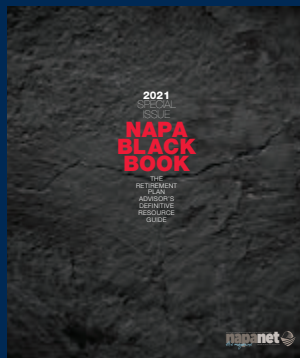


ARA

MEDIA KIT



2022



AMERICAN
RETIREMENT
ASSOCIATION

Working for America's Retirement

NAPA | ASPFA | PSCA | NTSA | ASEA

Based in the Washington, D.C. area, the American Retirement Association is a non-profit professional organization with two major goals: to educate all retirement plan and benefits professionals, and to create a framework of policy that gives every working American the ability to have a comfortable retirement.

The American Retirement Association is comprised of five premier retirement industry associations:



Each association's vast and influential audiences can be directly reached via ARA's wide spectrum of media channels including digital, print, content marketing, webcasts, and more.

THE 5 AUDIENCES

NAPA

The National Association of Plan Advisors (NAPA) is focused exclusively on the issues that matter most to retirement plan advisors. This exclusive focus is what sets NAPA apart. With approximately 20,000 members (90% of whom are retirement plan advisors) and more than 250 Firm Partners (including all major broker-dealers, DCIOs, RIAs and recordkeepers), NAPA is the primary information and advocacy source for retirement plan advisors. More than 40 million participants are covered by the DC plans with which NAPA members work, and more than \$4 trillion in DC retirement plan assets are under management with members and Firm Partners. NAPA is committed to providing timely and highly relevant content to the greater advisor community through thought leadership, legal and regulatory information, data, news and information. The hub for this information is the NAPA Net web portal, the *NAPA Net Daily* newsletter and *NAPA Net the Magazine*.

ASPPA

The American Society of Pension Professionals & Actuaries (ASPPA) offers its more than 7,000 members, including business owners, actuaries, TPAs, recordkeepers, consultants and more, extensive retirement educational opportunities, paired with a strong advocacy. Educational opportunities include robust credentialing, certificate and continuing education programs, along with conferences and additional networking opportunities in the industry.

PSCA

The Plan Sponsor Council of America (PSCA) is dedicated to serving the evolving needs of defined contribution plan sponsors who seek an unbiased source of industry information, education programs, regulatory updates, and advocacy for the cause of the private retirement system. PSCA is on the forefront of protecting America's retirement system assisting more than six million plan participants and providing its members with programs and services to help them better manage their company's retirement plans. Throughout its history, PSCA has provided its members with added-value benefits that enable plan sponsors to leverage best practices in compliance, communications, administration and plan design, including legislative and regulatory updates, national and regional conferences, online training, research and benchmarking, communication and plan management best practices, and much more.

NTSA

The National Tax-Deferred Savings Association (NTSA) is the nation's only independent, non-profit association dedicated to the 403(b) and 457(b) marketplace and includes practitioners, agencies, corporate and employer members. NTSA's mission is to provide high-quality professional education, technical support, and networking forums for all professionals in the 403(b) and 457(b) marketplace.

ASEA

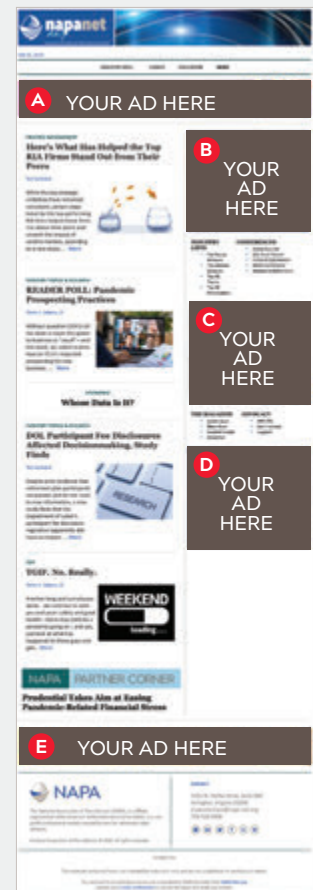
The American Society of Enrolled Actuaries (ASEA), formerly known as the ASPPA College of Pension Actuaries (ACOPA), is the primary source of professional organizational support for pension actuaries, and is charged with carrying out ASPPA's responsibilities as one of the most recognized U.S.-based actuarial organizations. All credentialed actuarial members of ASPPA are members of ASEA.

