

A close-up photograph of several sharpened pencils lying horizontally on a light-colored wooden surface. The pencils are in various shades of brown and tan, with some showing the lead tip.

# Create

A photograph showing a dense bundle of blue network cables, likely Ethernet, coiled together. The cables have a textured, braided appearance.

# Connect

A photograph of several vertical green bamboo stalks. The stalks are fresh, with some showing the characteristic nodes and light-colored sheaths.

# Grow

insurancenewsnet



**First Class Data**  
Better Data. Better Results.

**Advisor**NEWS  
Serving financial growth.

Our Editorial Mission

InsuranceNewsNet and AdvisorNews inform and inspire insurance and financial professionals by delivering the industry’s most comprehensive news, original insights and valuable education. From award-winning editorial and design to results-oriented marketing and strategy, everything we do is focused on helping advisors run their practice and increase their bottom line.

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Create  
Connect  
Grow

Like you, we have been busy during the lockdown. We have all been pivoting to a new way of doing business, but we were not satisfied with just getting by in difficult times. We have been adding capabilities and experimenting with new messages that resonate today.

I suspect you have also been hard at work to sharpen your business. As you know, hunkering down might help some people survive to the next day, but it does not get anybody to a better future. That’s why we have been working on the key pieces to success – **creating** and **connecting**, both of which lead to **growth**.

Data has been a key piece to our growth strategy, which we believe will be a big part of yours as well. First Class Data is a new initiative of ours to get the freshest, most well-rounded data on insurance agents. After all, the best way to connect meaningfully is to find the audience most eager for your message.

First Class Data will provide subscribers instant access to the people they most want to find. But what good is the “who” without the “what” and the “why”? We provide those as well. After 20 years of crafting marketing messages, we know how to create the content that connects with this audience.

In 1999, I was a third-generation insurance professional who started a new way of doing the insurance business on the Internet when few others took it seriously. InsuranceNewsNet grew along with the Internet into the news and marketing operation it is today. We did it by innovating new ways to help our clients.

Our innovation is not just for the sake of innovation, but to solve problems. One of the main problems we saw was the limitations of the data that is available to us and our clients. Basically, these lists were filled with people who were no longer in the business because they retired or died. That was just the beginning of the problem. These lists and services could not tell anyone very meaningful information about the people in the database. First Class Data can.

So, with our partnership, you can:

**CREATE** the content that will **CONNECT** with the perfect audience to help you **GROW** your business.

This is no time for hiding and hoping. These are the days for striving and thriving.

Let’s go!

Paul Feldman  
President and Publisher  
InsuranceNewsNet and  
AdvisorNews

PF





## Our Brands



"If you want to grow your company, increase market share, and really be noticed in the industry, look no further than InsuranceNewsNet. **More leads, more content and more business.**"

— David Ellis, President, CEO and co-founder of Life & Annuity Masters

## The InsuranceNewsNet Difference

InsuranceNewsNet is the best source to effectively reach your ultimate target audience and your goals. We don't simply place ads; we take our understanding of how to engage our audience and apply it to your message.

## What to Expect When Partnering With InsuranceNewsNet

- » Access to knowledgeable account directors who will recommend an effective media plan
- » Award-winning design and direct marketing experts who will work with you to create the most powerful message possible
- » Attention and response from the industry's most engaged audience
- » In-depth campaign strategies that will deliver measurable results

Let us show you how we **strategically engage our audience** to achieve results and a greater ROI.



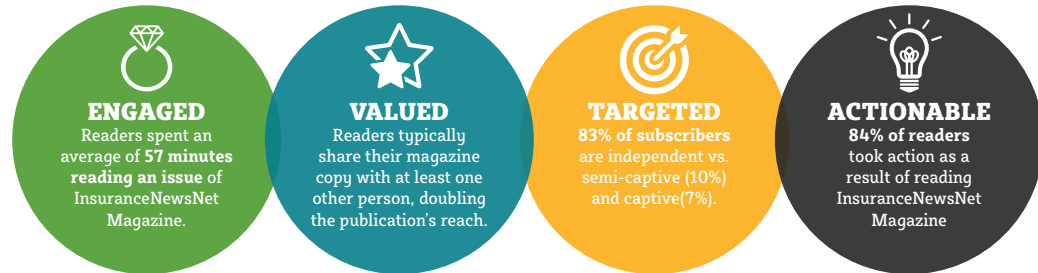


# YOUR COMPLETE MARKETING PARTNER

Use our services to create your campaigns, connect to your target audience and grow your company!  
Who will you be talking to? The best producers in the business.

## InsuranceNewsNet Magazine Reader Profile

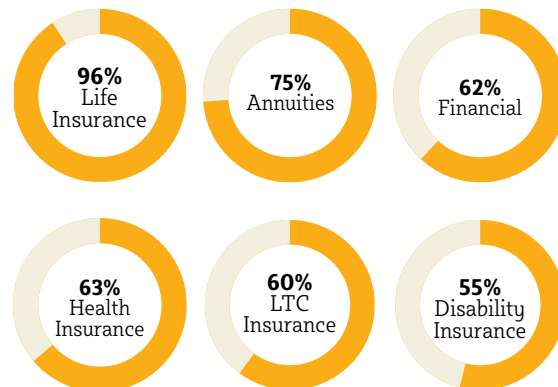
In a survey\* conducted by Readex Research of our magazine subscribers, several interesting facts were discovered:



## The typical InsuranceNewsNet Magazine reader

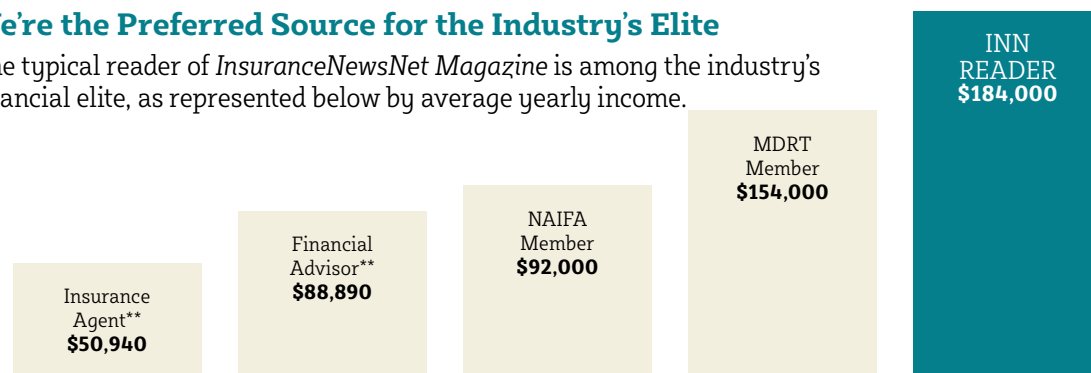
Has 1,000 clients on average, works with 3 IMOs, FMOs, or BGAs and sells a variety of products. Further, 62% are agency owners and 10% work as an executive for an IMO, FMO, BGA, Carrier or Industry Vendor.

In fact, InsuranceNewsNet Magazine topped the list of 8 industry publications when asked which one is the most useful to them.



## We're the Preferred Source for the Industry's Elite

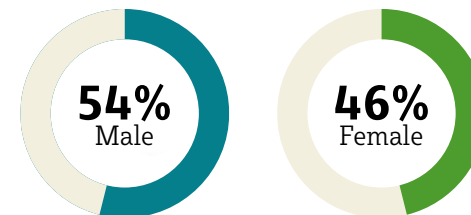
The typical reader of InsuranceNewsNet Magazine is among the industry's financial elite, as represented below by average yearly income.



## When Top Producers Aren't Reading Our Magazine, They're Digesting Our Online Content

## InsuranceNewsNet Digital Reader Profile

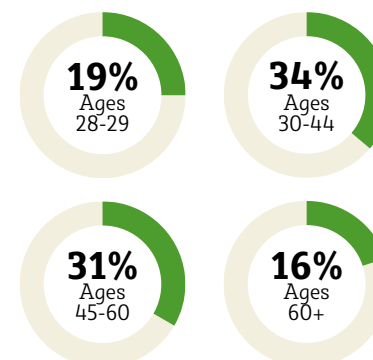
Almost evenly split between male and female



Affluent



Younger than the industry average







**The Industry's Most-Read Magazine ...**

The industry's elite and 45,000 top producers agree *InsuranceNewsNet Magazine* is their favorite source for insurance news, competitive insights and market-leading analysis.

