



### 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.



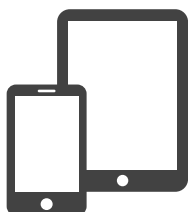
**121,000**  
registered readers



**16,000**  
financial advisor readers



**50,000**  
C-Suite/executive  
level readers



**15,000**  
app visitors



Over **1.8 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 collage illustrates various digital advertising placements:

- Mobile Article:** A smartphone screen showing an article titled "Which Brokerage Clients Clean Up in Cash Sweeps" with a 300x250 ad placement.
- Email Banner:** A banner for "Trading the Fed: Why Fed funds futures are a key barometer" with dimensions 728x90.
- Desktop Website:** A screenshot of the Ignites website showing a Leaderboard (728x90) at the top, a Medium Rectangle (300x250) on the right, and a Half-Page MPU (300x600) at the bottom right.
- Newsletter Example:** A page from an eNewsletter featuring a Half-Page MPU (300x600) with the headline "Help reduce the pain of year-end capital gains. Find tax-efficient alternatives with IGShares ETFs."

eNewsletter Example and Article Page Example