

ED SLOTT

AND COMPANY, LLC

America's IRA Experts

— Ed Slott and Company —

Advertising Packet

**THE
SLOTT
REPORT**

The Slott Report is the daily online source for important IRA distribution and tax planning articles and updates.

<http://www.IRAhelp.com/slottreport>

Each week, **The Slott Report** publishes timely retirement planning, financial and personal finance information and access to topical articles from across the Worldwide Web.

The Slott Report Mailbag is published each Thursday with answers to questions sent to us by consumers. We receive 20-to-50 questions each week and choose several for inclusion in the Mailbag.

This steady stream of accurate and detailed information has resulted in a massive growth in readership over the last year. We have recently launched a re-designed website with streamlined content, increased search mechanisms and prominent space for advertisers to promote their businesses.

The Slott Report has also recently been recognized by *The Wall Street Journal* as recommended reading for retirement planning information—resulting in increased readership and eyes for our advertisers.

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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.ira-help.com

ADVERTISE WITH AMERICA'S IRA EXPERTS

Overall Site Statistics (January-August 2014):

Overall Page Visits: 182,200 with 276,000 page views

Unique Page Visits: 142,750

Unique Visitors: 75%

Repeat Visitors: 25%

What does this all mean? *The Slott Report* has been visited over 182,000 times by **142,750** different business professionals and consumers.

ADVERTISING SPACE

Only a few spots available each month! We have limited availability in several different ad formats. Determine the size and placement that fits your business!

ADVERTISING SPECIFICATIONS

Ad Dimensions:

220 pixels wide x 181 pixels high

Acceptable File Formats: hi-res .png and .gif

****Please make sure to send your banner along with the linking URL 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!

Ed Slott's IRA Updates Monthly eNewsletter

Each month, Ed Slott distributes current and timely information to 1000s of advisors throughout the country with **Ed Slott and Company's Free IRA Updates eNewsletter**.

AUDIENCE

28,000 target-market subscribers and **COUNTING!** This number is constantly growing. Advisors can sign up to receive these FREE monthly IRA updates at www.IRAhelp.com or on www.theslottreport.com.

ADVERTISING SPACE

Only a few spots available! Each month only a few advertisements are prominently displayed on the left-hand side of our updates. 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: 256w x 181h

Acceptable File Formats: hi-res .eps or .jpg

****Please make sure to send your banner along with the linking URL 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!

ADVERTISING PRICING SHEET

Special Packaged Pricing:

Based on 3-month package

Limited availability

Package #1 Includes:

- Advertisement on **The Slott Report** for 3 months (based on 220x181 ad)
- **FREE** banner advertisement for 1 month in Ed Slott and Company's IRA Updates eNewsletter (sent to over 28,000 subscriber list)
Price: \$2,000

Package #2 Includes:

- Advertisement of **The Slott Report Mailbag** for 3 months
- **FREE** banner advertisement for 1 month in our IRA Updates eNewsletter (sent to over 28,000 subscriber list)
Price: \$1,800

A la Carte Monthly Pricing:

- Advertisement on **The Slott Report** for one month
Price: \$700
- Advertisement of **The Slott Report Mailbag** for one month
Price: \$600
- Advertisement in **Monthly IRA Updates**
Price: \$500