ARA offers multiple opportunities to reach members through a plethora of digital products. Advertising is available on four organization web sites and in four targeted e-newsletters. We also offer content marketing and exclusive Product Profiles to each audience.

E-NEWSLETTER ADVERTISING

Organization members receive a free subscription to e-newsletters featuring original articles as well as curated content. Banner advertising and content marketing opportunities are available in each issue.

	NAPA	ASPPA	PSCA	NTSA
Audience	Retirement plan-focused advisors	Retirement plan administration professionals	Plan sponsors/employers	403(b) and 457(b) retirement plan-focused advisors
Circulation	35,500	9,600	31,000	5,800
Frequency	5x/week Plus 1x "Week in Review" (Fridays)	3x/week (MWF)	1x/week (Monday)	2x/week (Tues/Thurs)
Rate: Top Leaderboard (A) & Top Island (B)	\$900*	\$300	\$500	\$300
Rate: Middle Island (C) & Bottom Island (D) & Bottom Leaderboard (E)	\$500*	\$250	\$300	\$250
Rate: Content Marketing	\$15,000*	\$7,500*	\$15,000*	\$5,000*
Topic-Specific Newsletter	Upon request	Upon request	Upon request	Upon request



*Non-partner rates are available in NAPA Net Daily and partial schedules are available for all content marketing – call for details.

CONTENT MARKETING

ARA has developed a unique outlet through which you can share your valuable thought leadership content to the most influential retirement professionals in the industry. Recordkeepers, asset managers and broker dealers can now provide news, information and white papers in the e-newsletters, on the web sites, and even in the NAPA and ASPPA print publications, reaching prospects while driving additional traffic to your website and resources. Content marketing digital elements draw 3x the clicks as traditional banner ads!

For your investment, Content Contributor Partners (CCP) will receive the following:

Advertorial

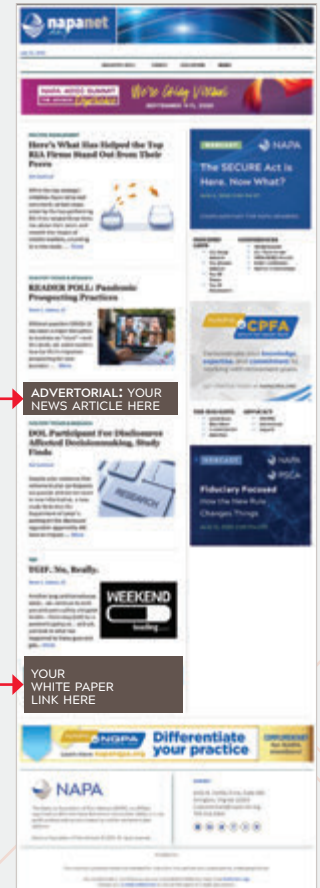
- Links readers to thought leadership articles on your web site. These placements are designed to look like headline news. Here you can provide readers with articles or perspectives that are generally the length of news articles.
- Frequency: 20 issues

Text Link

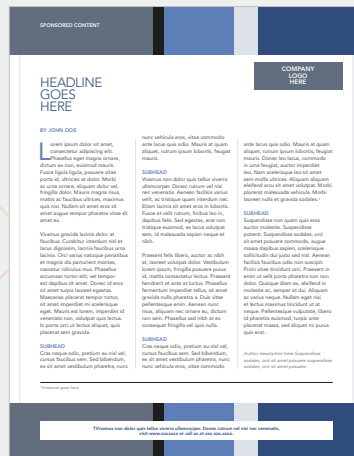
- Links readers to a “featured” white paper. This is where longer thought leadership pieces can be highlighted.
- Frequency: 10 issues

Thought Leadership Exposure (Print)

NAPA Net the Magazine and Plan Consultant magazine (ASPPA) have a section devoted to featured articles contributed by Content Contributor Partners, with a link to your website where the content is hosted. CCP may provide up to three links in the publication to different stories or white papers of your choosing. Featured articles/content will be included in a minimum of one issue of the printed magazine.