INN's reach grows to **more than 155,000** when you factor in its pass-along rate\* and digital circulation.

- » Print Subscribers 45,000
- » Pass-Along 45,000+
- » Digital Subscribers 65,000

**155,000**  
**TOTAL READERS**

**87**

**EDITORIAL AND  
DESIGN AWARDS**

**“Best in the biz!** Paul and team are A+++”

— Bill Levinson, Managing Partner  
Levinson & Associates Inc.

**Readers Love the Content in Every Issue**

**InFront:** Every issue begins with in-depth coverage of breaking news that has an impact on readers and their clients.

**Publisher's Interviews With Thought Leaders:**

InsuranceNewsNet Publisher Paul Feldman interviews experts in the fields of leadership development, communications, marketing and sales, who share their formulas for success with INN readers.

**Life:** Here is the bread and butter of the INN reader's practice. We take a look at what is trending in the industry and provide specifics on how life products can secure a client's financial future.

**Annuities:** INN examines the facts of this rapidly changing facet of financial services and gives our readers solid information.

**Health/Benefits:** We look at the evolving health insurance scene and help our readers remain relevant in the face of uncertainty.

**AdvisorNews:** From retirement planning to a look at the markets, INN gives financial planners the tools they need to be indispensable to clients.

**Business:** Industry experts provide strategies on how to organize your practice for optimum results, get more referrals and jump-start your sales training.

**In the Field:** Profiles of advisors who are making a difference in the financial services world.

**InBalance:** INN looks at the “whole person” and provides readers with information on wellness and living their best lives.

“InsuranceNewsNet is a valuable source of news, **providing a wealth of information and analysis** about the current trends influencing the financial services industry.”

— Robert Kerzner, Former President and CEO, LIMRA, LOMA and LL Global

**Expert Insights**

Leaders from the nation's most prominent financial services organizations provide their expertise to INN readers every month.



**Million Dollar Round Table:**

The world's most successful life insurance and financial services professionals share their secrets of success with INN readers.



**LIMRA:** The world's largest association of life insurance and financial services companies shares the results of its research and how they apply to INN readers.



**The American College of Financial Services:** The institution committed to educating financial professionals never fails to offer a viewpoint about the industry that launches a dialogue among readers.

**National Association of Insurance and Financial Advisors:** Insurance professionals from one of the nation's oldest and largest associations provide valuable tips on sales and practice management.







"I love this magazine. I always get a boost when I read it. **I always come away motivated** and learn something that can better my practice."

— James Tarani, LUTCF, Baystate Financial

## Print High-Impact Units

Exponentially increase the visibility of your message with one of our high-impact print opportunities. These unforgettable options not only give you control of where and how producers will experience your message, but also make you stand out from your competition.

### Make a Creative IMPACT in Print!

» **False Cover:**\* One of our most popular high-impact offerings. Be on the cover of our magazine and be featured in a 1- or 2-page advertorial.

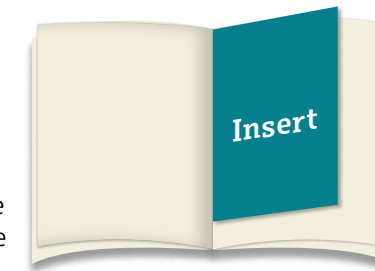
» **Custom Inserts:** Distribute promotional materials by tipping them onto your ad or inserting them into the magazine. It's a simple yet high-impact approach to getting a prospect's attention.

» **Gatefold:** Increase your ad size — and how well your ad is recalled by subscribers — by placing your marketing message across multiple pages.

» **Guaranteed Positioning:** We can place your ad in the magazine section that makes the most sense for your marketing message. *Limited availability.*

» **Sponsored Article Spread:** A long-form advertisement that looks like an editorial article in the magazine. It contains components of an advertisement, but they are typically well-hidden.

» **Center Spread:**\* Allows your ad to be placed in a natural opening point in the center of the publication.



## Print Advertising Opportunities

### Standard Ad Sizes

- » Spread
- » Full page
- » 2/3-page
- » 1/2-page
- » 1/3-page
- » 1/2-page spread

### Premium Ad Placements (limited to 1 each, per issue)

- » Inside front cover
- » Pages 2-3 and center spreads
- » Opposite inside front cover
- » Inside back cover
- » Back cover

### Section Positioning

- » InFront Breaking News & Insights
- » Cover Feature
- » Publisher's Interview With Thought Leader
- » Life, Annuities, Health/Benefits, AdvisorNews, Business or Lifestyle
- » Association Insights (MDRT, The American College, LIMRA and NAIFA)

### Content Marketing Opportunities

- » Brand Insights
- » Sponsored content
- » Thought Leadership Series sponsored articles
- » CEO spotlight

\*Only one available per issue.





**Thought Leadership Series Sponsored Articles**

Tell your story, attract more producers and position your company as a leader in the industry. This is an exclusive opportunity to grow your brand, promote your services and receive unmatched exposure in a sponsored article section.

**January — Philanthropy**

We search the industry to find socially responsible organizations and individuals in the insurance/financial space and showcase the ways they give back

**June — Annuities**

Annuities are in the spotlight, from regulatory changes to new innovations. Stand out as a thought leader and gain instant credibility with a sponsored feature in the Annuity Awareness Issue of *InsuranceNewsNet Magazine*.

**September — Life Insurance**

Life Insurance Awareness Month is a time to take a closer look at an increasingly complex product that not only eases inevitable hardships, but also is an increasingly popular income generator.

**October — Health & Benefits**

Establish your leadership in the issue dedicated to industry innovators and how their unique contributions are shaping the future of the health and benefits space.

**November — Technology**

Showcase your leadership in the issue covering the latest research, trends, products and projections of technology in the insurance and financial space.

**December — Movers & Shakers**

We survey the industry to find 1 IMO, carrier, individual, technology/platform, broker/dealer, and product that are disrupting the status quo and shaping the future of the insurance industry.

**Insider Guides**

These continuing favorites are sure to be read cover to cover, and they offer special advertising opportunities. Powerfully position your company with InsuranceNewsNet's most popular agent resource-Insider Strategy Guides! Our 12-page reference booklets help agents and advisors understand key information along with the latest product trends. These exclusive sponsorships offer unique leadership and turnkey content marketing.

**Each exclusive sponsor will receive:**

- » One full-page ad directly behind booklet insert
- » 3 pages within the booklet (including back cover) of exclusive advertising space
- » 45,000 print distribution + 225,000 digital distribution
- » Digital banner ad on *InsuranceNewsNet Magazine* eNewsletter (\$1,200 value)
- » Our award-winning ad strategy, copywriting and design included (\$1,800 value)
- » 25 complimentary reprints; additional reprints are available at a discounted rate — ask your account director for details

Topic	Month	Description	Deadline
Indexed Universal Life (IUL)	March	Indexed universal life insurance sales are growing and so are the available products. Understanding the products and getting clients past the noise is the theme of this guide.	01/05/21
Annuities	June	With the retirement market growing and changing daily, this guide educates advisors on the future of this important retirement vehicle.	04/06/21
Life Insurance	September	During National Life Insurance Awareness Month, this guide will assist in matching client needs and the latest offerings.	07/06/21
Premium Finance	February May August November	These guides will help agents and advisors understand key information along with the latest product trends in the premium finance space.	12/08/20 03/09/21 06/08/21 09/07/21



**Ultimate Package**

2-page sponsored article spread, award-winning copywriting and design, digital article page on InsuranceNewsNet.com, featured sponsored story on weekly newsletter, co-branded INSIGHT eblast to 225K subscribers and a PDF for promotion

**Premier Package**

2-page sponsored article spread, award-winning copywriting and design, a PDF for promotion, and a banner.

**Spotlight Package**

1-page sponsored article, award-winning copywriting and design, a PDF for promotion, and a banner

Call us today at 717.441.9357 ext. 125 or email [sales@insurancenewsnet.com](mailto:sales@insurancenewsnet.com) for rates!



