

ABOUT BOARDIQ

BoardIQ is the premier source of intelligence for mutual fund boards, delivering insight on critical issues from the trustee's perspective. Coverage focuses on litigation and the regulatory landscape, compliance, governance and best practices, advisory contracts, fund operations, and technology and systems.

It is published every other Tuesday online and in print and is accessible on the go via a mobile app. *BoardIQ* also offers live panel webcasts and interactive content, including videos, infographics and polls.

OUR AUDIENCE



Read by **140 fund boards** overseeing nearly **76%** of the 50 largest fund complexes



96% of boards renew their *BoardIQ* license every year



38,000 monthly pageviews



Over **5,600** fund board trustees and C-suite/executive readers

BoardIQ presents the latest information in a professional, easy to understand manner... [it] is always helpful.

Ira Cohen
Independent Chairperson, Angel Oak Funds

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.

DIGITAL DISPLAY ADVERTISING RATES

Frequency	Cost	Rotation
1-month sponsorship	\$5,000 (per month)	1 month 100% Share of Voice
3-month sponsorship	\$9,000 (\$3K per month)	3 month 100% Share of Voice
6-month sponsorship	\$15,000 (\$2.5K per month)	6 month 100% Share of Voice
Exclusive eNewsletter sponsorship: 728x90	\$1,500	1 week email banner ad

Note: Programs allow up to four unit sizes per campaign.

PRINT RATES

Frequency	Full-Page Cost	Savings	Page Rate
1X	\$6,000	—	\$6,000
6X	\$30,000	\$6,000	\$5,000
13X	\$50,000	\$28,000	\$3,846
26X	\$90,000	\$66,000	\$3,462

Note: Half-page ads are also available for \$3,000. (Trim size 8½" w x 5½" h)

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 collage illustrates various advertising opportunities on the BoardIQ platform. It shows a mobile app interface with an article, a desktop website layout with multiple ad units (Email Banner, Leaderboard, Medium Rectangle, Half-Page MPU), and a detailed view of an article page with a 300x250 ad placement.

eNewsletter Example and Article Page Example