



Monthly eNewsletter

Each month, Ed Slott distributes current and timely information to 100s of advisors throughout the country with Ed Slott's Free IRA Updates eNewsletter.

AUDIENCE

33,000 subscribers and **COUNTING!** This number is constantly growing. Advisors can sign up to receive these FREE monthly IRA updates at our website

ADVERTISING SPACE

Only a few spots available! Each month only a few advertisements are displayed prominently on the left-hand side of our articles. This provides our advertisers with maximum exposure and less competition. These spots are available on a first-come, first-serve basis.

ADVERTISING SPECIFICATIONS

Ad Dimensions: 173w x 373h

Acceptable File Formats: .jpeg and .gif

**Please make sure to send your banner along with the URL that you would like to link to your banner, along with all artwork to Kira Tullio at kira@irahelp.com **

ADDITIONAL INFORMATION

We provide our advertisers with click-thru tracker results. Measure how successful your campaign is by seeing how many people click on your ad!

A M E R I C A ' S I R A E X P E R T S

100 Merrick Road Suite 200E Rockville Centre New York 11570

1.800.663.1340 toll-free 516.536.8282 telephone 516.536.8852 facsimile www.irahelp.com

ED SLOTT

AND COMPANY, LLC

America's IRA Experts

**THE
SLOTT
REPORT™**

Bookmark your **daily** online source for up-to-date webcast and workshop information, important advisor-based and consumer-centric IRA distribution planning updates, article links and much more from America's IRA Experts!

<http://theslottreport.blogspot.com>

The Slott Report has become the one-stop home for **both** advisors serious about their IRA education and consumers urgently in search of knowledge and highly competent, educated financial advisors.

Each week, *The Slott Report* includes up-to-the-minute IRA information and IRA article links from across the Internet. Workshop and webcast information and updates are posted regularly, along with educational pieces written by our technical experts.

Also, each Thursday *The Slott Report Mailbag* is published with answers to questions sent to us by consumers. We have been receiving an overwhelming amount of questions for our Mailbag, and that number is consistently rising.

YOU HAVE A UNIQUE OPPORTUNITY TO PROMOTE YOUR BUSINESS!

The Slott Report link is placed front and center at the top middle of www.ira-help.com and has received steady traffic from both consumers and advisors since its inception in late November.

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SITE STATS:

Overall Page Visits: 24,894

Unique Page Visits: 16,209

Unique Visitors: 65%

Repeat Visitors: 35%

What does this all mean? It means in just over one year, *The Slott Report* has been visited **NEARLY** 25,000 times by **OVER** 16,000 different advisors and consumers.

ADVERTISING SPACE:

- 1) Along left-side of main page
- 2) Directly underneath weekly articles and updates (either **weekly** or **monthly**)
- 3) Along the bottom banner of the blog (at bottom of the screen)
- 4) Advertisement of *The Slott Report Mailbag* (either **weekly** or **monthly**)
 - Graphic above that week's mailbag installment
 - Advertiser is mentioned in Mailbag title and first paragraph of post

ADVERTISEMENT SPECS:

The advertisement can be sent in either **.jpeg** OR **.gif** formats with **just one image size restriction** (if larger than 220 pixels wide, the image will be automatically shrunk to that size).

Please visit *The Slott Report* at <http://theslottreport.blogspot.com> and look along the left side of the page for ideas on the types of possible advertisement designs.

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ADVERTISING PRICING SHEET

Special Monthly Packaged Pricing (FOR 1ST-TIME ADVERTISERS, LIMITED TO INITIAL 3 MONTHS)

- Advertisement on our monthly eNewsletter **AND** an advertisement on *The Slott Report* -- **\$1,500**

A la Carte Monthly Pricing:

- Advertisement on our monthly eNewsletter -- **\$1,000**
- *Advertisement on The Slott Report (left side of the main page or along the bottom banner)* -- **\$1,000**

Advertising Options for The Slott Report:

- Advertisement underneath articles and updates -- **\$150 per week or \$500 per month**
- Advertisement in *Slott Report Mailbag* -- **\$200 per week (1 time) or \$600 per month (4 times)** The Company will be mentioned as the sponsor of that week's mailbag questions.

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