



**■ Electronic Advertising**

Our editorial staff monitors nearly 11,000 newspapers, business publications, websites, national and international wire services, and other periodicals and summarizes significant articles into an easy-to-read format. IR Weekly is an executive summary of upcoming NIRI professional development programs, timely member services information, and noteworthy articles pertaining to current investor relations and public company disclosure issues and best practices.

**2012 Banner Ad Rates:**

Position	1x	3x	6x or more
Primary banner	\$800	650	550
Secondary banner	600	450	400
Button	400	350	300
Skyscraper	900	750	650

1x RATE = 4 consecutive issues

3x RATE = 12 issues (3 blocks of 4 consecutive weeks)

**Circulation**

All NIRI members with deliverable e-mail addresses receive the IR Weekly. More than half of the membership regularly open and view the contents each week. Average e-mails distributed: 3,600/month; average e-mail open rate: 2,000/month.

**Distribution**

Issues are distributed electronically every Tuesday not recognized as an official holiday.

**Mechanical specifications**

Low resolution: 72 dpi

Color: RGB

Format: JPG, GIF or animated GIF No Flash files please.

Maximum dimensions:

Primary and Secondary ads: 468 pixels wide x 80 pixels high

Skyscraper ad: 120 pixels wide x 600 pixels high

Button ad: 120 pixels wide x 60 pixels high

File size: 40K or smaller

**Deadline and procedure for submitting materials**

E-mail your logo and website address to mhyatt@niri.org. Materials are due one week prior to the reservation date of the first insertion.

**Cancellations**

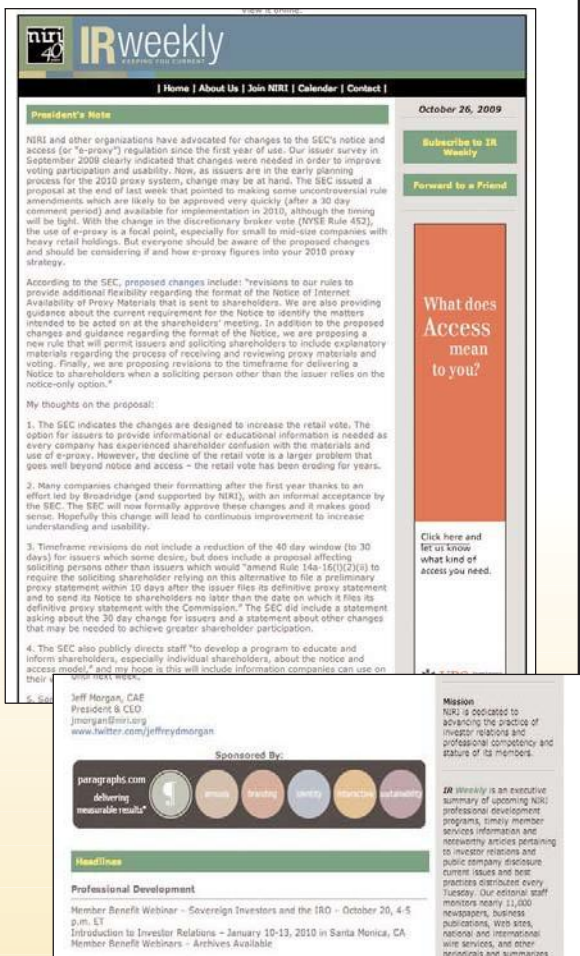
All cancellations must be received in writing at least one week prior to the reservation date of the first insertion. Any cancellation received after that date is still considered a full obligation.

**For more information contact**

**Mike Hyatt**

NIRI Professional Development

Phone: 703-562-7684 / Fax: 703-562-7701 / mhyatt@niri.org



# ELECTRONIC ADVERTISING



## Insertion Order Contract

Date: \_\_\_\_\_

### ADVERTISER

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

BILLING CONTACT \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

WEB SITE ADDRESS \_\_\_\_\_

### Issue(s) for Reservation 2012

Frequency:	<b>1x</b>	<b>3x</b>	<b>6x</b>	_____
Jan	Apr	July	Oct	
Feb	May	Aug	Nov	
Mar	June	Sept	Dec	

NOTE: Reservations are for four consecutive weeks

Net Rate for Reservation: \_\_\_\_\_

Reservation dates: \_\_\_\_\_

SIGNATURE OF ADVERTISING REPRESENTATIVE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

### National Investor Relations Institute

225 Reinekers Lane, Suite 560 : Alexandria, VA 22314  
703.562.7700 : [www.niri.org](http://www.niri.org)



### Submitting materials

To submit an ad, simply e-mail your logo and website address to [mhyatt@niri.org](mailto:mhyatt@niri.org). Materials are due one week prior to the reservation date of the first insertion.

### Cancellations

All cancellations must be received in writing at least one week prior to the reservation date of the first insertion. Any cancellation received after that date is still considered a full obligation.

### Advertising Agreement

1. Each contract term is four (4) consecutive weeks.
2. Publisher reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content of the advertisement distributed, and also assume responsibility for any resulting claims made against the publisher.
3. The word "advertisement" shall be printed at the top of advertisements that, in the opinion of the publisher, might be confused with editorial pages.
4. Cancellations are not accepted and copy corrections are not guaranteed after closing date for space reservations.
5. On contract or scheduled insertions, previous copy will be repeated if changes are not received by materials due date.
6. Any revision or special handling of materials will be billed to the advertiser.
7. All rates are based on acceptable digital files (see mechanical specifications). Any production work will be charged extra.
8. Payments are due net 30 days of invoice date.

### Return this insertion order to:

**Mike Hyatt**

NIRI Professional Development

Phone: 703-562-7684

Fax: 703-562-7701

[mhyatt@niri.org](mailto:mhyatt@niri.org)