

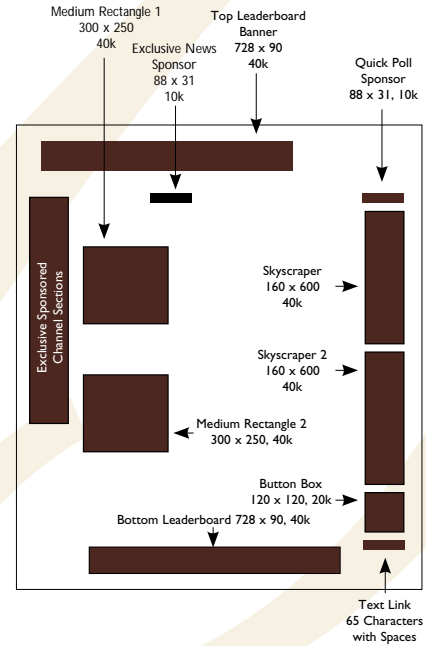
Digital Opportunities

PW-mag.com offers you an excellent way to reach advisors and centers of influence to the super-affluent. Why not capitalize on your brand awareness while complementing your print component by advertising on www.pw-mag.com?

AD UNIT	1x MONTHLY RATE	AD UNIT	1x MONTHLY RATE
Interstitial (640x480)	\$2,595	Medium Rectangle 1	\$1,795
Exclusive Sponsored		Skyscraper 1	\$1,795
Channel Section: <i>Top Leaderboard, Medium Rectangle, Skyscraper</i>		Medium Rectangle 2	\$1,495
<i>Bottom Leaderboard, Logo (120x60) on home page, Logo (120x60) on monthly channel blast</i>	\$2,595	Skyscraper 2	\$1,495
Top Leaderboard Banner	\$2,095	Exclusive Quick Poll Sponsor	\$1,295
		Button Box	\$995
		Text Link	\$895
		Bottom Leaderboard	\$795

Exclusive Sponsored Channels: Deliver your marketing message to your target audience by sponsoring an exclusive channel of your choice.

**Alternative Investments | Arts and Culture | Estate Planning
Insurance | Investing | Lifestyles | Practice Development
Real Estate/REITs | Research | Technology | Wealth Protection**



E-directs. A customized marketing message will be sent to our list of approximately 25,000 online subscribers. HTML and text versions are permitted, and *Private Wealth* will track the success of the e-direct by providing a status report one week after the e-direct as been e-mailed.

Rate: \$2,995

Specs:

- HTML not to exceed 600 pixels across the content area, mapping in the html code is not recommended, embedded images, cannot accept Word files converted to HTML. (Please take in account Microsoft Outlook 2007 limitations when building html files for e-mail distribution. *Private Wealth* magazine will not alter HTML code to render in Outlook 2007.)
- E-direct file size should not exceed 60k.
- There is a 150,000 character limit to custom HTML/XHTML e-mails.
- HTML and text files to be received 5 business days prior to flight date.

Styling:

- Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content.
- Any href's that have different styling than the global style will not hold inline styling. Styling for href's needs to be coded as standard HTML Font styling, i.e. etc

PW News is *Private Wealth* magazine's weekly electronic newsletter, which is sent to approximately 56,000 online subscribers every Monday. *PW News* is the source of breaking news and events that directly impact professionals focused exclusively on meeting the financial, legal and lifestyle demands of the ultra-high-net-worth clients. Three banner placements are available in the weekly edition and inventory is based on availability.

BANNER RATES

Top Leaderboard Banner (728x90)	\$2,095
Medium Rectangle 1 (300x250)	\$1,795
Medium Rectangle 2 (300x250)	\$1,495

Specs:

- File Format – GIF/Animated gif, JPEG (Requires URL Click-thru)
- Animation – 3 loops maximum
- Alternative Text – May be up to 10 words
- Delivery Schedule – Within 5 business days of flight date

Custom Webinars. *Private Wealth* magazine offers a unique combination of marketing and editorial expertise to produce well-attended and sought-after events with our leading all-star columnists. **Rates: \$15,000 to \$20,000** net based on customization level

Media partnership webinar program. Partner with *Private Wealth* magazine to give your planned webinar greater exposure to the advisor community and increase awareness and attendance of your event. **Rate: \$8,995**

White papers. PW-mag.com will feature branded white papers from industry sponsors and thought leaders to our subscribers through a monthly digital white paper alert blast and a posting within the white paper section on pw-mag.com for one month.

Rate: 1 month/\$595, 3 months/\$545 per month, 6 months/\$445 per month and 12 months/\$295 per month

Specs: Logo (120x60) and click-through URL, a white paper intro paragraph (at a maximum of 500 characters with spaces), a Word document or PDF of the white paper, and a white paper title (at a maximum of 70 characters with spaces).