NAPA Net the Magazine



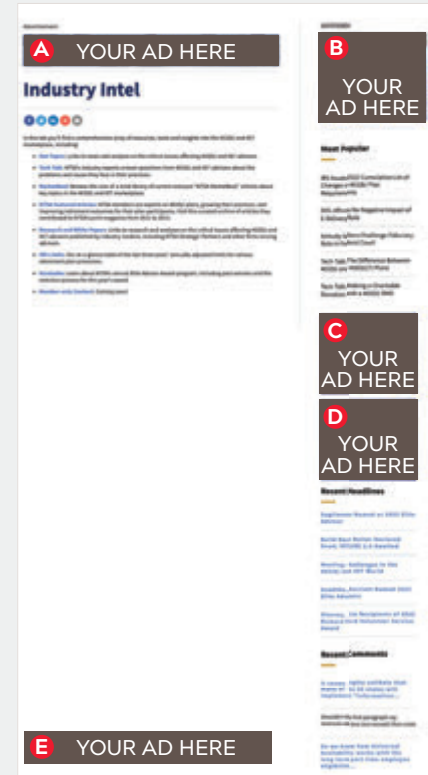
Plan Consultant Magazine

NOTE: See rates on page 4. Partial schedules are available – call for details.

WEBSITE ADVERTISING

Organization members have exclusive access to invaluable resources and regular news. Reach members as they are utilizing tools and resources provided by ARA sister organizations to improve their business.

	NAPA	ASPPA
Audience	Retirement plan-focused advisors	Retirement plan administration professionals
Unique Visitors/Month	69,544	41,294
Monthly Page Views	121,157	107,958
Rate: Top Leaderboard (A)	\$2,250/month	\$600/month
Rate: Top Island (B)	\$2,700/month	\$700/month
Rate: Middle Island (C), Bottom Island (D), & Bottom Leaderboard (E)	\$2,000/month	\$500/month
	PSCA	NTSA
Audience	Plan sponsors/employers	403(b) and 457(b) retirement plan-focused advisors
Unique Visitors/Month	4,170	5,827
Monthly Page Views	10,420	10,294
Rate: Top Leaderboard (A)	\$500/month	\$500/month
Rate: Top Island (B)	\$600/month	\$600/month
Rate: Middle Island (C), Bottom Island (D), & Bottom Leaderboard (E)	\$400/month	\$400/month



*All website ads rotate with those of other advertisers. Non-partner rates available – call for details.

PRODUCT PROFILE

A sponsored Product Profile allows you to reach our audiences with your product or service message. You provide the content and choose the date (subject to availability) and ARA will send the message on your behalf.

	NAPA	ASPPA	PSCA	NTSA
Audience	Retirement plan-focused advisors	Retirement plan administration professionals	Plan sponsors/employers	403(b) and 457(b) retirement plan-focused advisors
Circulation	30,000+	9,600	31,000	5,800
Rate	\$9,000*	\$5,000	\$5,000	\$5,000
Frequency	Upon request	Upon request	Upon request	Upon request

*Non-partner rates available – call for details.

Not displaying correctly? [View Online](#)

napanet
product profile
Powered by the American Retirement Association

Customized Email Announcement from one of our Trusted Partners

Combat the "great resignation" for key executives [View as web page](#)

VOYA

Attract and retain key executive talent through your retirement plan offering

Employers are increasingly seeking ways to attract and retain key executive talent, especially with the challenges of the "great resignation" trend. Nonqualified deferred compensation (NQDC) retirement plans are a key way to differentiate an employer benefits offering and improve the ability to recruit, reward and retain key executive talent. In fact, 80% of plan sponsors say that NQDC plans are a valuable recruiting and retention tool.¹

Executives find great value in a NQDC retirement plan¹

92%
say the NQDC benefit was essential in helping them reach retirement goals

77%
cite the NQDC plan as a reason for staying with their current employer

NQDC plans can help give employers an edge
The right NQDC plan can help improve your company's competitiveness in the job market, and provide financial advantages along the way. At Voya, we've been helping employers provide NQDC plans for more than 50 years.