Editorial Calendar

To contribute editorial content, contact [editor@insurancenewsnet.com](mailto:editor@insurancenewsnet.com) or call **717.441.9357 ext. 124.**

Issue	Topic	Ad Close	Materials Due	Special Features
January	<b>Giving Forward</b> — Notable good works setting up a better future in the business and community.	11/10/20	11/17/20	Thought Leadership Series advertorial section
February	<b>Best Interest</b> — The insurance and financial industries are still struggling to define best interest for nonfiduciaries. Why do some people feel that those are two dangerous words?	12/3/20	12/10/20	Insider Guide
March	<b>Post-Pandemic Practice</b> — What have practices retained from adjusting to the lockdown? What kind of shape is the distribution market in?	01/12/21	01/19/21	Insider Guide
April	<b>How's Diversity Going?</b> — How has the industry followed up the promises of greater diversity?	02/09/21	02/16/21	Thought Leadership Series advertorial section
May	<b>Famous Estate Planning Failures</b> — One of our most popular issues of the year. Who doesn't love a celebrity disaster story? Clients sure seem to enjoy them — and learn.	03/16/21	03/23/21	Premium gatefold spread  Insider Guide
June	<b>Annuity Awareness Month</b> — What are the trends in annuities and selling?	04/13/21	04/20/21	Thought Leadership Series advertorial section
July	<b>Hall of Fame, Fall of Shame</b> — The lessons from sports star successes and failures.	05/11/21	05/18/21	Premium gatefold spread
August	<b>The Inspiration Issue</b> — What inspires our readers to persevere in the business and serve their clients at a high level.	06/15/21	06/22/21	Insider Guide
September	<b>Life Insurance Awareness Month</b> — Taking a deep dive into an aspect of life insurance sales.	07/13/21	07/20/21	Thought Leadership Series advertorial section  Insider Guide
October	<b>Medicare</b> — Sure to be a hot topic this open enrollment season.	08/17/21	08/24/21	Thought Leadership Series advertorial section
November	<b>Tech Guide</b> — What's the hot technology for insurance agents?	09/14/21	09/21/21	Thought Leadership Series advertorial section  Insider Guide
December	<b>A Look Back at Insurance</b> — We recap what happened on the product and/or regulatory front during the past year.	10/12/21	10/19/21	Thought Leadership Series advertorial section

Website Opportunities

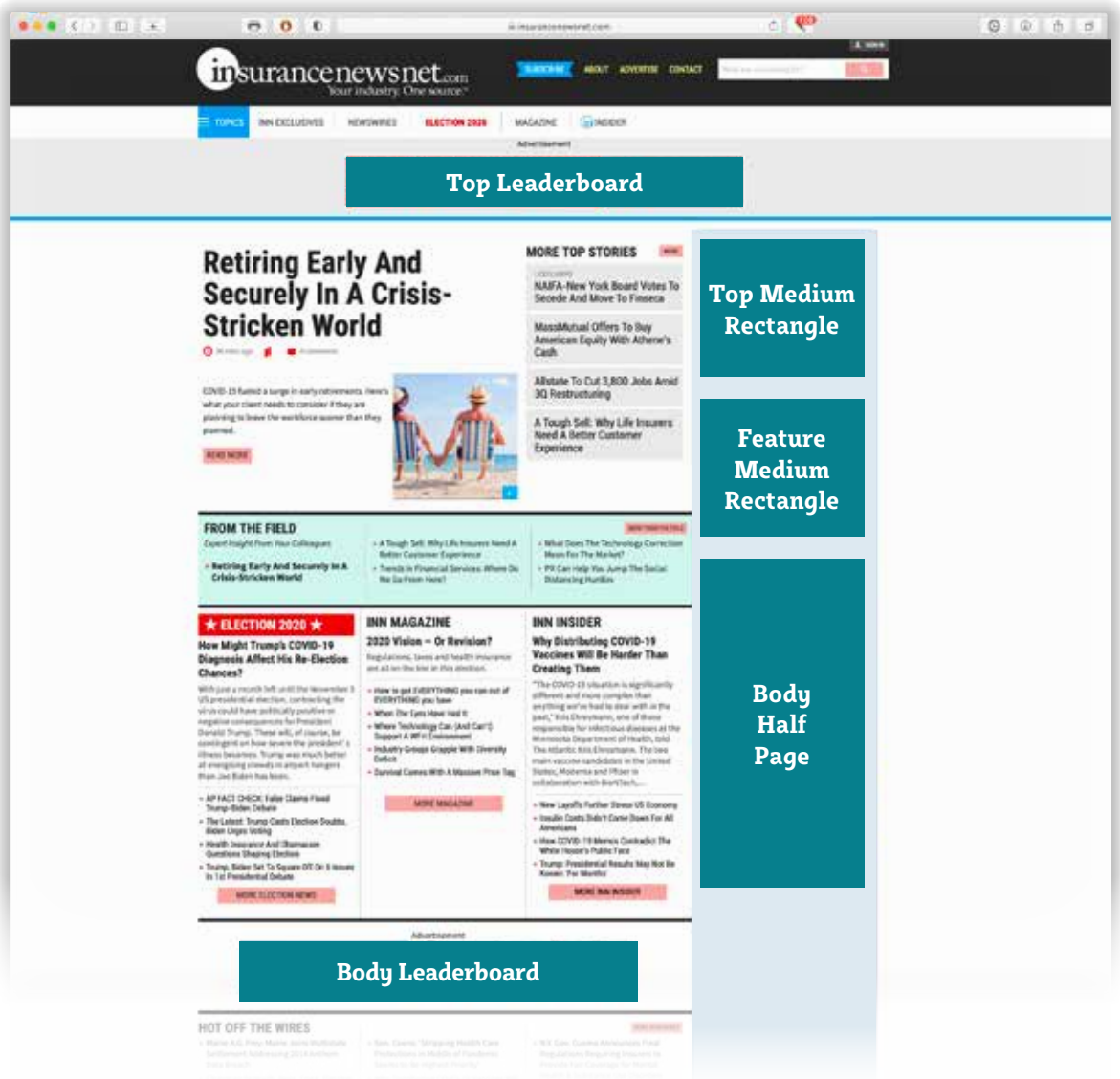
With thousands of news sources and hundreds of original articles added monthly, InsuranceNewsNet is on the forefront of communicating breaking news and original industry insights.

- » Hundreds of thousands of visitors every month
- » Tens of thousands of articles posted monthly
- » Hundreds of exclusive articles per year

Let us show you how to leverage the industry's **most visited websites** and gain market share with our engaged audience!

- » Top Leaderboard
- » Top Medium Rectangle
- » Body Leaderboard
- » Body Medium Rectangle
- » Feature Medium Rectangle
- » Top/Body Half Pages
- » Text Ad
- » Article/Press Release

InsuranceNewsNet.com



Full access on the web, tablets and smartphones!

Each issue of the magazine starts hitting doorsteps around the 26th of the month prior. Topics subject to change.



# Life Audience

Over 841,500  
Touch Points Available Monthly

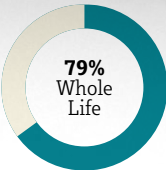
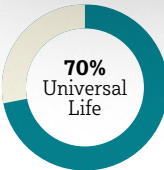
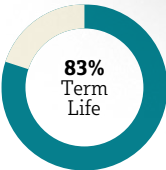


## Reach Our Life Audience

- » Life section on InsuranceNewsNet.com
- » Life Insurance Issue: September
- » Life section in InsuranceNewsNet Magazine
- » Life Insider Guide: September
- » Life Thought Leadership Series: September
- » INNDaily/INNWeekly eNewsletters
- » Dedicated eBlast\*



## Top Products Recommended



# Annuity Audience

Over 841,500  
Touch Points Available Monthly

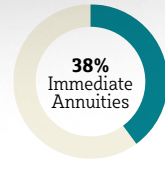
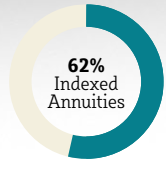
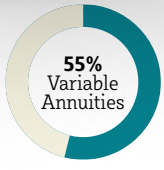


## Reach Our Annuity Audience

- » Annuity section on InsuranceNewsNet.com
- » Annuity Issue: June
- » Annuity section in InsuranceNewsNet Magazine
- » AnnuityNews Weekly eNewsletter
- » Annuity Thought Leadership Series: June
- » INNDaily/INNWeekly eNewsletters
- » Dedicated eBlast\*



