



2009-2010 Media Kit

FORUMfacts: Access Forum Members Year-Round

Align Your Mission with the Forum

FORUMfacts is the exclusive membership publication of The International Forum, whose mission is “to provide an educational forum for the open exchange of diverse ideas and expertise and to foster the independent personal business and professional growth of the leading life insurance and financial services professionals in the world.”

Reach Sophisticated Prospects

Virtually every major life insurance trend or issue in the past two decades has been predicted or anticipated at The International Forum in-person Annual Meetings, and FORUMfacts is designed as a continuation of this open idea exchange of information vital to members' personal, business and professional growth.

Forum members must meet production standards of \$500,000 to qualify for membership in the Forum. They have a passion for excellence, and they succeed beyond any pre-determined expectations. By keeping in touch with the issues its members face, FORUMfacts creates paths to the future, encouraging members to think outside traditional parameters.

Circulation: 320-plus leading financial services professionals serving the high net-worth market. Distributed six times per year, FORUMfacts is a print publication sent to all Forum members and posted in the members' only, password-protected section of www.int-forum.org. PDF versions are also sent in conjunction with each mailing for enhanced pass-along value.

Frequency discounts: The more you invest, the more you save on year-round advertising in FORUMfacts. Are you a 2010 Industry Partner? Request your prospectus today by calling 800.499.0974 or e-mailing Forum@int-forum.org.

2009-2010 Advertising Rates

Size/Frequency	*Price per insertion		
	1x	3x	6x
Full-page (7" x 9.5")	\$1,200	\$1,140	\$1,080
Half-page (7" x 5" vertical) (3.5 x 9.5 horizontal)	\$750	\$710	\$675
Quarter page (3.5" x 5")	\$500	\$475	\$450
** Flier Insert	\$1,000		

* Add 15% for premium position (inside front cover; inside back cover or back cover).

** Advertiser one-page flier insert to be distributed in conjunction with one FORUMfacts print issue (advertiser provides materials, subject to Forum approval).

Fast Facts...

Who:
The International Forum

What:
320+ top life insurance and estate planning professionals.

When:
Year-round opportunities available.

How:
Fill out the contract.

Advertising Opportunities

- ★ Printed Newsletters
- ★ Electronic Delivery
- ★ Web site Banners
- ★ E-mail Blasts
- ★ Package Deals

Contact

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Issue	Materials Due	Mail Date
Summer 2009	August 3, 2009	August 31, 2009
Sept / Oct 2009	August 10, 2009	August 24, 2009
* Nov / Dec 2009	October 12, 2009	October 26, 2009
Jan / Feb 2010	December 21, 2009	January 4, 2010
Mar / April 2010	February 8, 2010	February 22, 2010
May / June 2010	April 12, 2010	April 26, 2010

Mechanical Requirements

The newsletter is two color (black and PMS 032 red).

Submit high resolution .pdf files to: awolfer@int-forum.org by the materials due date, listed at left.

* *Bonus circulation at 2010 Annual Meeting.*

Electronic Advertising: Low Cost Options to Reach High Potential Prospects

Advance your marketing objectives through The International Forum Web site, www.int-forum.org, and via targeted e-mail messages to the membership.

Web site Exposure: www.int-forum.org

Since 2006, the average monthly Web site hits for the Forum Web site has more than tripled in unique visitors. These members are visiting the site to read the latest FORUM*facts*, to learn about Annual Meeting program news, to download presentations and to access the membership directory – available *only* online.

Internal page banner	\$500/month
Homepage banner ad	\$600/month

Please send your banner ad in the following dimensions and file type: 330 x 65 pixels, .jpg, .gif or .swf to jaltstadt@int-forum.org.

E-mail Sponsorships: \$500/ea

- **Industry News E-mail Sponsor:** sponsor an industry news blast, developed by your company and distributed to the Forum membership (content subject to approval by the Forum).
- **FORUM*facts* E-mail Sponsor:** sponsor logo included in one FORUM*facts* e-mail announcement (6 available per year).
- **Forum E-mail Sponsor:** sponsor logo included in one Forum e-mail blast to the membership (6 available per year).

Advertising Packages: Save Hundreds of Dollars with a Print/Electronic Mix

Package #1 - \$750

(Savings of \$250 if purchased individually)

- One (1) ¼ page FORUM*facts* ad
- Sponsorship of one (1) Forum email

Package #2 - \$1,400

(Savings of \$350 if purchased individually)

- One (1) ½ page FORUM*facts* ad
- Internal page banner ad for one month
- Sponsorship of one Forum membership e-mail

Package #3 - \$1,850

(Savings of \$450 if purchased individually)

- One (1) full page FORUM*facts* ad
- Homepage banner ad for one month
- Sponsorship of one Forum membership email