[Learn More](#)

Contact your Voya representative.

DIGITAL OPPORTUNITY MATERIAL SPECIFICATIONS

Website Banner Ads

- Leaderboard ads - 728 x 90; Island ads - 300 x 250
- Maximum file size 39k. Static or animated GIF files.
- HTML: No tags; without JavaScript preferred
- STANDARD FILES: GIF & JPEG graphics to meet above file size criteria

E-Newsletter Banner Ads

- Leaderboard ads - 728 x 90; Island ads - 300 x 250
- Maximum file size 50kb. Static JPG or static GIF only. There is no rich media on the e-newsletters.
- Linking URL for ad to be supplied. URL must be in the format https:// not www.

E-Newsletter Content Marketing

- Advertorial Headline - 25 characters; Advertorial Body - 120 characters
- Text Link - 20 characters

Product Profiles

- 65 characters or fewer subject line (note: "Product Profile" will precede all subject lines)
- Maximum email width 720 px.
- The native image size must match the intended display size of the image.
- NO <TH> tags; TR and TD tags only
- NO "mso" code
- Dimension Coding line – height: 1.1rem; Manage dimensions with pixels ONLY

DIGITAL OPPORTUNITY DEADLINES

All digital creative must be received **SEVEN BUSINESS DAYS** prior to the campaign drop date.

PUBLICATION OPTIONS

NAPA Net the Magazine

The official magazine of the National Association of Plan Advisors features a mix of in-depth articles and columns by prominent thought leaders in the retirement plan industry. The magazine is published quarterly, focuses on the practicing retirement plan advisor, and includes an industry resource directory.

NAPA Black Book

The annual *NAPA Black Book* is polybagged with the Winter issue of *NAPA Net The Magazine* and provides retirement plan advisors with a comprehensive listing of providers and services essential to their practice. It's become the serious retirement plan advisor's "Go-To" guide.

NAPA 401(k) Summit Insider

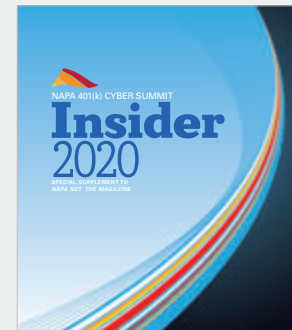
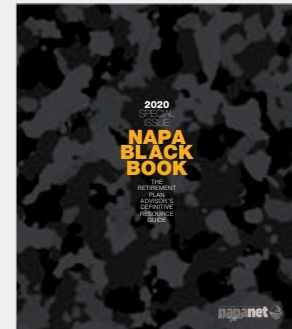
The annual *Summit Insider*, polybagged with the Summer issue of *NAPA Net The Magazine*, provides a timely and unique perspective of the retirement plan marketplace, as seen through the eyes of the advisor-attendees of the NAPA 401(k) Summit.

ASPPA's Plan Consultant magazine

This quarterly magazine is designed to help retirement plan professionals improve their skills, enhance their knowledge, and conduct their business in a way that is professional, ethical, efficient and creative. Written by industry leaders and experienced retirement planning professionals, *Plan Consultant* provides timely and practical how-to processes and case studies that retirement professionals can apply in their own practices. Articles are readable, practical, concise, accessible, and in some cases, inspirational.

PSCA's Defined Contribution Insights

Published quarterly, this "solution source for plan sponsors" provides insights on the latest plan design and investment trends, along with insightful perspectives on the latest PSCA research and legislative trends. It includes nationally-respected columnists and case studies with practical and constructive solutions.



