

RETIREMENT PLANNING GUIDE

SAMPLE PAGE

The Retirement Planning Guide is a reader service section located at the back of the magazine. Each ad receives a number that readers can use to request information from advertisers using a bound-in reader service card or by visiting WhereToRetire.com. Retirement Planning Guide advertisers are listed on WhereToRetire.com with two lines of descriptive text. If a display ad is run in concert with a Retirement Planning Guide ad, readers will also be referred to the display ad page at the bottom of the Retirement Planning Guide ad (i.e. "See our ad on page 92.")

An advertiser will receive leads that include the name, address and, when provided, the verified email address of any reader who requests more information from that specific advertiser.

These leads are sent weekly in an Excel spreadsheet via email. For \$100 per issue, advertisers will receive one mailed batch of printed labels after all leads have been collected.

The Retirement Planning Guide ads are formatted in house and are available in two sizes: Plan AA and Plan A.

Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy to the publisher.

Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy to the publisher.

WhereToRetire.com's Free Retirement Info

When a visitor to WhereToRetire.com selects to receive information from an advertiser on the Free Retirement Info page, a link to the advertiser's website will be presented as soon as the form is submitted.

WhereToRetire.com captures the contact information for the advertiser to be delivered with the next batch of leads and gives the site visitor instant access to information from the advertisers in which they are interested.

Retirement Planning Guide Ad Materials

Images and copy for the planning guide can be sent via email to materials@wheretoretire.com. Digital images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or TIFF files. JPEG is not supported. Publisher DOES NOT provide proofs of Retirement Planning Guide ads.

To submit materials or for more detailed production specifications, contact:

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Houston, TX 77057
materials@wheretoretire.com,
713-974-6903