BenefitsLink.com
1298 Minnesota Avenue, Suite H, Winter Park FL 32789
Phone: (407) 644-4146 • Fax: (407) 644-2151

Information for Advertisers

BenefitsLink.com is a leading daily information and news source for employee benefit professionals. Industry experts know us and we know them. In fact, we're a must-read for more than 26,000 subscribers who service 401(k), pension, health, executive-only, and fringe benefit plans.

We publish the **Retirement Plans Newsletter** and the **Welfare Plans Newsletter** each business day reaching an audience of more than 26,000 employee benefit professionals. Reach our focused, industry niche audience by sponsoring one or more daily issues.

Advertise in our delivered email newsletters, on BenefitsLink.com, or both. We can help you design an efficient ad program to help you engage this audience.

Email Newsletter Advertising Rates

Your company's message appears prominently on the reader's screen as a banner plus a generous paragraph of text (top, inline or baseline ads only).

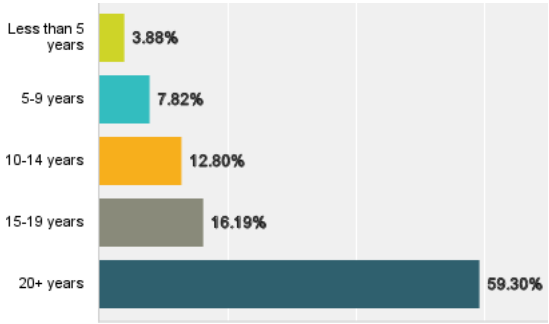
Newsletter	Top	Vertical	Events	Inline	Baseline
Retirement	$650	$450	$200	$375	$225
Health & Welfare	$435	$325	$200	$250	$175
Ask us about quantity discounts and package pricing with website banners					

BenefitsLink Sales Desk

For information on advertising programs and available dates, please contact our sales desk:

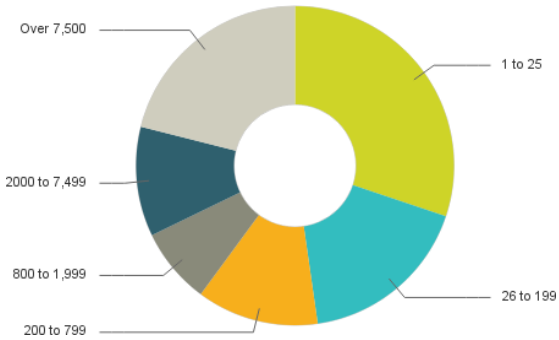
- Salesdesk@benefitslink.com
- (407) 644-4146

Our readers are experienced professionals

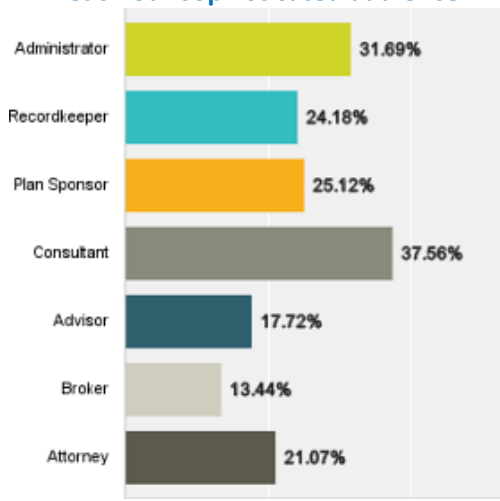


Subscriber company size

(number of employees)



Reach our sophisticated audience



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Newsletter Banner Advertising Placement

Email Newsletter Ad Technical Specifications

Acceptable Formats	GIF or JPG
Animation/Looping	OK- no sound
Hyperlink (URL)	To specific web page
Top, Inline or Baseline	
Graphic	468x60 pixels
Text Description	250 characters including spaces
Headline (text)	65 characters including spaces
Vertical or Events	
Graphic	120x240 pixels
Alt-text	65 characters including spaces

Terms And Conditions

We're easy to work with, but we do have a few rules:

- 50% pre-payment may be required for new customers.
- We reserve the right to refuse any creative.
- Cancellation prior to appearance may incur charges.
- Prices are "gross" (we pay agency commissions).
- Prices guaranteed for ads scheduled to appear during calendar year 2013.

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Website Presence

As an advertiser on **BenefitsLink.com**, you'll reach leaders and decision makers in employee benefit plans. Our readers are concerned with all kinds of employee benefit plans including 401(k) and other defined contribution plans, defined benefit, healthcare, executive compensation, disability, life insurance, and fringe benefit arrangements.

Our professional audience represents private and publicly-held companies, government agencies, churches, schools and other non-profit organizations.

BenefitsLink.com presents employee benefits professionals and company owners with
timely news

- Industry information
- Event listings
- Job postings
- Active message boards and forums

Website Banner Advertising Rates

(Prices per 10,000 impressions per month)

Placement	Throughout Site
Leaderboard	$400
Skyscraper	$350
Tile	$225

Want more than 10,000 impressions? For the best exposure on high traffic pages, ask for pricing of additional impressions per month. Ask us about quantity discounts and package pricing (with newsletter banners).

Website Banner Ad Technical Specifications

Leaderboard	728x90 pixels
Skyscraper	120x600 pixels
Tile	125x125 pixels
Acceptable Formats	GIF, JPG, or SWF (Flash)
Animation/Looping	OK- no sound
Tracking	Please add tracking link to SWF files
Hyperlink (URL)	To specific web page
File size	60K max

Website Quick Stats

Page impressions	270,000 / month
Unique impressions	170,000 / month