## Top Products Recommended





# Health/ Benefits Audience

Over 404,500  
Touch Points Available Monthly



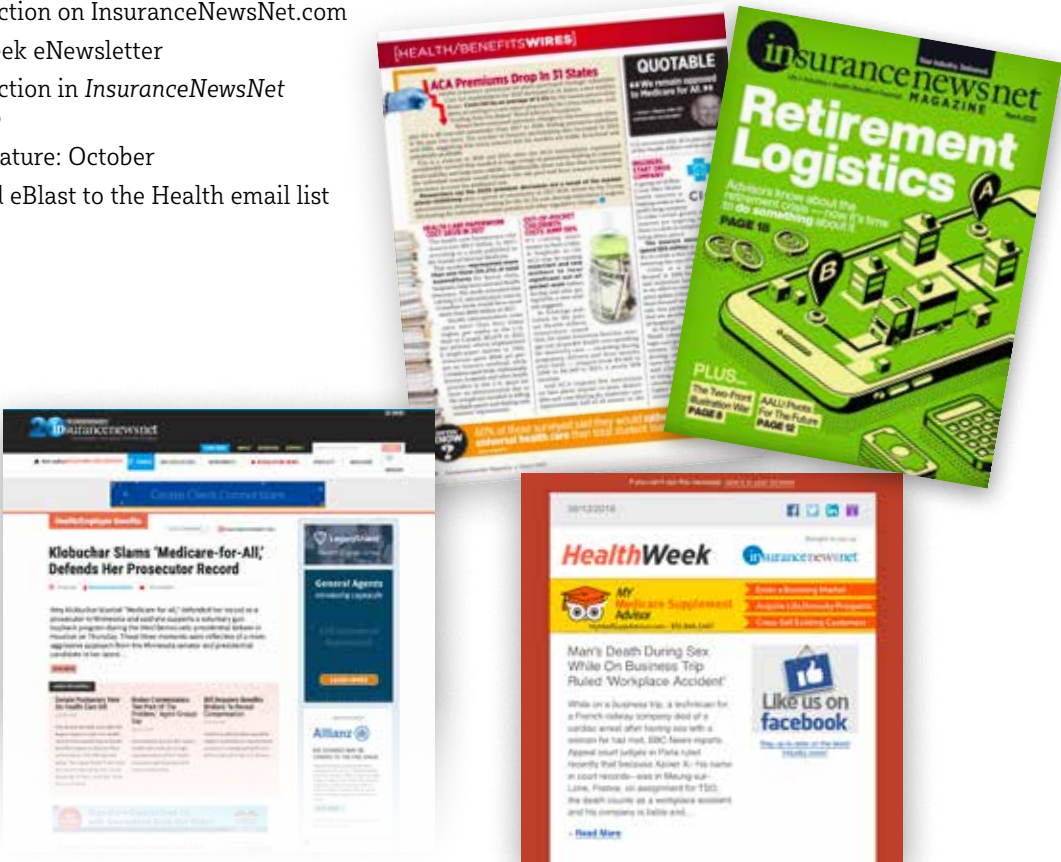
# Property/ Casualty Audience

Over 120,000  
Touch Points Available Monthly



## Reach Our Health/Benefits Audience

- » Health section on InsuranceNewsNet.com
- » HealthWeek eNewsletter
- » Health section in InsuranceNewsNet Magazine
- » Health Feature: October
- » Dedicated eBlast to the Health email list



## Reach Our P/C Audience

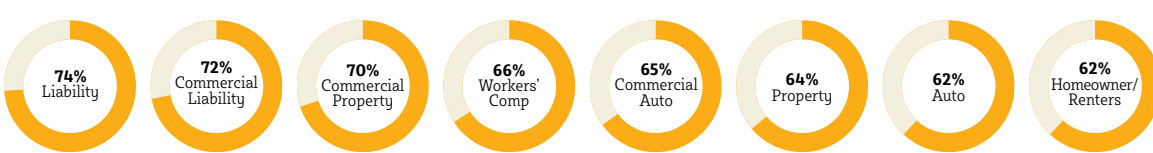
- » P/C section on InsuranceNewsNet.com
- » P/C eNewsletter
- » Dedicated eBlast to the P/C email list



## Top Products Recommended



## Top Products Recommended





# AdvisorNEWS

Reach and Engage the Most Influential Advisors in the Wealth Management Space

## Custom Email

Our subscriber list contains the most current data on over 120,000 financial advisors. We staff an entire team of direct marketing specialists who will work closely with you to define an effective strategy and provide you with everything to execute a successful campaign.

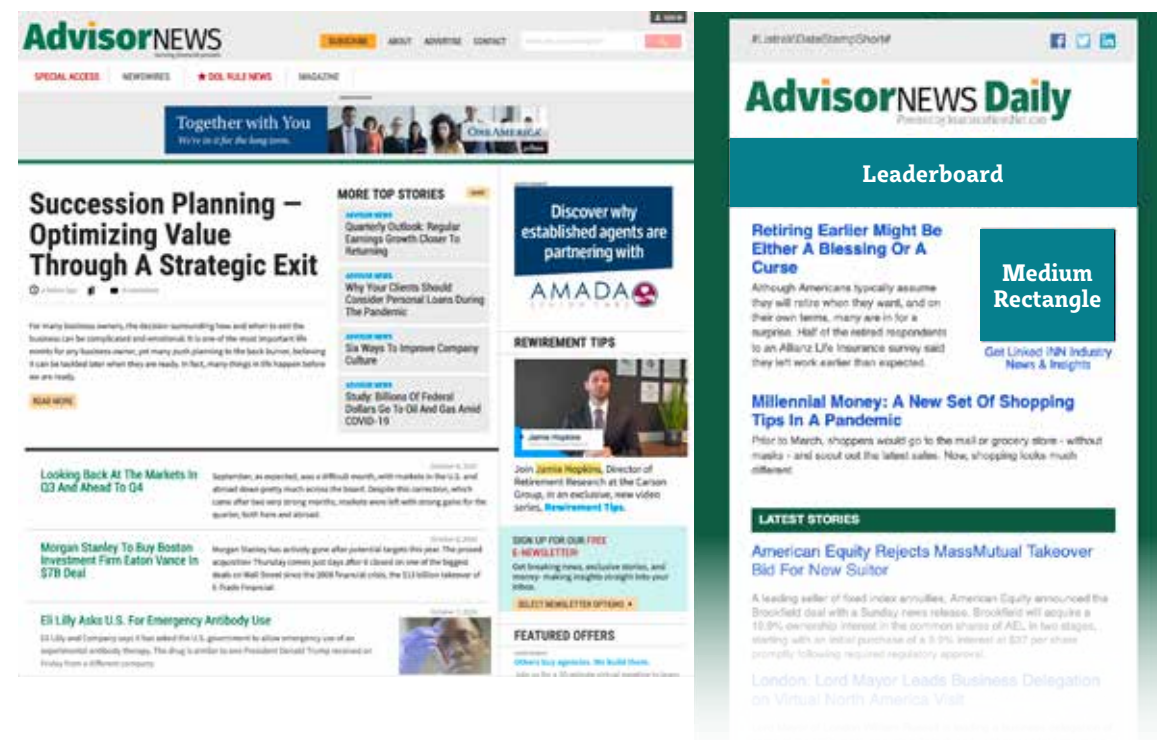
## Daily and Weekly eNewsletter

AdvisorNews is distributed 5 times per week and reaches a total of 120,000+ financial advisors. It presents a roundup of the most popular and breaking stories posted on AdvisorNews.com that week.

## eNewsletter Sponsorship Opportunities

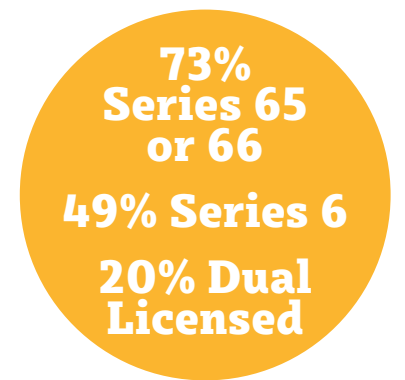
Get in front of our most engaged and qualified financial advisors with your message and place your logo at the top of our eNewsletter.

- » Leaderboard (550 x 90)
- » Medium Rectangle (180 x 150 + text)
- » Logo Placement (with eNewsletter sponsorship)



# Financial Audience

**Over 120,000  
Touch Points Available Monthly**

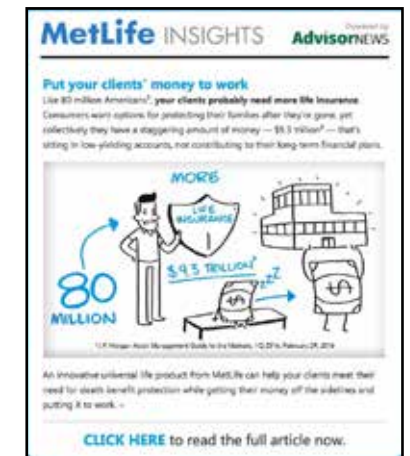


## Sponsored Content: Advisor Insights

This is an exclusive opportunity to distribute directly to the AdvisorNews readership your most relevant and useful content for financial advisors.

