

# RPA Edge Omnichannel

WealthManagement.com is uniquely positioned to leverage the conversion of wealth, retirement and benefits at work. Our RPA Edge Omnichannel — consisting of online content, live roundtables and Think Tanks, webinars, videos, podcasts and advertising — enables defined contribution plan providers to communicate with a vast audience not easily accessible with more traditional, less targeted media.

Choose from among these targeted programs to reach the top RPAs and senior leaders at home offices, as well as the hundreds of thousands of wealth advisors that work with DC plans.



## 2023 RPA Edge Roundtable and Think Tank Schedule

Theme	Location and dates
RPA Aggregators	WM Edge – May 21-24, Hollywood, Florida
Broker Dealers	WM Edge – May 21-24, Hollywood, Florida
Record Keepers	Wealthies – September 6-7, New York

### Sponsorship deliverables

- Invitation to the VIP dinner attended by all Think Tank participants
- Opportunity to send one executive to participate in an RPA Edge Think Tank roundtable discussion
- Opportunity to be featured in a WealthManagement.com RPA Edge Think Tank article summarizing the key findings and core content

PRICING:	1 Event	2 Events	3 Events
	\$30,000	\$55,000	\$75,000

## RPA Edge Newsletter

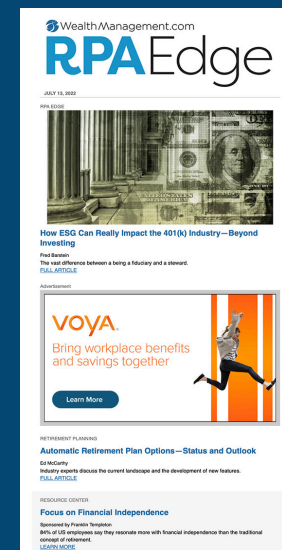
News and trends for plan sponsor advisors

**Frequency:** Twice monthly

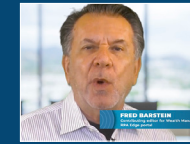
**Distribution:** 37,500

**Sponsorship deliverables:**

One banner ad position per placement



**PRICING: \$2,255**



## 401(k) Real Talk Videos

Open, honest and candid discussions about the latest news in the RPA industry

- **Frequency:** Weekly (four episodes/month)
- **Sponsorship deliverables:** Sponsor recognition at the beginning of the video plus logo branding on video landing page
- **Distribution:** Two editorial mentions in the RPA Edge newsletter, one mention in the Daily Memo newsletter
- **Marketing deliverables:** Promoted on both WealthManagement.com and Fred Barnes social media channels

**PRICING: \$12,500** per monthly sponsorship



## 401(k) Real Chat Video Podcasts

Retirement industry thought leaders answer three probing questions on critical issues

- **Frequency:** Two episodes per month
- **Sponsorship deliverables:** Sponsor recognition at the beginning of the video plus logo branding on video landing page
- **Distribution:** Two editorial mentions in the RPA Edge newsletter, plus one mention in the Daily Memo newsletter
- **Marketing deliverables:** Promoted on both the WealthManagement.com and Fred Barnes social media channels

**PRICING: \$7,500** per monthly sponsorship

**For More Information**

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