PUBLICATION OPTIONS

NAPA NET THE MAGAZINE ISSUE ACCOLADES

Spring Issue

The Spring issue of *NAPA Net the Magazine* features our annual list of the Top Young Retirement Plan Advisors Under 40. Established in 2014, the list is drawn from nominations provided by NAPA Broker-Dealer/RIA Firm Partners, vetted by a blue-ribbon panel of senior advisor industry experts based on a combination of quantitative and qualitative data submitted by the nominees. These “Aces” are widely seen as the future leaders of the retirement plan advisor industry – and some already are.

Summer Issue

Launched in 2014, the list of Top 100 DC Wholesalers – Advisor Allies – acknowledges the true partnership they foster with advisors. Finalists for this list are selected based on votes cast by several thousand advisors from a list of more than 600 wholesalers nominated by NAPA recordkeeper and DCIO Firm Partners. We further highlight the “Top 10” in both DCIO and RK roles.

The NAPA Top DC Advisor Team list highlights the nation’s leading retirement plan advisor single-office teams. This list highlights defined contribution advisor teams, broadly defined as being in a single physical location, and having at least \$100 million in DC assets under advisement. In this issue we also acknowledge firms with more than one physical location in our annual list of Top DC Advisor Multi-Office Firms.

Winter Issue

In what has long been a male-dominated profession, a large, and growing, number of women are making significant contributions to this field. We honor the best and brightest women in the industry, in three separate categories: Captains, All-Stars, and Rising Stars





NAPA Black Book

Reach America's leading retirement advisors all year long through the most trusted brand in the industry. The annual NAPA *Black Book* serves as the definitive guide for America's retirement industry leaders – the serious retirement plan advisor's "Go-To" guide. The *Black Book* includes listings from companies in the DCIO, Recordkeeper, BD/RIA, TPA, Tools & Technology, FinTech, Financial Wellness, NQDC and HSA areas of the retirement industry.

Exclusive to NAPA Firm Partners is the opportunity to reach the nation's elite plan advisors with an Enhanced Listing. These listings consist of a full page comprehensive profile and a full page 4-color advertisement, prominently displayed in order to stand out from your peers. The Enhanced Listing will also appear on the digital version of the *Black Book*, and will serve as an electronic reference tool for advisors and other retirement professionals. Purchase an Enhanced Listing, and not only will you distinguish yourself from your category competitors, but you'll also receive a complimentary NAPA Product Profile, valued at \$9,000.*

**Please note: This offer does not apply to previously booked Product Profiles. Product Profile run dates are based on availability.*

NAPA 401(k) Summit Insider

The 2022 *Summit Insider* will be NAPA's fifth annual survey of the NAPA 401(k) Summit's onsite advisor attendees. The publication summarizes the perspectives of more than 500 retirement plan advisors and home office staff on a range of issues – the criteria in selecting – and rejecting – key business relationships, the things that are over-hyped – and the things that no one is talking about – but that everyone, at least in the eyes of these "Insiders," should be. The 2021 *Summit Insider* also included insights on retirement income, important features in choosing target date funds, rollovers and outcomes. While much has changed in the past two years, advisors' perceptions of how to adapt their businesses is an ongoing process. The 2022 *Summit Insider* will be a tremendous opportunity to learn even more about their current practices, perspectives about where the industry is headed, and what it could mean for them in the months ahead as business efforts return to some semblance of normalcy. The results will be tabulated and shared in a special pull-out section of the Summer 2022 issue of *NAPA Net the Magazine*. Sponsors have the option to suggest topics to be included, and get a copy of the raw survey data (anonymized).

