

The **STAR Awards** has been recognizing excellence in marketing communications in the fund industry for nearly 20 years in the areas of retail, advisor and retirement. This year, for the first time ever, the retirement category is a stand-alone awards competition dedicated to the multi-faceted, highly competitive retirement marketplace. **STAR Retirement Awards** winners honor the creative and innovative efforts to develop highly-targeted marketing aimed at retirement plan decision makers and participants. Winning firms truly exemplify the best of the best!

*Also for the first time ever, winners of **Star Retirement Awards** will be provided with the unique opportunity to promote their excellence in a special **Star Awards** section in the December issue of **PLANSPONSOR** and on **PLANSPONSOR.com**.*

*Since 1993, **PLANSPONSOR** has been the nation's leading authority on retirement and benefits programs and is dedicated to helping employers navigate the complex world of retirement plan design and strategy on behalf of their employees.*



Special Integrated Media Opportunities

OPTION 1

One page sponsored profile featuring the company and focusing on the product or service that won them the award. To run within the special **Star Awards** section.

- Written and designed by PLANSPONSOR's Editor-In-Chief Alison-Cooke-Mintzer
- Custom designed by PLANSPONSOR's award winning design team
- Included within the Digital and Print versions of the December issue of PLANSPONSOR magazine
- Posted on PLANSPONSOR.com within the special **Star Awards** section for 90 days
- Listed within PLANSPONSOR *Thought Leadership Round Up* newsletter (12/15 – 3/16 editions)

Text Link advertisements within the “Star Awards” section on PLANSPONSOR.com

- Text Link ads (linking readers to the client's website or whitepaper)

Value = \$18,500 net / Investment = \$12,950 net

OPTION 2

Page four color bleed advertisement to run within the “Star Awards” section.

- Supplied by client or custom designed by PLANSPONSOR's award winning design team
- Included within the "Star Awards" section of both the digital and print versions of the December issue of PLANSPONSOR magazine

Text Link advertisements within the “Star Awards” section on PLANSPONSOR.com

- Text Link ads (linking readers to the client's website or whitepaper)

Value = \$15,000 net / Investment = \$11,250 net