

▶ ADVERTISING OPPORTUNITIES



NIRI offers the best way to reach IR professionals!

Our editorial staff monitors nearly 11,000 newspapers, business publications, websites, national and international wire services, and other periodicals and summarizes significant articles into an easy-to-read format. *IR Weekly* is an executive summary of upcoming NIRI professional development programs, timely member services information, and noteworthy articles pertaining to current investor relations and public company disclosure issues and best practices. | **Circulation:** 4,400/week

BANNER AD RATES

POSITION	1X	4X	12X
Banner Ad	\$500	\$350	\$250

1x RATE = 4 consecutive issues

4x RATE = 16 issues (4 blocks of 4 consecutive weeks)

12x RATE = 48 issues (12 blocks of 4 consecutive weeks)

CIRCULATION

All NIRI members with deliverable e-mail addresses receive *IR Weekly*. More than half of the membership regularly open and view the contents each week.

Average e-mails distributed:

4,400/week; average e-mail open rate: more than 2,000/week.

Return this Banner Ad order to: Aaron Eggers: aegg@niri.org

MECHANICAL SPECIFICATIONS

Low resolution: 92 dpi

Color: RGB

Format: JPG, GIF or animated GIF. No Flash files please.

Dimensions: 280 pixels wide x 130 pixels high

DEADLINE AND PROCEDURE FOR SUBMITTING DISTRIBUTION

The newsletter is distributed electronically every Tuesday during 50 weeks a year.

MATERIALS

E-mail your banner and website address to aegg@niri.org. Materials are due one week prior to the reservation date of the first insertion.

CANCELLATIONS

All cancellations must be received in writing at least one week prior to the reservation date of the first insertion. Any cancellation received after that date is still considered a full obligation.

BILLING

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.

Banner Ad Contract

DATE

COMPANY NAME

ADDRESS

PHONE

FAX

CONTACT NAME

E-MAIL ADDRESS

BILLING CONTACT

BILLING ADDRESS

NEWSLETTER ADVERTISING

Months for Reservation Frequency:									
1x	4x						12x		
Jan	Feb	Mar	Apr	May	June	July	Aug		
Sept	Oct	Nov	Dec						

SIGNATURE OF ADVERTISING REPRESENTATIVE

PRINTED NAME

