

INVESTOR RELATIONS UPDATE

IRupdate

■ NIRI's Premier Monthly Publication

Printed in full color and distributed both in print and electronic formats. Each issue contains informative and lively articles on the latest developments, trends and best practices in investor relations. It's a must read for anyone in the business.

Low cost advertising rates make this publication an economical advantage. Each issue is archived online — so your message is evergreen.

Circulation: 4,600/month

Online interactive PDF



Ad Rates:

	Size	1x	3x	6x	12x
Full page (b/w)	8.5" x 11"	\$3640	3200	2944	2710
Full page (color)		4720	4150	3818	3512
Half page (b/w)	7" x 4.25"	2185	1920	1766	1625
Half page (color)		2724	2400	2208	2031
Quarter page (b/w)	3.375" x 4.25"	912	802	738	679
Quarter page (color)		1180	1040	957	880
1/8 page (color or b/w)	3.5" x 2.25"	585	540	540	540
Cover 3 (color only)	8.5" x 11"	5270	4480	3810	3581
Cover 4 (color only)	8.5" x 5.5"	4100	3400	2890	2745

Publishing Schedule:

	Space Closes	Materials Due	Publication Date
2012			
January	15-Nov-2011	10-Dec-2011	5-Jan-12
February	15-Dec-2011	10-Jan-2012	5-Feb-12
March	15-Jan-2012	10-Feb-2012	5-Mar-12
April	15-Feb-2012	10-Mar-2010	5-Apr-12
May	15-Mar-2012	10-Apr-2012	5-May-12
June/July (NIRI Annual Conference issue)	15-Apr-2012	10-May-2012	5-Jun-12
August	15-June-2012	10-Jul-2012	5-Aug-12
September	15-July-2012	10-Aug-2012	5-Sep-12
October	15-Aug-2012	10-Sep-2012	5-Oct-12
November	15-Sep-2012	10-Oct-2012	5-Nov-12
December	15-Oct-2012	10-Nov-2012	5-Dec-12



**INFORMATION
EDUCATION
NETWORKING
ADVOCACY**

National Investor Relations Institute

225 Reinekers Lane, Suite 560 : Alexandria, VA 22314 : 703.5062-7700 : www.niri.org

Reserving space and submitting materials

- To reserve space, please fill out and return the attached insertion order contract and return to Melissa Jones, Manager, Marketing Communication. All placements will be confirmed.
- A black/white or color proof or composite should accompany all materials.
- Electronic files must be provided on CD or sent via e-mail to: mjones@niri.org. Large files should be compressed using Stuff-it or ZIP.
- **By mail, send materials to:**
NIRI Publications — IR Update
225 Reinekers Lane, Suite 560
Alexandria, VA 22314

Invoices are sent per issue. Payment is due within 30 days of the invoice date. All discounts will be forfeited if payment is not made within 30 days of invoice.

Frequency Discounts

A discount of up to 30% is offered for multiple listings within a 12-month period.

Mechanical Specifications

Trim size: 8.5" x 11"

Bleeds: 8 5/8" x 11 1/4". Keep text at least 3/8" inside all bleeds.

Line Screen: 133

Color: All color must be provided as process builds (CMYK)

Electronic materials accepted:

- QuarkXpress with all related fonts and images included
- Adobe Illustrator with embedded fonts and images
- Photoshop
- High Resolution Adobe PDF (created from Adobe Illustrator)

Electronic Advertising

IR Update is distributed in print and in electronic format. If electronic materials are provided there is no charge. If film or camera-ready artwork is provided, an extra fee of \$120 will be charged to convert the image to digital format.

Cancellations

Cancellations MUST be made in writing. No cancellations will be accepted after the space closing date for the issue in question. Advertisers will be billed the full cost of the advertisement for space reserved when no artwork or instructions are received prior to the artwork deadline.

Restrictions

In an effort to preserve the integrity of the publication, *IR Update's* policy will be to limit space available for advertising to no more than 30% of each issue and to refuse any copy that the publisher feels does not meet NIRI standards.

Publisher's Policies

All advertising is subject to acceptance by publisher. Advertising copy not easily distinguishable from editorial must be labeled "advertisement." Advertisers and their agencies assume liability for all content of their advertisements and inserts and agree to indemnify the publisher for all claims and lawsuits arising therefrom. Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of publisher affecting production or delivery in any manner.

Cancellations and/or changes cannot be accommodated after the space deadline date. Covers and special positioning are non-cancelable. Rebates will not be issued for errors resulting from key changes, late copy changes, advertiser's failure to follow dimension specifications, or poor quality negatives. Publisher does not guarantee changes or corrections on copy received after the closing date.

For scheduled contracts, if no copy instructions are received by the closing date, the previous advertisement will run.

Advertising orders are accepted on the basis that the advertiser and the advertising agency are jointly and severally liable for payment on space ordered and published.

The publisher reserves the right to hold the advertiser directly responsible for any and all expenses incurred on the advertiser's behalf by its representatives. This includes all space, color, position, and mechanical charges.

Publisher will not be bound by any conditions, printed or otherwise, that appear on orders or copy instructions submitted by or on behalf of the advertiser, when such conflict with any provisions contained in this media kit. All insertion order agreements issued by the publisher are subject to the terms contained in this media kit.

For more information contact

Mike Hyatt

NIRI Professional Development

Phone: 703-562-7684 / Fax: 703-562-7701 / mhyatt@niri.org

INVESTOR RELATIONS UPDATE (2012 CONTRACT)

IRupdate

National Investor Relations Institute

225 Reinekers Lane, Suite 560 : Alexandria, VA 22314
703.562.7700 : www.niri.org



Insertion Order Contract

Date: _____

ADVERTISER

COMPANY NAME

ADDRESS

PHONE

FAX

CONTACT NAME

E-MAIL ADDRESS

BILLING CONTACT

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

AGENCY

COMPANY NAME

ADDRESS

PHONE

FAX

CONTACT NAME

E-MAIL ADDRESS

BILLING CONTACT

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

MAGAZINE ADVERTISING

Issue(s) for Reservation in 2012

Frequency:	1x	3x	6x	12x
Jan	Apr		Oct	
Feb	May	Aug	Nov	
Mar	June/July	Sept	Dec	

One-time rates listed

Ad Size	Color	Black/White
Full page	\$4,720	\$3,640
Half page	\$2,724	\$2,185
Quarter page	\$1,180	\$ 912
1/8 page	\$585	\$585
Cover 3	\$5,270	
Cover 4 (back cover)	\$4,100	

Requested Position _____

Net rate per insertion _____

Submitting Materials

- A black/white or color proof or composite must accompany all materials.
- Files can be sent on CD or via e-mail to mjones@niri.org.
Files can be compressed using Stuff-it or ZIP.
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SIGNATURE OF ADVERTISING REPRESENTATIVE _____

PRINTED NAME _____

Return this insertion order to:

Mike Hyatt, NIRI Professional Development
Phone: 703-562-7684 / Fax: 703-562-7701 / mhyatt@niri.org