

# ▶ ADVERTISING OPPORTUNITIES

## IR UPDATE WEEKLY



### NIRI offers the best way to reach IR professionals!

IR Update Weekly is an executive summary of upcoming NIRI professional development programs, timely member services information, regulatory developments, and highlighted job listings. | **Circulation: 3,000/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 Update Weekly. More than half of the membership regularly open and view the contents each week.

**Average e-mails distributed:**

3,000/week; average e-mail open rate: more than 1,500/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](mailto: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

MOBILE

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

