

PRODUCT WATCH

Reach 70,000 influencers at leading RIAs with the authority to evaluate and recommend your products and services

The new Product Watch newsletter from WealthManagement.com

is our most cost-efficient way for you to showcase your products and services to 70,000 highly-engaged decision makers at leading RIA firms. Use our Product Watch to introduce your latest product offerings to the industry's leading audience of product specifiers and influencers...explain and differentiate your key product benefits...test and explore new market opportunities...point key prospects to your website...and generate qualified leads for your sales and marketing team.

PRODUCT WATCH

Distribution: 70,000 engaged audience at leading RIA firms

Frequency: Monthly

Rates (Gross)

Top-tier single ad	\$2,495
Second-tier single ad	\$1,250
Third/fourth-tier single ad	\$995
Super-sized Ad (banner ad plus row takeover)	\$5,995

Frequency Discounts

3 months	10% off
6 months	15% off
12 months	20% off

Publishing Schedule

Issue Date	Ad Closing	Materials Due
May 4	April 13	April 23
June 1	May 11	May 21
July 6	June 15	June 25
August 3	July 13	July 23
September 7	August 10	August 20
October 5	September 14	September 24
November 2	October 12	October 22
December 7	November 12	November 24

Note: Late materials may result in movement of placement to a future issue

Contact your business development manager today to reserve your spot

Submit your materials [here](#).

FOR MORE INFORMATION

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PRODUCT WATCH AD SPECIFICATIONS

Single Ad Units

Image: 170x170, GIF or JPG format • **File size:** 15 KB maximum

Headline: 50 characters maximum (including spaces)

Description: 150 characters maximum (including spaces)

Super-sized Units (Banner Ad Plus Row Takeover)

Banner: 580x80 or 580x327 GIF or JPG format • **File size:** 15 KB maximum

Row Takeover: (1 or 3 individual ad units)

Image: 170x170, GIF or JPG format • **File size:** 15 KB maximum

Headline: 50 characters maximum (including spaces)

Description: 150 characters maximum (including spaces)

Suggestions

- **Borders:** Creative without borders must have high contrast background color that doesn't mimic the background color of the newsletter
- **Animation:** Animation is allowed, but not recommended; Flash/rich media is not allowed

Notes

- Ensure your image is legible in the size this newsletter allows
- Informa reserves the right to edit images/copy that do not meet the specifications listed above
- The ad unit is responsive and will dynamically resize itself to fit on a mobile/tablet screen