ASPPA's Plan Consultant

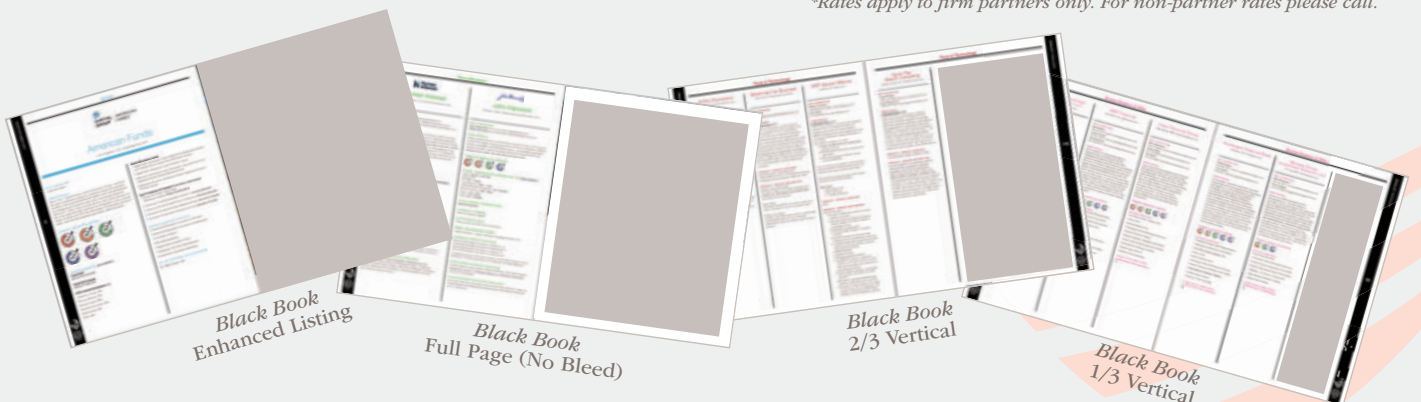
2022 Featured Topics include:

Compliance & plan administration • Business practice tips and traps • Cybersecurity • DOL, IRS and PBGC regulatory activity • State auto-IRA plans • Impact of litigation • Industry sales and marketing ideas • Actuarial practice & developments • Legislation on Capitol Hill and state capitols • Professional ethics

PUBLICATION OPTIONS

	<i>NAPA Net the Magazine</i>	<i>NAPA Black Book</i>	<i>NAPA 401(k) Summit Insider</i>	<i>ASPPA's Plan Consultant</i>	<i>PSCA's Defined Contribution Insights</i>
Audience	Retirement plan-focused advisors	Retirement plan-focused advisors	Retirement plan-focused advisors	Retirement plan administration professionals	Plan sponsors/employers
Circulation	15,000	15,000	15,000	7,500	31,000
Frequency	Quarterly	Annual (Winter)	Annual (Summer)	Quarterly	Quarterly (Digital Only)
Full Page Ad Rate	\$11,000*	\$7,500*	\$5,000 (limited availability)	\$5,000	\$5,000
1/2 Page Vertical Ad Rate	\$6,000*	\$4,500*	N/A	\$3,000	\$3,000
1/2 Page Horizontal Ad Rate	\$6,000*	N/A	N/A	\$3,000	\$3,000
1/3 Page Vertical Ad Rate	\$4,000*	\$3,000*	N/A	N/A	N/A
2/3 Page Vertical Ad Rate (Black Book Only)	N/A	\$6,000*	N/A	N/A	N/A
Full Page Ad + Full Page Directory Listing	N/A	\$15,000 (Includes a comp Product Profile)	N/A	N/A	N/A
Accolade Congratulatory Full Page Ad Rate	\$7,000*	N/A	N/A	N/A	N/A
Belly Band Rate	\$15,000*	N/A	N/A	\$8,500	N/A

**Rates apply to firm partners only. For non-partner rates please call.*



PUBLICATION OPTIONS



PRINT PUBLICATION DEADLINES

NAPA Net the Magazine

<i>Issue</i>	<i>Space</i>	<i>Materials</i>	<i>Mail/Publication Date</i>
Spring 2022	3/2/22	3/16/22	3/28/22 (Online Only)
Summer 2022	6/1/22	6/15/22	7/12/22
NAPA 401(k) Summit Insider (Summer 2022)	5/25/22	6/8/22	7/12/22
Fall 2022	8/31/22	9/14/22	9/26/22 (Online Only)
Winter 2022	10/26/22	11/9/22	12/7/22
NAPA Black Book (Winter 2022)	10/19/22	11/2/22	12/7/22