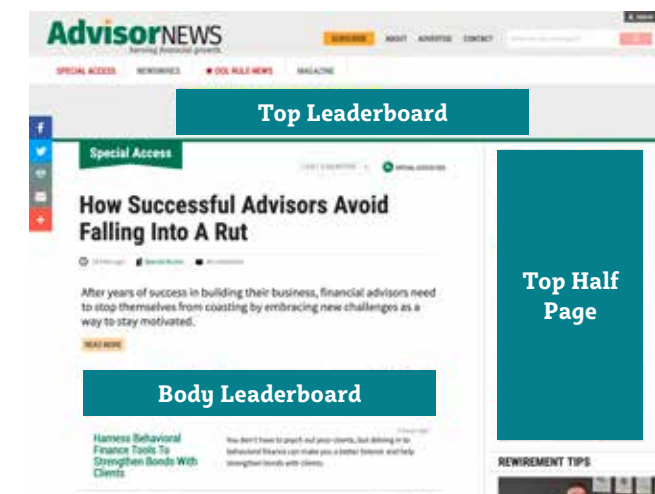
## Sponsored content can appear in a variety of places:

AdvisorNews.com is the premier web publisher of news and commentary that impact the wealth management community. With thousands of articles added daily, it's the only source advisors need for the news that matters to them.



## Placement opportunities include:

- » On the homepage, beside editorial
- » Placement in daily and weekly AdvisorNews eNewsletters
- » On a dedicated article page with your company's banner ads
- » Content is indexed and searchable on AdvisorNews.com and archived for one year



## Website placement opportunities include:

- » Top Leaderboard
- » Top Medium Rectangle
- » Body Leaderboard
- » Body Medium Rectangle
- » Feature Medium Rectangle
- » Top/Body Half Pages
- » Text Ad
- » Article/Press Release



# Strategies That Will Ensure a Tremendous Impact

The strategies below will help you generate leads, create awareness for your company and get your messages in front of the most qualified advisor audience in the industry.

### Ultimate Thought Leadership

- » False cover
- » Innovators episode
- » Native content piece
- » CEO Spotlight
- » Digital promotional package

### High-Impact

- » Gatefold spread
- » False cover
- » Insert booklet
- » 1- or 2-page spread in one of our special sections (Tech, Life, Annuity, Health, Movers & Shakers, Philanthropy)

### Digital Lead Generation Package

- » 1 full round of eBlasts
- » 1 text ad on InsuranceNewsNet.com
- » 5 retargeting display ads
- » 50,000 retargeting impressions

### Product Alerts

- » Exclusive round of eBlasts
- » Dedicated product page
- » Placement on our homepage
- » eNewsletter product spotlight



### Licensed Content/Reprints

Reprints provide a rare opportunity to communicate with and impress your target audience without advertising. Reprints boost your visibility and credibility while positioning you as a thought leader in the industry.

Leverage our award-winning journalism. From magazine articles to website content, digital reprints and more, INN offers premium content that's all ready to engage your producers.

Put the power of the InsuranceNewsNet brand to work for you by taking advantage of one or more of the many content licensing products we offer!

It's as easy as 1, 2, 3!

1  
CHOOSE  
YOUR  
TOPIC

We provide an article library to choose from.

2  
CHOOSE  
YOUR  
USE

Tell us print/  
electronic and  
desired length.

3  
CHOOSE  
TO  
CUSTOMIZE

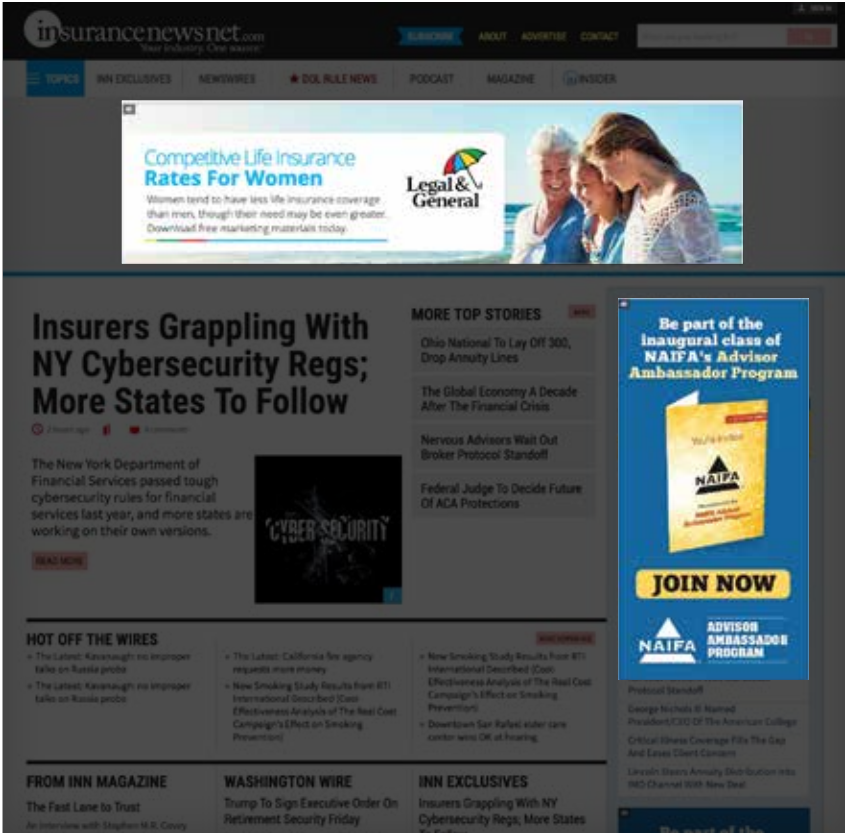
Add your logo  
and ad to any  
reprint.



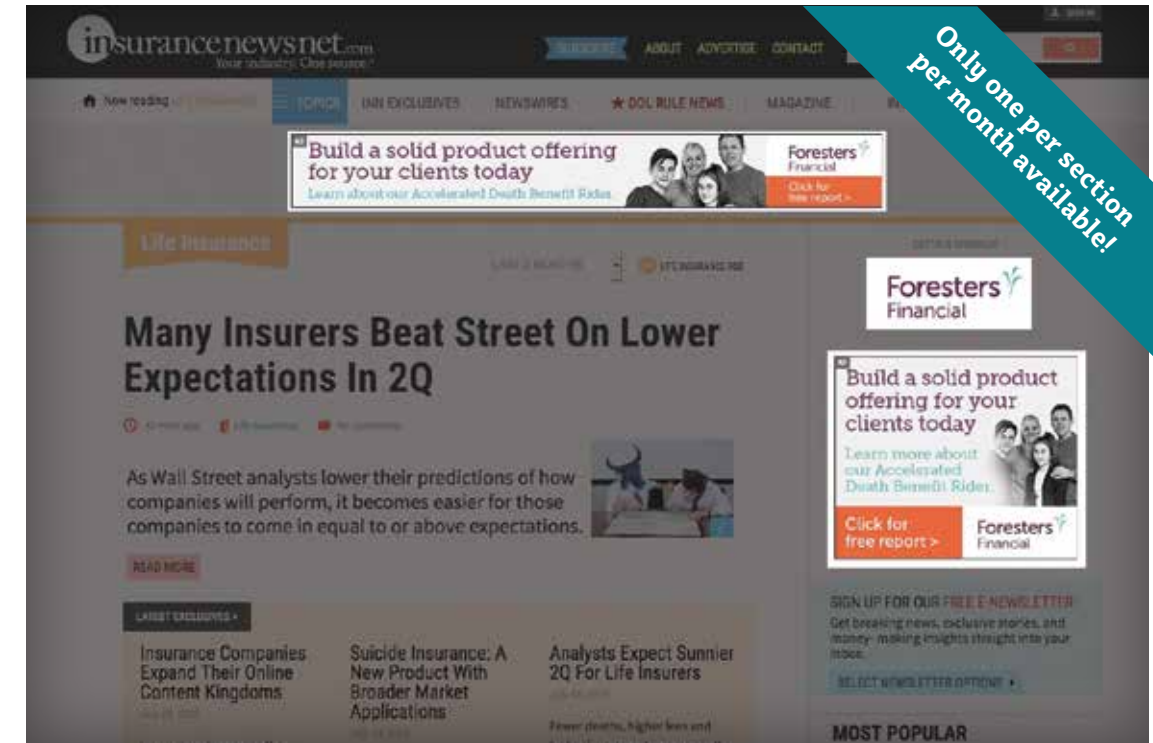


Web High-Impact Creative Units

- Website sponsorships
- Sponsored content
- Rising star banners:
  - Billboard (970x250)
  - Super Leaderboard (970x90)
  - Half Page (300x600)
- Channel-specific sponsor opportunities:
  - AnnuityNews
  - AdvisorNews
  - Life
  - Health
  - P/C
  - Washington Wire



Billboard Banners



Section Sponsorship (leaderboard, medium rectangle and logo)

INN eNewsletter Suite

Our eNewsletters are the source more financial and insurance professionals rely on for breaking news and insights that directly impact them.


