

▶ ADVERTISING OPPORTUNITIES

IR UPDATE

NIRI offers the best way to reach IR professionals!

NIRI's premier monthly publication is printed in full color and distributed in print, online, and tablet 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 method to reach IR professionals. Each issue is archived online — so your message is evergreen.

Circulation: 3,500/month



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.

IR UPDATE AD RATES

	SIZE	1X	6X	11X
Full page	8.5 x 11	\$2,500	\$1,500	\$1,182
Half page	7 x 4.25	\$1,250	\$750	\$590
Back Cover	8.5 x 11	\$4,500	\$3,000	\$2,000
Inside Front/Back Cover	8.5 x 11	\$3,000	\$2,000	\$1,500

RESERVING SPACE AND SUBMITTING MATERIALS

- To reserve space, please fill out and return the attached insertion order contract and return to: aggers@niri.org.
- A color proof or composite should accompany all materials.
- Files can be sent via e-mail to aeggers@niri.org. Files can be compressed using Stuff-it or ZIP.

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.

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

Electronic materials accepted: High Resolution Adobe PDF

IR UPDATE PUBLISHING SCHEDULE

2017	SPACE CLOSSES	MATERIALS DUE	PUBLICATION DATE
January	Nov. 15, 2016	Dec. 1, 2016	Jan. 5, 2017
February	Dec. 15, 2016	Jan. 3, 2017	Feb. 5, 2017
March	Jan. 15, 2017	Feb. 1, 2017	March 5, 2017
April	Feb. 15, 2017	March 1, 2017	April 5, 2017
May	March 15, 2017	April 3, 2017	May 5, 2017
June/July (NIRI Annual Conference issue)	April 15, 2017	May 1, 2017	June 5, 2017
August	June 15, 2017	July 3, 2017	Aug. 5, 2017
September	July 15, 2017	Aug. 1, 2017	Sept. 5, 2017
October	Aug. 15, 2017	Sept. 1, 2017	Oct. 5, 2017
November	Sept. 15, 2017	Oct. 3, 2017	Nov. 5, 2017
December	Oct. 15, 2017	Nov. 1, 2017	Dec. 5, 2017

Return this insertion order to:

Aaron Eggers: aeggers@niri.org

➔ Insertion Order Contract

DATE

COMPANY NAME

ADDRESS

PHONE

FAX

CONTACT NAME

E-MAIL ADDRESS

BILLING CONTACT

BILLING ADDRESS

MAGAZINE ADVERTISING

Issue(s) for Reservation Frequency: 1x 6x 11x

Jan Feb Mar Apr May
 June–July (Annual Conference Issue) Aug Sept
 Oct No Dec

Ad Size

Full Page Half Page Back Cover Inside Front/Back Cover

Invoices are sent per order. Payment is due within 30 days of the date invoiced and before ad placement. All discounts will be forfeited if payment is not made within 30 days of invoice.

SIGNATURE OF ADVERTISING REPRESENTATIVE

PRINTED NAME