ASPPA's Plan Consultant

<i>Issue</i>	<i>Space</i>	<i>Materials</i>	<i>Mail/Publication Date</i>
Spring 2022	2/23/22	3/9/22	3/21/22 (Online Only)
Summer 2022	5/25/22	6/8/22	7/6/22
Fall 2022	8/24/22	9/7/22	10/3/22
Winter 2022	11/16/22	11/30/22	12/12/22 (Online Only)

PSCA's Defined Contribution Insights

<i>Issue</i>	<i>Space</i>	<i>Materials</i>	<i>Mail/Publication Date</i>
Spring 2022	1/28/22	2/11/22	3/22/22 (Online Only)
Summer 2022	4/22/22	5/6/22	6/21/22 (Online Only)
Fall 2022	7/29/22	8/12/22	9/20/22 Online Only
Winter 2022	9/30/22	10/14/22	12/13/22 (Online Only)

PRINT PUBLICATION SIZE SPECIFICATIONS

NAPA Net the Magazine

- Full Page
Trim: 10" x 12"
Bleed: 10.25" x 12.25"
(0.125" from trim)
Live Area: 10.25" x 12.25"
(0.5" from trim)
- Double Page Spread*
Trim: 20" x 12"
Bleed: 20.25" x 12.25"
(0.125" from trim)
Live Area: 19" x 11"
(0.5" from trim)
- Full Page (No Bleed)
Trim: 9" x 11"
Live Area: Entire ad space
- 1/2 Horizontal
8" x 5"
- 1/2 Vertical
4.4675" x 10"
- 1/3 Vertical
2.0781" x 10"

NAPA Net the Magazine

Bellyband

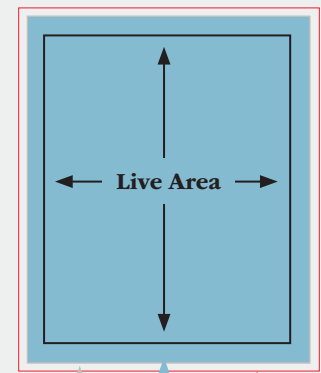
- Final Trim & Print Area
4.25" x 22"
(Add .125" bleed allowance if applicable)
- 4/C process one-sided

NAPA Black Book

- Full Page
Trim: 10" x 12"
Bleed: 10.25" x 12.25"
(0.125" from trim)
Live Area: 10.25" x 12.25"
(0.5" from trim)
- Double Page Spread*
Trim: 20" x 12"
Bleed: 20.25" x 12.25"
(0.125" from trim)
Live Area: 19" x 11"
(0.5" from trim)
- Full Page (No Bleed)
Trim: 9" x 11"
Live Area: Entire ad space
- 1/2 Vertical
4.0625" x 10.875"
- 2/3 Vertical
5.5417" x 10.875"
- 1/3 Vertical
2.5833" x 10.875"

* Gutter Safety for Spreads

Allow .25" on each side of gutter
(.5" total gutter safety)
Supply 0.0525" duplicated image on both sides of the center line



Gray line indicates trim

Red line indicates bleed

Blue area indicates actual magazine

401(k) Summit Insider

- Full Page
Trim: 8.5" x 10.875"
Bleed: 18.75" x 11.125" (0.125" from trim)
Live Area: 7.5" x 9.875" (0.5" from trim)

PRINT PUBLICATION SIZE SPECIFICATIONS

ASPPA's Plan Consultant

- Full Page
Trim: 8.5" x 10.875"
Bleed: 8.75" x 11.125"
(0.125" from trim)
Live Area: 7.5" x 9.875"
(0.5" from trim)
- Double Page Spread*
Trim: 17" x 10.875"
Bleed: 17.22" x 11.125"
(0.125" from trim)
Live Area: 15" x 9.875"
(0.5" from trim)
- Full Page (No Bleed)
7.5" x 9.875"
Live Area: Entire ad space
- 1/2 Horizontal
7.5" x 4.75"
- 1/2 Vertical
3.5313" x 8.875"

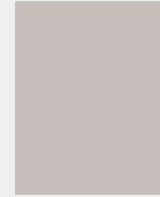
ASPPA Plan Consultant Bellyband

- Final Trim & Print Area
4.25" x 19" (Add .125" bleed allowance if applicable)
- 4/C process one-sided

