

28,000 Employee Benefits Professionals  
rely on us to keep them up to date.

We can help you reach them!

**BenefitsLink<sup>®</sup>.com**  
**EmployeeBenefitsJobs<sup>®</sup>.com**

**Newsletter Advertising Rates  
and Technical Specs**

BenefitsLink.com, Inc. | 56 Creeksong Road | Whittier, NC 28789  
407.644.4146 | [Salesdesk@benefitslink.com](mailto:Salesdesk@benefitslink.com)

# BenefitsLink<sup>®</sup>.com

## EmployeeBenefitsJobs<sup>®</sup>.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.**

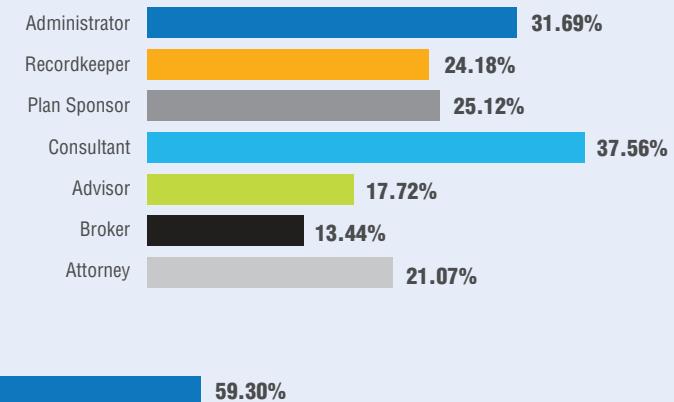
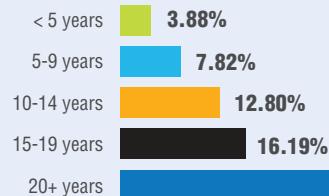
## For more information

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

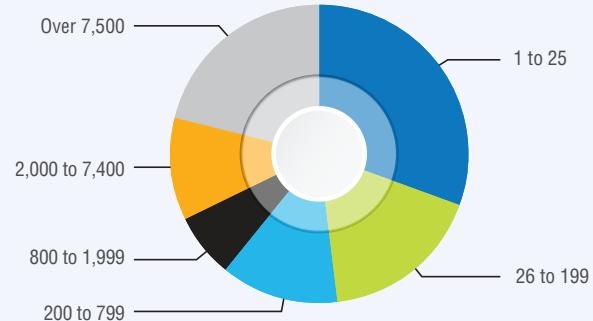
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**407.644.4146**

## About Our Readers

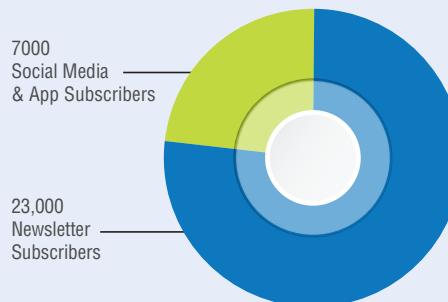
### Our Readers Are Experienced Professionals



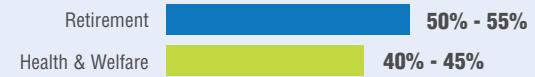
### Subscriber Company Size (number of employees)



### 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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**407.644.4146**

### 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

**BenefitsLink.com**  
EmployeeBenefitsJobs.com

**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*

*[Sponsor]*

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[sales@yoursite.com or 555-555-5555.](#) 

SPONSOR GRAPHIC: TOP AD

Mobile Friendly Responsive Design

### Inline Newsletter Banner Ad

600 x 80 pixels

**Sponsor headline goes here**

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[sales@yoursite.com or 555-555-5555.](#) 

SPONSOR GRAPHIC: INLINE AD

