



Sample Article

Your sample article will be posted on the Advisor Perspectives web site. You can provide the copy, or we will write the copy for you, using professional freelance writers with extensive experience in the investment industry. The articles can highlight a product or service offering, or can be educational in nature. Articles can include pictures (see example on this page), graphs, [hyperlinks](#), [email hyperlinks](#), and other forms of content.



Our experience is that articles of approximately 1,000 words work best in an on-line format. This article contains exactly 984 words of text, so you can see how it looks on a page. Longer articles run the risk of losing the reader's attention. Shorter articles are even better. If the article is part of a promotional or lead-generation campaign, the goals of the article can be to preliminarily qualify the prospect and take the prospect to the next step, which is typically to request more information.

We will add tags to the end of the article to allow the article to be forwarded to a friend and to be displayed in a PDF format, for printing. Examples are at the end of this article.

About Advisor Perspectives

Advisor Perspectives provides a web site and newsletter geared to Registered Investment Advisors, wealth managers, and financial advisors. These financial professionals use Advisor Perspectives for:

- Access to our exclusive database of investment information showing how high- and ultra-high net worth investors allocate their assets, and which mutual funds they hold. We are the only source of this information in the investment industry, and our database reveals the preferences of these highly coveted investor segments, without any statistical biases.
- Our newsletter, which provides content related to trends in the Advisor Perspectives database, new developments in investment management, interviews with thought leaders in the investment industry, and profiles of individual advisory firms.

Advisor Perspectives is recognized as an unbiased, accurate, and incisive source of information for financial advisors. Our research is cited in publications



such as *The Financial Times*, *Investment News*, *Mutual Fund Wire*, *Fund Fire*, *Ignites*, *Investment Advisor*, *Financial Advisor*, and many other others. We are one of the most widely read newsletters and web sites among those targeted to financial advisors.

Advisor Perspectives is provided free of charge.

Types of Advertising

We offer many types of advertising, depending on your media goals:

Campaigns

- Custom Newsletter – We will create a customized version of our newsletter to deliver the content of your choosing. You can provide one or two articles for the newsletter, where each article is similar to this sample article. Custom Newsletters are powerful because they carry the branding the Advisor Perspectives and are delivered from the Advisor Perspectives email addressing, increasing the open and click-through rates of the newsletter.
- Dedicated Emails – We can deliver your content to our email database. This is ideal for publicizing webinars, conferences, and special events.
- Sponsored Newsletter Content – You can provide up to 50 words displayed as a lead-in within an Advisor Perspectives newsletter, as well as a link to your web site or other landing page. The article will be labeled as ‘sponsored content.’

Branding

- Newsletter Sponsorship – We will place your banner ad at the top of one of our newsletters, with a hyperlink to the landing page of your choice.
- Banner Advertising – Traditional banner ads are supported throughout our web site.

Education

- Educational article placement – We will publish an educational article on our web site. The article will be similar to this article, and may contain hyperlinks and email tags to facilitate further interaction with the reader. We will publish a lead-in of up to 50 words in our newsletter highlighting the educational article, and the article will be labeled as ‘sponsored content.’



Market Research

- Custom Surveys – If your goal is collect information about Registered Investment Advisors, we can survey our readers. We will design the survey with you, collect the data electronically through a web-based survey, tabulate the results, and present them to you.

Advertising Policies

Advisor Perspectives retains editorial approval over all content published in our newsletter and web site. We will not accept advertising for investment products or related services that we consider inappropriate for our audience. Examples are products that carry inordinately high levels of risk, or which, in our sole discretion, do not adequately disclose their risks to investors. We will not accept advertising from religious or political organizations, nor will we accept advertising related to tobacco, adult services related to pornography, gambling, or firearms. We will not accept advertising for any product or service which is illegal in the United States. We will not accept advertising from any advertiser that does not adhere to a strict anti-spam policy. We will not permit advertising unless we consider it to be factually accurate and not misleading.

Auditability

We use a third-party email service (Constant Contact) to deliver our emails and newsletters. Constant Contact maintains our database of email recipients, and provides reporting on the open and click-through rates for all emails. We will provide this information to our advertisers.

Constant Contact tracks email open and click-through rates by placing links to images within the HTML content of the email or newsletter. Some email services may disable these images, disabling Constant Contact's tracking ability. For this reason, the Constant Contact open and click-through rates may understate actual results.

We use a third-party web analytic service (Web Trends) to monitor our web site usage. We provide advertisers with reports from Web Trends which show, for example, page views and unique visitors to our site.

Web Trends relies on 'cookies' to track site usage. Some of our users (currently approximately 17%) disallow cookies on their computers. For these users we cannot track repeat traffic (i.e., we cannot determine whether these users have visited our site previously).



Usage reports are provided within two days of email or newsletter delivery.

www.advisorperspectives.com

For a free subscription to the Advisor Perspectives newsletter, visit:
<http://www.advisorperspectives.com/subscribers/subscribe.php>