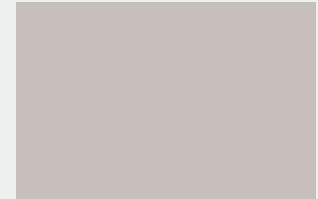
PSCA's

Defined Contribution Insights

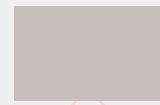
- Full Page
Trim: 8.5" x 11"
Bleed: 8.75" x 11.25"
(0.125" from trim)
Live Area: 7.5" x 10.0"
(0.5" from trim)
- Double Page Spread*
Trim: 17.0" x 11"
Bleed: 17.25" x 11.25"
(0.125" from trim)
Live Area: 16.0" x 10"
(0.5" from trim)
- Full Page (No Bleed)
6.92" x 8.92"
Live Area: Entire ad space
- 1/2 Horizontal
6.92" x 4.46"
- * Gutter Safety for Spreads
Allow .25" on each side of gutter
(.5" total gutter safety)
Supply 0.0525" duplicated image on both sides of the center line



Full Page



Double Page Spread



1/2 Horizontal



1/2 Vertical

PRINT PUBLICATION MATERIAL SPECIFICATIONS

- All images and artwork must be in CMYK color mode (not spot, Pantone or RGB colors)
- Advertising materials may be submitted in the following file types: pre-press quality PDF (PDF/X-1a compliant), CMYK-jpg or CMYK-tif.
- Pre-press quality PDFs (PDF/X-1a file type) that have embedded fonts and images should be high resolution (300 dpi) and line art at 1200 dpi. Any CMYK-jpg or CMYK-tif file must have been created with an original resolution of 300 dpi.

A sponsored webcast is one of the most impactful ways to reach your target audience. You may choose the date (subject to availability), the topic, and the speaker (ARA will provide a moderator if desired), and ARA will promote your webcast to its network. All sponsored webcasts are included as a member benefit for each of the organizations, and are therefore complimentary. During the live webcast (typically 50 minutes, including Q&A), interactivity through submitted attendee questions is available. Continuing Education credit is available (subject to review/approval). Your webcast will be recorded and remain on the organization website available to members for one full year. Contact information for attendees will be shared with the sponsor for follow-up opportunities.

	NAPA	ASPPA	PSCA	NTSA
Audience	Retirement plan-focused advisors	Retirement plan administration professionals	Plan sponsors/employers	403(b) and 457(b) Retirement plan-focused advisors
Rate	\$15,000*	\$15,000	\$7,500	\$7,500
Frequency	Upon Request*	Upon Request*	Upon Request*	Upon Request*

* For NAPA non-partner rate, please call for details. All webcasts are subject to availability.

All webcasts Include:

- Branding (logo) inclusion in three webcast promotional e-mails
- Your branded PowerPoint presentation used during the webcast, along with headshot of speakers
- Attendee list, including name and email (subject to opt-out)
- Webcasts will be archived for one year on the organization website
- Continuing Education credit is available (subject to review/approval)



NAPA Webcast: ESG: A Holistic Approach for DC Plans

For additional information on print and digital marketing opportunities or to reserve space, contact:

KIM KELEMEN

Director of Media Sales

P: 703.516.9300, ext 305

E: kkelemen@usaretirement.org

For information on exhibit and sponsorship opportunities, contact:

Gwenn Paness-Marsh

Director of Conference Sales

P: 703.516.9300, ext 171

E: gmarsh@usaretirement.org

For information on educational opportunities, contact:

Tiffany Hanks

Director of Education Sales

P: 703.516.9300, ext 130

E: thanks@usaretirement.org

For questions related to print and digital material specifications, contact:

Tony Descipio

Digital Advertising Specialist

P: 571.895.3046

E: tdescipio@usaretirement.org



**AMERICAN
RETIREMENT
ASSOCIATION**

Working for America's Retirement

NAPA | ASPPA | PSCA | NTSA | ASEA