bank investment consultant

CLASSIFIED ADVERTISING 2011

MAXIMUM EXPOSURE. EXCEPTIONAL RESULTS.

Keeping your company and products top-of-mind in today's competitive arena is challenging. To guarantee your product ads reach who you want, you need to place your ads where they will be read. *Bank Investment Consultant* magazine and *Bank-InvestmentConsultant.com* team up to deliver continuous visibility, putting you in front of 36,700* retail investment bank advisors and managers interested in your products and/or services.

MARKETPLACE

***Bank Investment Consultant* Marketplace** is an ideal environment for direct response advertisers to showcase their products and services to a qualified print audience of 26,100* retail bank advisors. With ads placed under distinctive headings and categories, this is the place to reach product specifiers making purchasing decisions.

NET RATES (4-Color, Per Issue)

SIZE	OPEN	3X	6X	12X
2.2" x 2.6"	$175	$170	$165	$150
3.4" x 2.15"	$200	$195	$180	$175
4.52" x 2.15" Special Recruitment Section	$250	$240	$235	$220
3.4" x 4.3"	$350	$340	$330	$300
4.5" x 4.5"	$500	$485	$470	$440

MARKETPLACE MESSAGE CENTER

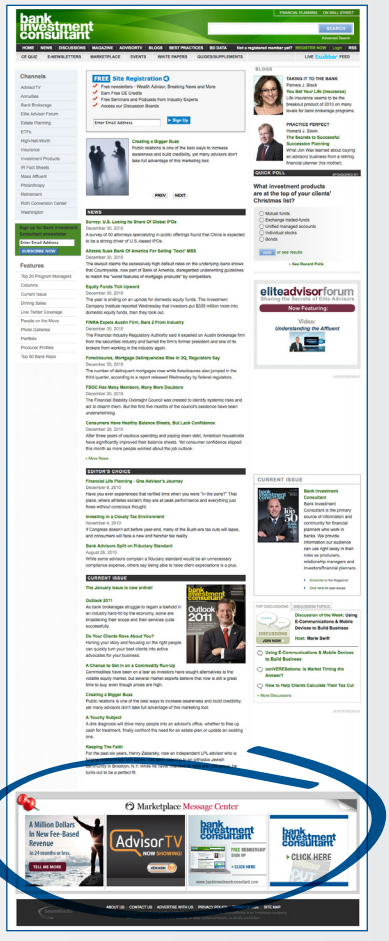
The Marketplace Message Center is a strategically placed, highly visible section located on the homepage and throughout *BankInvestmentConsultant.com* where it will be seen and acted on 17,200* advisors who are looking for solutions.

NET RATES (Per Month)

MESSAGE CENTER OPTIONS	OPEN	3X	6X	12X
Headline, text and logo	$800	$780	$750	$700
Creative (220x200 PDF, JPG, GIF)	$1,200	$1,160	$1,130	$1,060

SPECIFICATIONS

SPECS	HEADLINE / TEXT / LOGO
Headline max	2 lines (50-60 characters)
Body text	10 pixels (170-200 characters)
Company logo	88x31 pixels



CONTACT YOUR SALE REPRESENTATIVE TO GET STARTED TODAY.

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* Source: Publisher's Own Data, December 2010