Content That Engages

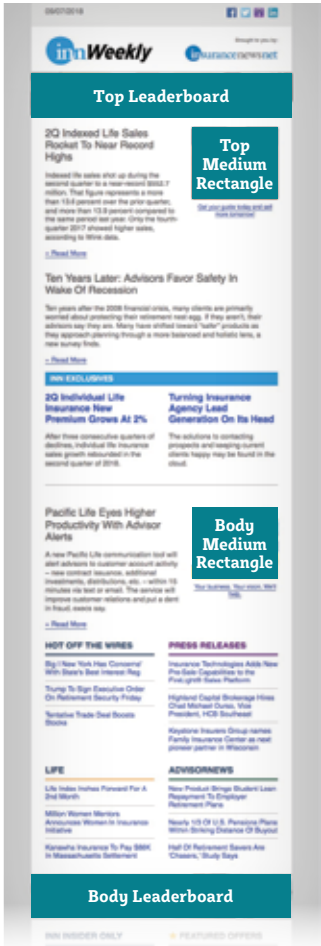
Subscribers love our original, award-winning journalism designed to help annuity, life and health producers sell more. Let us show you how to use these powerful platforms to promote your organization to an engaged audience.

- Unparalleled life, annuity, health and P/C news
- Responsive design for easy access on any device
- Original expert contributions and blog posts
- Regulatory updates
- Mergers & acquisitions updates
- Insurance technology



INN Daily Newsletter

eNewsletter	Frequency	Reach	Audience	Opportunities
 	6x per week	230,000	5 daily plus 1 weekly eNewsletters containing a variety of insurance news.	top and body leaderboard, top and body medium rectangle, text ads, takeover/logo sponsorship
	weekly	20,000	Where annuity agents turn for the latest news and insights in the industry.	leaderboard and medium rectangle banners, text ads, takeover/logo sponsorship
	weekly	60,000	Helps P/C agents stay current with the latest news and analysis in the property/casualty space.	leaderboard and medium rectangle banners, text ads, takeover/logo sponsorship
	weekly	70,000	Keeps health advisors informed of important events impacting the industry and how events affect their business.	leaderboard and medium rectangle banners, text ads, takeover/logo sponsorship
	weekly	25,000	Exclusively reports the happenings on Capitol Hill that guide the industry from an advisor's perspective.	leaderboard and medium rectangle banners, text ads, takeover/logo sponsorship



AdvisorNEWS. See how you can reach our financial audience, on page 19



Digital Email Blasts

Email marketing is such a vital part of marketing strategy that **63% of B2B marketers say email is the most effective channel** for generating revenue. Optimize this effectiveness by tapping into the most engaged and responsive email database in the industry.

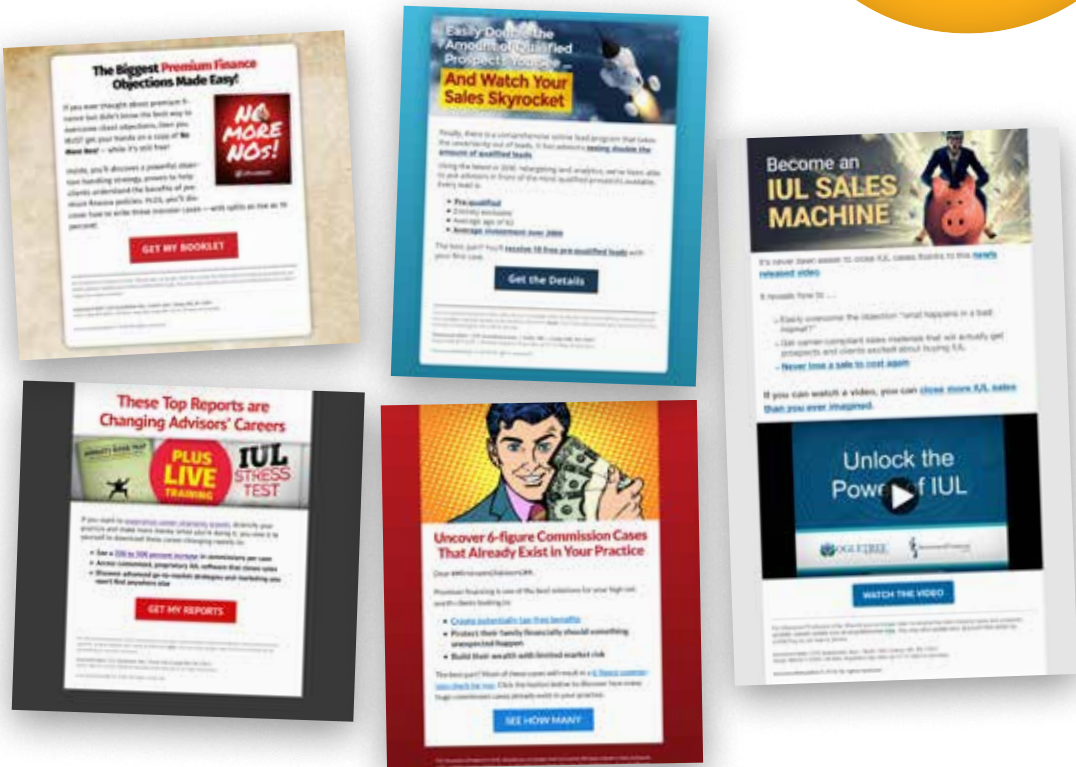
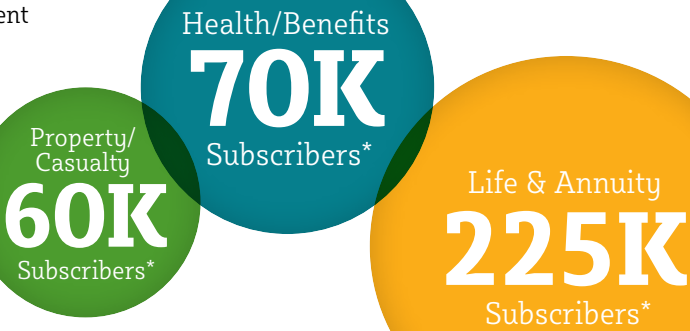
Our full team of direct response experts is at your disposal to help you speak to your target producer with messaging and design that drive action.

It all starts with INN's quality, responsive and targeted list of producers. We've spent years developing our pool of top producers through InsuranceNewsNet.com, and we work hard at keeping them engaged and responsive.

Overview of e-marketing services

- » Quality, targeted prospect database
- » Second-to-none deliverability
- » Award-winning campaign development
- » Tested and proven strategy
- » Real-time results

Ask us about our proven approach, and let us help you **generate exceptional results!**



Digital Email Journeys

Email journeys take standard eblasts to the next level, by allowing you to customize how you follow up your message.

Journeys, also known as drip marketing, keep your prospects interested in and engaged with your brand. An email journey allows you to automatically send relevant messages to potential leads, depending on how they respond to your offer.

