



ABOUT IGNITES

Ignites is the leading source of news and competitive intelligence for the mutual fund and exchange-traded fund (ETF) industry in the United States. Key areas of coverage include distribution, marketing, new products, regulatory changes, people moves, C-suite and strategy across the fund industry.

OUR AUDIENCE

Ignites is read by fund company professionals, financial advisors, RIAs and industry service providers.



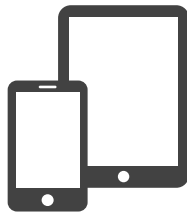
108,000
registered users



11,000
financial advisor readers



45,000
C-Suite/Executive
level readers



15,000
app visitors



Over **1.1 million**
monthly pageviews

SPONSORED CONTENT OPPORTUNITIES — Position Yourself as a Thought Leader

Custom Webcast: Work with us to develop a timely topic to be discussed on a live audio webcast. Our team assembles a panel, handles all the technical/operational details, and markets the webcast to *Ignites* readers. The webcast is archived on *Ignites*' website for 12 months. **\$15,000**

Paid Post: Publish your firm's original content on *Ignites* for one week. Promote 3-5 individual pieces of newly written or repurposed content. Your articles will be seen each day on the website and in that morning's eNewsletter. **\$23,000**

Custom Event: Host a live networking event focused on a timely industry topic. Our team will work with you to plan a panel discussion and market the event to *Ignites* readers. *Please inquire for rates.*

Ignites places limits on the frequency of sponsored content to keep reader engagement high. Bookings are offered on a first-come, first-served basis.

DIGITAL DISPLAY ADVERTISING RATES

	CPM for spend level \$0 - \$100K	CPM for spend level \$100K+	CPM for targeting demographic segments: Financial Advisor, Institutional Investor, Pension Fund/Consultant, Asset Manager, C-Suite
Desktop includes all ad sizes: 728x90, 300x250 and 300x600	Rate: \$110	Rate: \$100	Rate: \$130
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$3,500 per insertion (per day) for 100% SOV sponsorship		

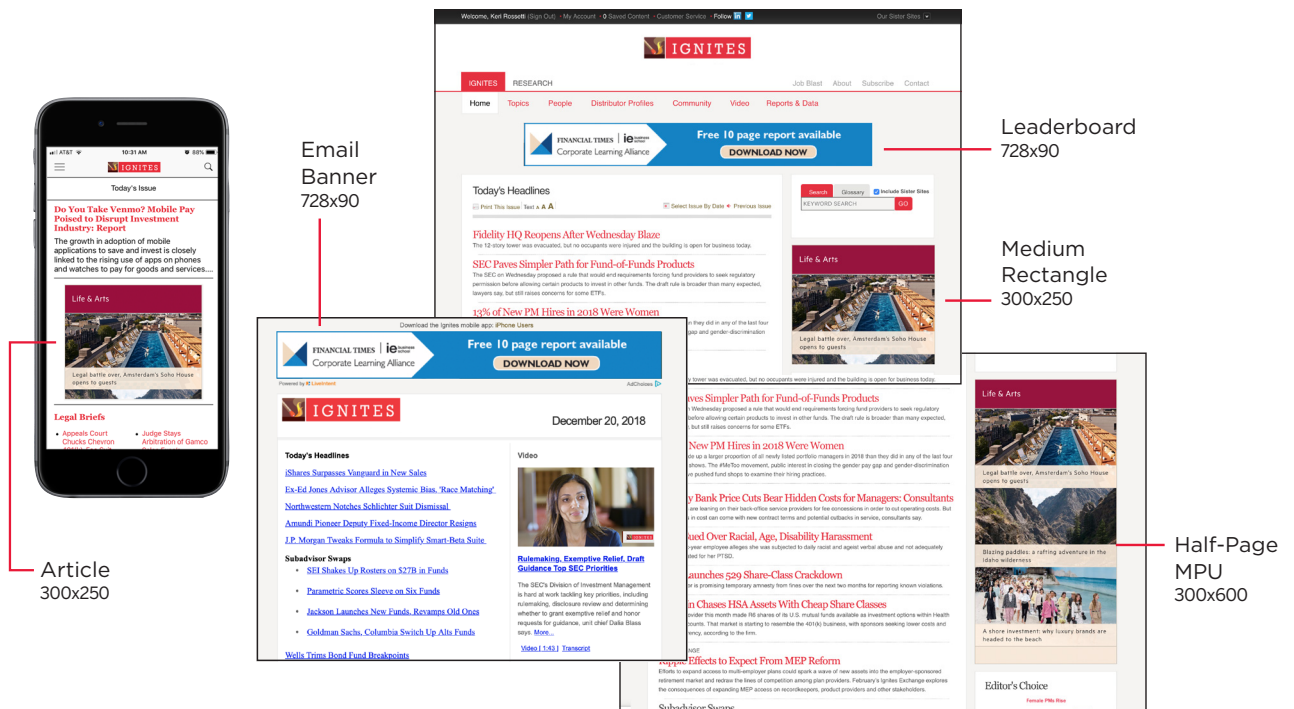
AD SPECS

Unit	Dimensions	File Size	Formats	Duration
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

* HTML5 must be served via 3rd-party tag.

IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.



The image displays several examples of digital advertising placements:

- Mobile App Interface:** Shows the Ignites mobile application on a smartphone, featuring a search bar, navigation menu, and article thumbnails.
- Desktop Website Layout:** Shows the Ignites website interface with a navigation bar, search bar, and various content sections.
- Ad Formats:**
 - Leaderboard (728x90):** A horizontal banner ad at the top of the desktop page.
 - Medium Rectangle (300x250):** A vertical ad placed within the desktop page content.
 - Half-Page MPU (300x600):** A large vertical ad occupying the right side of the desktop page.
- Article Page (300x250):** A vertical ad placed on a mobile app article page.
- Email Banner (728x90):** A horizontal banner ad shown in an email client interface.

eNewsletter Example and Article Page Example