2020 MEDIA KIT

INFORMING & CONNECTING RETIREMENT PLAN ADVISORS
ABOUT US

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.

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.

Advocacy

NAPA is the trusted source for advisors, offering members:
• Advocacy
• Networking
• Business Intelligence
• Professional Development

Who is NAPA?

14,000 members, strong and growing

90% are retirement plan advisors

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

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

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
<table>
<thead>
<tr>
<th>Season</th>
<th>Event Name</th>
<th>Reserve Date</th>
<th>Materials Date</th>
<th>Mail Date</th>
<th>Accolade Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING 2020</strong></td>
<td>NAPA Top Women Advisors</td>
<td>FEBRUARY 11</td>
<td>FEBRUARY 25</td>
<td>MARCH 26</td>
<td>NAPA Top Women Advisors</td>
</tr>
<tr>
<td><strong>SUMMER 2020</strong></td>
<td>NAPA Top Retirement Plan Advisors Under 40</td>
<td>MAY 22</td>
<td>JUNE 3</td>
<td>JUNE 26</td>
<td>NAPA Top Retirement Plan Advisors Under 40</td>
</tr>
<tr>
<td><strong>FALL 2020</strong></td>
<td>NAPA Top DC Advisor Teams</td>
<td>AUGUST 27</td>
<td>SEPTEMBER 3</td>
<td>SEPTEMBER 30</td>
<td>NAPA Top DC Advisor Teams</td>
</tr>
<tr>
<td><strong>WINTER 2020</strong></td>
<td>NAPA Top DC Advisor Teams</td>
<td>NOVEMBER 5</td>
<td>NOVEMBER 18</td>
<td>DECEMBER 11</td>
<td>NAPA Top DC Advisor Teams</td>
</tr>
</tbody>
</table>

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

NAPA’s Industry Lists

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

“Wingmen,” 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.

One of the things that sets these lists apart from other published lists is that they are based on a nominating/voting/selection process that taps into the knowledge of NAPA’s 10,000+ members. You can find our lists online at napa-net.org, under the “Industry Lists” tab.

Advertise your company’s unique services in NAPA Net the Magazine or congratulate your employees for being selected as a top leader in the retirement industry.

_Congratulatory ads are $6,000._

Spring

In what has long been a male-dominated profession, a growing number of women are today making significant contributions to this field. In 2015, the editorial team here committed to an acknowledgment of those contributions with the launch of the NAPA’s Top Women Advisors.

Spring

Sure, we know it’s not just about the numbers – but the reality is that advisors are having a huge impact every single day, not only on the quality of retirement plan advice, but in building a more financially secure retirement for millions of Americans.

NAPA’s Top DC Advisor Teams acknowledges the advisor teams that are responsible for at least $100 million in defined contribution plan assets.

Summer

Where is the next generation of plan advisors coming from?

To answer that question, NAPA set out to find the top young advisors — the profession’s “Aces.” The result of was our list of the “Top Retirement Plan Advisors Under 40,” first published in 2014.

Fall

Only plan advisors know how important their DC wholesaler can be in building, managing and growing their practice. We call them “DC Wingmen” because if they are doing their job, they have your back. And only advisors know which Wingmen are really good and truly add value.

That’s why NAPA set out to identify the top wholesalers who serve the DC market — the truly elite Wingmen. Our first annual Top DC Wholesalers list, published in March 2014, quickly became an industry staple.
REACH AMERICA’S LEADING RETIREMENT ADVISORS ALL YEAR 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 2020.

THE DEADLINE FOR BLACK BOOK SUBMISSIONS IS OCTOBER 15TH

NAPA will provide a freelance editor to write a full page sponsored executive interview, for any Firm Partner that commits by September 15 for an additional $5,000. The NAPA Firm Partner will have the rights to the PDF at no additional investment!
# PRINT RATES & SPECS

## Rates

### NAPA NET THE MAGAZINE
- **FREQUENCY**: QUARTERLY
- **CIRCULATION**: 18,000* 
- **OPPORTUNITIES**
  - Firm Partner Full Page Ad: $11,000
  - Accolade congratulatory Full Page Ad: $6,000
  - Bellyband: $15,000

### BLACK BOOK
- **FREQUENCY**: ANNUAL (WINTER)
- **CIRCULATION**: 18,000* 
- **OPPORTUNITIES**
  - Firm Partner Full Page Ad + Full Page Directory Listing: $15,000
  - Non-Firm Partner Full Page Ad*: $10,000

### 401(k) SUMMIT INSIDER
- **FREQUENCY**: ANNUAL (SUMMER)
- **CIRCULATION**: 18,000* 
- **OPPORTUNITIES**
  - Firm Partner Full Page Ad + Full Page Directory Listing: $15,000

*Placement Not Guaranteed

## 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**

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

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

CIRCULATION: 35,500+

FREQUENCY
DAILY / WEEKLY (FRIDAYS)

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

FILE SIZES AND ANIMATION SPECS
» Maximum file size is 50kb. Static JPG or static GIF only. There is no rich media on the newsletter.

MATERIALS DEADLINE
» Creative must be received SEVEN BUSINESS DAYS prior to the campaign drop.

» Linking URL for ad to be supplied. URL must be in the format “https://” not “www.”

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 Magazine – reaching more than 35,000 advisors while driving additional traffic to your website and resources.

Content Contributor Partners will receive the following:

» **Advertorial**: Participants will have their content highlighted as an Advertorial within NAPA-Net Daily up to 20 times during a given quarter, linking readers to thought leadership articles on the advertiser’s website. These placements look like headline news, and is where you can provide NAPA readers with articles or perceptions that are generally the length of news articles. If there is not room within the 90 day period, the length of responses may spill into the next quarter.

» **Text link to White Paper**: Participants will have the opportunity to post a text link message on the NAPA-Net Daily up to 10 times during the contracted period as a “featured” white paper. This is where you can highlight longer thought leadership pieces that are valuable to retirement advisors.

» **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.

**Specs**

**CHARACTER COUNT**

- **Advertorial Headline**: 25 characters
- **Advertorial Body**: 120 characters
- **Text Link**: 20 characters

**Total Investment**: $15,000 Net
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 (subject to availability) and NAPA will send the message on your behalf.

» FREQUENCY:
Upon Request, subject to availability
Mon.–Thurs.,
limit one per day

» AUDIENCE:
NAPA Net subscribers who agree
to receive sponsored content

» CIRCULATION:
30,000+

» PRICE:
$9,000 / per

PRODUCT PROFILE
SPECS

» HTML content must be provided 7 days prior to launch for proofing, testing, etc.

» 65 characters or fewer subject line
(note: “NAPA Net Product Profile” will precede all subject lines)

» Email width of 720px maximum
WEBCAST

EXCLUSIVELY FOR NAPA FIRM PARTNERS

Overview

A Sponsored Webcast is one of the best ways for our NAPA Firm Partner providers 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 member 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 attending NAPA members, 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 Advisor members (14,000)

» Available to NAPA Provider Firm Partners only

» 50-minute webcast, including Q&A

Rates & Specs

FREQUENCY
Upon Request, subject to availability

OPPORTUNITIES
» $12,500 / per

» 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)

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

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 (14,000)

Rates & Specs
OPPORTUNITIES
» Client-supplied Vodcast recording:
$10,000

» Archived for one year on NAPA-Net.org