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rely on us to keep them up to date.**

We can help you reach them!



Newsletter Advertising Rates and Technical Specs

BenefitsLink.com

EmployeeBenefitsJobs.com

BenefitsLink is the premier daily information and news source for employee benefits professionals – industry experts know us and we know them. We're a must-read for more than **28,000 industry professionals** who service 401(k), pension, health, executive-only, and fringe benefit plans.

Each business day, we publish and deliver (via opt-in email subscriptions) the **Retirement Plans Newsletter** and the **Health & Welfare Plans Newsletter**. Want to reach our focused, industry-specific audience? Sponsoring one or more of our daily issues may be for you. Your newsletter ad will also appear in our iPad/iPhone app – and, we'll send it out to our Twitter followers as well.

Advertise your product or service in our email newsletters. We can help you design an efficient ad program to help you engage our audience.

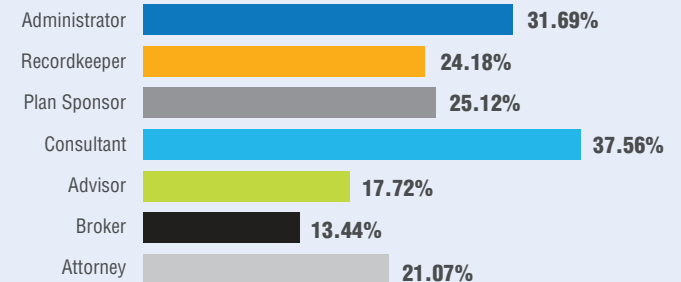
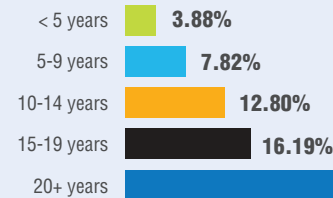
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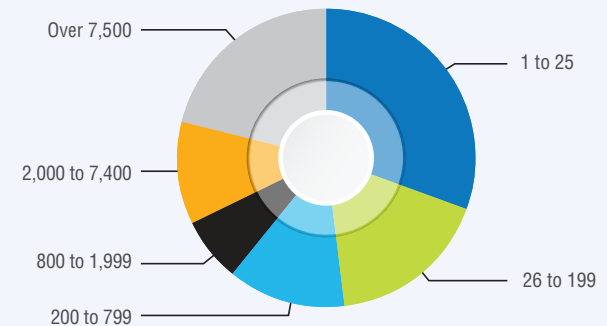
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About Our Readers

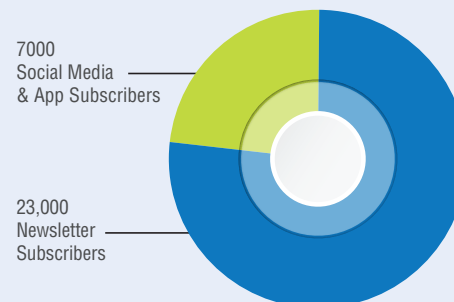
Our Readers Are Experienced Professionals



Subscriber Company Size (number of employees)



Subscriber Channels



Newsletter Open Rates



Email Newsletter Advertising

Rates

Your company's message appears prominently on the reader's screen as a banner plus, for most ads, a generous paragraph of text. (Top or Inline ads only)

Newsletter	Top	Inline
Retirement	\$650	\$375
Health & Welfare	\$490	\$290

Prices are per day. Quantity discounts available.

Technical Specifications

Acceptable Formats: GIF, JPG or PNG
File size: 60K max
Animation/Looping: OK - no sound
Hyperlink (URL): To specific web page

Top or Inline	
Graphic Size:	600 x 80 pixels
Text Description:	250 characters including spaces
Headline (text):	65 characters including spaces
Alt-text:	Your company name

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Terms and Conditions

- 50% pre-payment may be required for new customers.
- We reserve the right to refuse any creative.
- Cancellation prior to appearance may incur charges.

Top Newsletter Banner Ad

600 x 80 pixels

Inline Newsletter Banner Ad

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Retirement Plans Newsletter

February 11, 2021

★ DOL's Final ERISA Proxy Voting Rule Largely Changed to Principles-Based Approach (PDF)

16 pages. "The DOL's description of the final rule notes several areas where the rule is intended to align with [SEC] guidance on proxy voting.... [A chart compares] key elements of the final DOL rule and the SEC guidance." [MORE >>](#)

Morgan Lewis, via LexisNexis Practical Guidance

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The New E-Delivery Rule: The Price of Simplification

"[R]etirement plans taking advantage of the new rule may face increased exposure to ERISA fiduciary breach claims alleging inadequate cybersecurity measures." [MORE >>](#)

Fred Reish, Bruce Ashton and Stephen Pennartz, via American Retirement Association [ARA]

Are Charter Schools Considered 'Governmental' for Retirement Plan Purposes?

"[M]any retirement plan advisors and consultants assume that charter schools are 'governmental' for tax code (Code) employee benefit purposes. This characterization isn't always clear cut, but the consequences of getting it wrong can be substantial." [MORE >>](#)

Best Best & Krieger LLP

DOL Provides Final Regulations for Pooled Plan Providers

"The final regulations retain much of the same structure as the proposed rule issued last August, with some added clarification on registration requirements." [MORE >>](#)

Hall Benefits Law

DOL Releases Final PTE on Investment Advice

"[P]TE 2020-02 becomes effective on February 16, 2021, and outlines the factors that determine whether financial professionals are considered fiduciaries -- while giving clear guidance about how fiduciaries must comply with their responsibilities." [MORE >>](#)

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Financial Statement Disclosures Unique to Defined Benefit Plans

"[D]efined benefit plans disclosures differ from those required for defined contribution plans ... Standard actuarial reports typically include the components needed ... allowing plan sponsors to simply insert the figures into standard disclosures." [MORE >>](#)

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Mobile Friendly Responsive Design