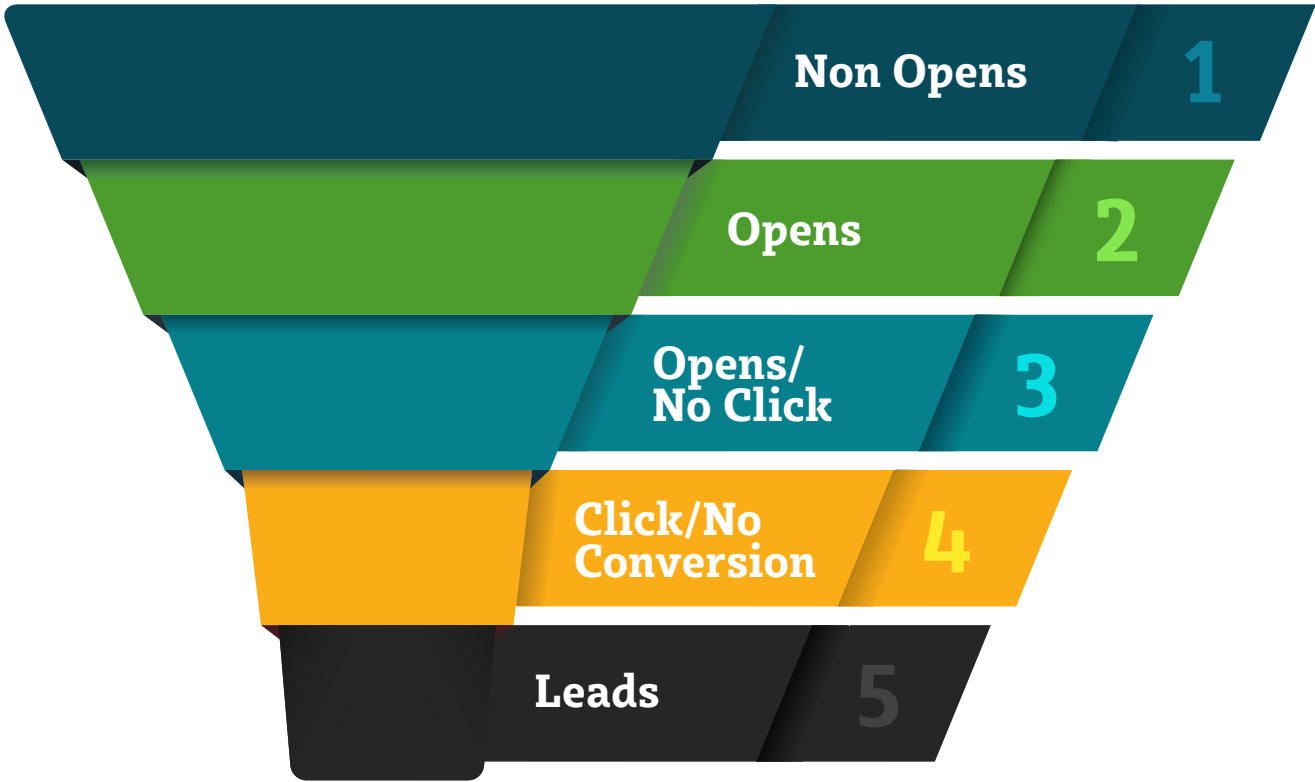
With email journeys, we'll show you how prospects are engaging with your messaging and use those insights to follow up with custom emails that drive results.

Our Turnkey Marketing Solutions Make It Easy for You! We'll help you with:

- » Strategy
- » Copywriting
- » Design
- » Landing page hosting
- » HTML email coding

With multiple options available, you're sure to stand out and remain top of mind with your audience.

Email Journey Variables:



\*Subscriber counts subject to change throughout the year.



# Webinar Packages

## Webinar Promotion Package

Webinars are one of the most authoritative and interactive marketing opportunities for advertisers. Let INN help you get your message in front of the most qualified advisor audience in the industry! INN will set up, host and promote your content with our Webinar Promotion Package. All you need is a valuable slideshow and a presenter.

Need help creating content for your webinar? Call us to find out about the creative services we offer: **717.441.9357 ext. 125**

# Programmatic Marketing

InsuranceNewsNet offers programmatic marketing to help you capture the attention of your target audience on the websites they visit AND the personal devices they use the most.

## Programmatic Marketing Capabilities

### Device ID Address Match:

Market directly to the device IDs of our subscribers to ensure your message appears on the devices they use the most. Only advertisers working directly with our INN and AdvisorNews subscribers are able to reach this audience in this fashion.

### IP Targeting Address Match:

Gives you the ability to target the industry's top advisors based on their computer location or access to their mobile devices. This is perfect for event marketing and products that are only available in specific locations.

### Retargeting:

Get your message in front of advisors who visit our websites and campaign landing pages or even your own website. Our partnership with the Trade Desk gives us access to 98% of the programmatic marketplace. This capability is included with all programmatic strategies.

Get the attention of more advisors, generate more leads and reinforce your brand with one of our powerful programmatic marketing options.

Call for additional details.

## Webinar

- » 60-minute webinar (up to 1,000 attendees)
- » Custom INN introduction and close
- » Project management and presentation dry run
- » Plus! Receive a **Webinar Best Practice Guide** to ensure yours is a success!

## Promotion

- » 6 email promotions
- » Text ad in INN Newsletter
- » 3-email follow-up sequence including post-show email with link to webinar recording
- » Vimeo posting for additional exposure

Call for additional details about our webinar packages.

**YOU WON'T BELIEVE HOW MUCH YOUR BUSINESS CAN GROW IN SUCH A SHORT AMOUNT OF TIME!**

Last year, Craig Ritter, president of Ritter Insurance Marketing, shared with health and benefits agents across the country some **extremely valuable information**.

Those tuning in during this brief window gained enough insight and knowledge that each listener held a near-unfair advantage over their peers for the entire year.

**On Tuesday, Feb. 26, at 3 p.m. ET**, this bold industry leader plans to once again show agents and brokers how to take advantage of 2019's unique opportunities — and point out each obstacle you may face in the coming months.

This is one webinar that every health and benefits strategist can't afford to miss. If space is still available, make sure you **register for free today!**

**REGISTER NOW**

**EARN A 6-FIGURE INCOME With FREE Leads**

On Wednesday, July 10, the leaders at North American Health Plans will show you how to get into the Medicare market and prepare for Medicare for All.

They'll also show you how to access fully customized leads — the same leads their top producers use to reliably earn 6-figure incomes, absolutely free!

But these leads are only for webinar attendees, so register today!

**Aetna Medicare Advantage and Getting Ready for Medicare for All**  
**Wednesday, July 10, Noon EDT**

- How to get started in the Medicare market
- Exclusive retail pharmacy stores
- Earn more. Aetna Medicare Advantage plans are coming to your state for 2020\*
- PLUS: You'll learn about the new free lead program

You won't want to miss this!

**REGISTER NOW**



# Amplify the Reach of Your Campaign With Social Media

Increase your visibility by having your message seen on social media by the top advisors.

In today's fast-paced world, capturing the attention of your audience on the platforms they visit the most is more essential than ever. That's why InsuranceNewsNet is now offering a way to get your message on advisors Facebook timelines and LinkedIn feeds.

Our full team of direct response copywriters will tweak the message from your current campaign to get the top advisors attention on the social media sites they visit the most.



### LinkedIn

- » LinkedIn Sponsored Content, InMail and Text Ads allow us to distribute the custom content to your prospective clients and position you as a thought leader
- » Track the metrics that mean most to your business: Cost per lead, lead conversion rate, and the types of professionals you're converting to leads — including company name, job title, seniority, geo and more



