

Online opportunities

Re-examined. Redesigned. Re-invigorated

InvestmentAdvisor.com delivers an unsurpassed interactive experience for investment professionals. It offers archives of articles, Web seminars, podcasts, proprietary research from *Investment Advisor* magazine and vendors, community connections and expanded access to the most current issue.

Multiple advertising opportunities are available on the website to help sponsors build brand awareness and drive traffic to their websites. Included are: leaderboards, skyscrapers and rectangle units, as well as custom department sponsorships.

The screenshot displays the InvestmentAdvisor.com website layout. At the top, there is a search bar and navigation links for Home, CE Credits, Blogs, Events, News, Directories, and Magazine. The main content area is divided into several columns:

- Left Column:** Includes 'CURRENT ISSUE' with a 'Table of Contents' and 'Fast Issues' section, 'TOPICS' (Alternative, Compliance, Insurance, Mutual Funds, Practice Mgmt, Retirement, Ad Topics), 'eNEWSLETTERS', 'DIRECTORIES' (529 Savings Plans, Retirement Providers, Independent BDs, Long-Term Care, Variable Life, Ad Directories), 'PERSONALITIES', 'BOOKSTORE', 'CALENDAR', 'SPECIAL REPORTS', and 'CONTACT US'.
- Second Column:** Features 'NEWS' with articles such as 'SEC Gets New Director', 'Firms for LTC with Proton Soling', 'Sector Leaves Bear Behind', and 'Retirement Financial Planning'. It also includes 'EVENTS' and a 'CE CREDIT CENTER'.
- Third Column:** Contains 'BLOGS' with articles like 'The All-American' and 'Fast Track', 'THE MARKET' with a 'Morningstar Market Barometer' table, and 'PERSONALITIES' featuring interviews with Mark Tibergren, Olivia Italian, and Isabelle Waddell.
- Right Column:** Promotes the 'ADVISOR SUMMIT 2007' and features an advertisement for ING with the text: 'ING makes it easier to build a global portfolio with top-quartile funds. Come for the variety, stay for the performance.'

At the bottom, there is a footer with 'WICKS' logo and various links including 'About Us', 'Privacy Policy', 'Site Map', 'Reprints', 'Advertising Information', 'RSS Feeds', and 'FAQ'.

- Blogs
- RSS Feeds
- Community
- Podcasts
- Web Seminars
- Custom eNewsletters
- Custom Sponsorships
- Bigger Impact Ad Units
- Morningstar® Market Barometer
- Topic Driven Content
- Expanded Archives
- Improved Search

www.investmentadvisor.com