newsletter. I love it.”

— *Michael Coelho, Managing Director, SageView Advisory Group*

500,000+

20,000
UNIQUE VISITORS/MONTH

AD IMPRESSIONS

30,000
NEWSLETTER OPENS/WK.





OTHER MEDIA OPPORTUNITIES

- **NAPA Net** — The leading industry website where 20,000 unique visitors come every month to stay current, interact with colleagues and find valuable industry resources – over 500,000 monthly ad impressions
- **NAPA Net Daily** — opened by 30,000 people every week, the Daily has become the one e-newsletter that plan advisors open and read
- **Webcasts** — Monthly co-sponsored webcast hosted by NAPA executives with leading providers and advisors covering timely and cutting edge topics
- **Partner Corner** — Profiles of NAPA's provider partners containing profiles, value added resources, white papers, territory maps, and news about significant new products and services
- **Videos** — Interviews with leading providers, advisors and broker dealers discussing important topics and updates about them and their firms (5-10 minutes)



2013 TERMS AND CONDITIONS — PRINT AND DIGITAL ADVERTISING*

** These terms and conditions apply only to those advertising in ASPPA, NTSAA, NAPA, and/or ACOPA print or digital magazines, e-newsletters and/or websites.*

- A. Payment:** Invoices are sent upon receipt of advertisers' order. Payment is required before Advertisers' ad is published and due upon receipt of the invoice. Advertisers can pay by either credit card or check. By submitting your credit card information, you agree that your credit card will be automatically charged on the date that ad materials are due for each contracted ad. ASPPA may elect not to run scheduled ads for advertisers whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be published once the account is brought current. Invoices rendered will be accepted as correct unless ASPPA is notified in writing within 10 day of billing date.
- B. Limitation of Liability:** Advertiser agrees to not hold ASPPA responsible for any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. If any proven or admitted errors or omissions have occurred, ASPPA will publish a one-time paid advertisement of the same specification in a future issue at no charge for the space.
- C. Indemnification:** Advertiser hereby agrees to indemnify and hold harmless ASPPA, as well as its subsidiaries, affiliates, directors, officers, agents, and employees, from and against all claims, liabilities, and expenses, including reasonable attorney's fees, which may result from Advertiser's acts, omissions, or breach of this Agreement.
- D. Warranty:** Advertiser warrants and represents that the ad materials provided by Advertiser do not violate any proprietary rights of others (including, without limitation, any copyrights or patents) and that such materials depict the Advertiser's own original creation, or that the Advertiser has permission from the rightful owner to depict such products.
- E. Cancellation:** All cancellations must be received in writing prior to the space reservations deadline. All premium positions and sponsorships are non-cancelable.
- F. Advertising Materials:** Advertiser is responsible for providing all information and digital artwork to meet the ad's specifications and requirements. ASPPA reserves the right to determine the suitability of all ads submitted for publication, and reject advertising that does not meet the editorial criteria and/or specifications and requirements, and require suitable replacement materials by publication deadline.



RATES

1-Time Rate: \$10,000

4 Consecutive Issues: \$28,000

6 Consecutive Issues: \$36,000

Clients that commit to a minimum of six consecutive issues beginning in the October 2013 issue will be guaranteed to run in the first 50% of the magazine on a right hand page.

CIRCULATION: 10,000

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