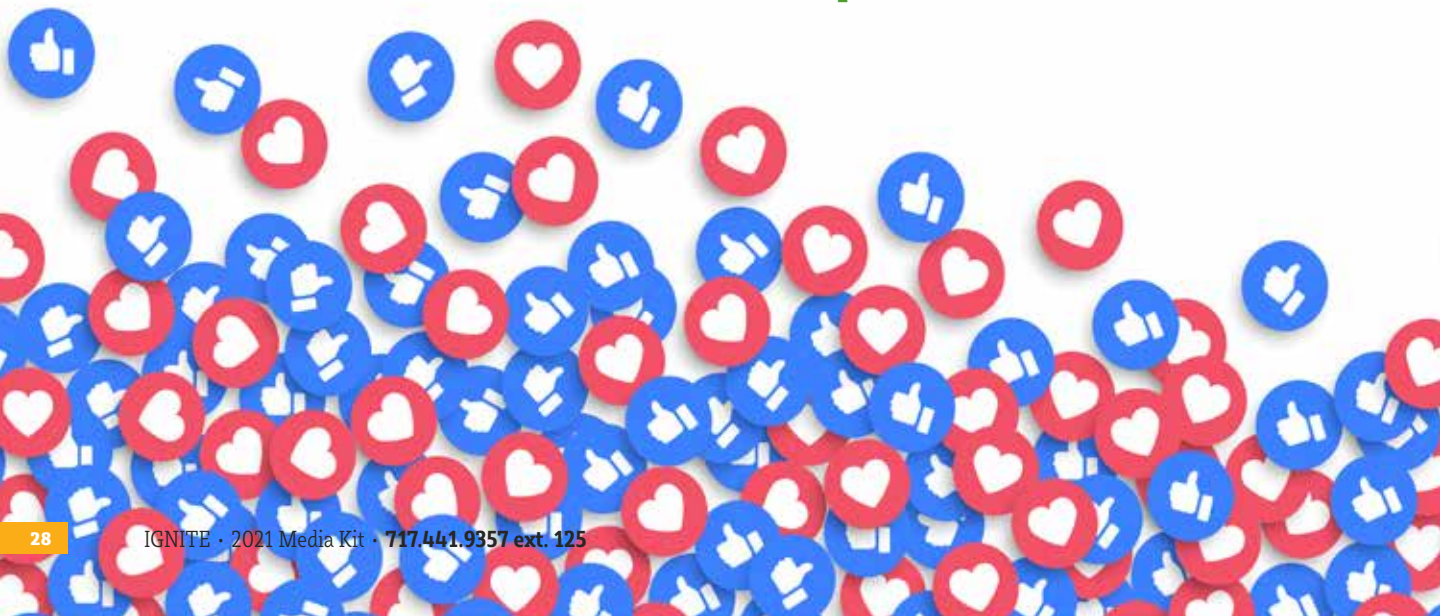
### Facebook

- » Facebook is one of the most targeted forms of advertising and allows you to reach our targeted lists of advisors
- » Generate hundreds of thousands of impressions to create additional awareness for your campaign and drive more leads



**LinkedIn drives 80% of social media B2B leads**

**Americans spend 58 minutes per day on Facebook and click on 8 ads per month**



# First Class Data

Better Data. Better Results.

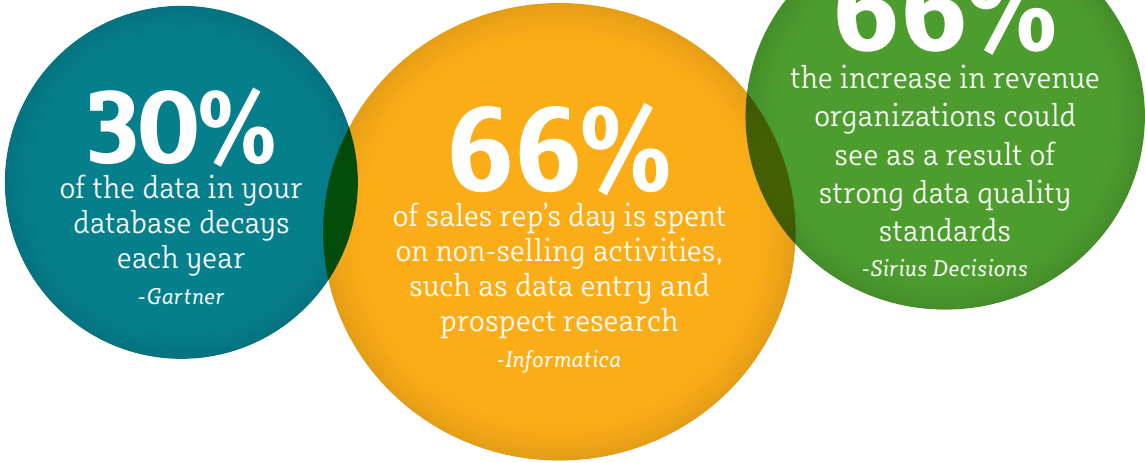
### First Class Data Powered by InsuranceNewsNet

Access granular, up-to-date data on 2 million agents and advisors across the country! Maximize your sales and recruiting efforts by utilizing what our clients are calling the "best value in the industry!"

We are relentless in our pursuit for better data – all of which is appended daily against 100's of sources to ensure fresh, accurate information.

Data points include: names, phone numbers, physical and email (validated) addresses, age, carrier appointments, license details and much, much more!

## Did You Know?



### We Give You Everything You Need to Effectively Market, Sell and Get Your Message in Front of Exactly Who You Want! We Can Supply for You:

- » Email Marketing Distribution
- » Promotional Email Marketing
- » Programmatic Packages
- » Social Media Packages
- » Email Journeys
- » Drip Sequences
- » Direct Mail



# Native Article Solutions

Tell your story, attract more advisors and position your company as a leader in the insurance space with one of our powerful native article solutions.

Native advertising is a type of paid media in which the ad follows the form and function of the user experience where it is placed. In other words, effective native ads don't look or feel like ads at all.

The result is a more natural — and more committed — buy-in from the readership.

See page 12 for special print thought leadership series.

## 5 Powerful Benefits of Native Articles

- 1. Warrant a higher level of credibility and establish thought leadership
- 2. Showcase a key person from your company
- 3. Capture attention in a different way than a traditional advertisement
- 4. Get readers to spend more time with your message than they would with a regular ad
- 5. Have a collateral piece for internal sharing, recruitment, trade shows and more

# Digital Starter Package

### Article

- » Your choice of article length
- » Your choice of article style: Q&A or third-party article
- » Strategy session with our content team
- » Professional content and design included

### Promotion

- » Digital article placement on InsuranceNewsNet.com with banner exclusivity
- » One-month logo sponsorship and article listing in section of your choice: Life, Annuity, Financial, Health/Employee Benefits, Property & Casualty
- » Promotional emails to drive traffic to your article
- » Digital reprint of article

Make sure to ask about our other powerful native article packages.







85% of marketers attribute their increased success to high-quality content creation.

— Content Marketing Institute

Think of us as an on-demand extension of your marketing department. Our award-winning team will dive in and help you accomplish any project to rapidly accelerate your growth.

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- » Custom articles
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- » Website content
- » Reports
- » White papers
- » Videos
- » Brochures
- » Thought leadership articles

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**311 Leads**  
 Generated over campaign



**RIA TRANSITION GUIDE**

Expert Advisor's Transitioning to a New RIA Platform

4 Key Steps

What do advisors need to know to successfully transition their practice to a new RIA platform?

Advisors Guide to a Successful RIA Transition

RIA TRAINING GUIDE

Expert Advisor's Share Critical Tips for Successful Practice Management

RIA Training Q&A

Financial Insights

A Revolution for Financial Advisors

RIA GUIDE

RIA Trends & Opportunities in 2015

Which RIA Platform is Right for You?

**660 Financial Advisors**  
 Requested More Information



New lucrative program for a vastly untapped market

**AGENT EARNS \$18,000 AND SAVES CLIENT 73%!**

Get Ready to Save Your Impaired Risk Clients Up to 85% on Term Conversions

You need to act now on the newest innovation in the industry.

Three (Termender™) is a unique patented in-force split-dollar loan program, making it more affordable for people to keep their valuable life insurance while generating high commissions for you.

Did you know? There are over 12 million substandard term policies in force, totaling more than \$3 trillion in face value. However, nearly 1.2% of these policies are converted to permanent coverage.” — Statista

Did the solution for them and you. Because a Free sales kit and one-time one agent saved a client 73% using this program while earning an \$18K commission.

Access my sales kit

How to Save Your Impaired Risk Clients Up to 85% on Term Conversions

I want to help the millions of insureds that are like me, so I created a lucrative program for agents.

As the only broker who has been named a Top 100 Broker in the industry, I created the best of the best by my side and now I'm looking for the best of the best to join my team. I'm looking for a highly motivated, highly skilled, highly successful agent who is looking for a new challenge and a new opportunity to grow their business. I'm looking for someone who is looking for a new challenge and a new opportunity to grow their business. I'm looking for someone who is looking for a new challenge and a new opportunity to grow their business.

Visit [GetTermExtender.com](#) for your no-obligation Term Life extender™ Sales Kit and find out how I saved a client 73% using this program while earning an \$18K commission.

**427 Leads**  
 Generated in 4 Months



Do More With Ritter's Platform

Learn More

FEATURED OFFERS

Join Ritter's FMO – gain instant access to our CRM and more

Discover how Ritter Insurance Marketing tech gives agents unparalleled insight into clients.

Upgrade Your Tech This AEM

Learn More

Exponential Med Supp Commissions

Learn More

**91,428 Impressions**  
 From web banners



Welcome to the NEW Health Insurance Landscape

Learn More

Welcome to the NEW Health Insurance Landscape

Learn More

SHORT TERM Medical Revolution

Get It Now

Short Term Medical Revolution

Learn More

**389 Leads**  
 Generated in 6 Months



# Contact

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