



**THE 2017 YEAR-END SPECIAL SUPPLEMENT - OUR 23<sup>RD</sup> ISSUE!**

## **“PROXY & ANNUAL MEETING SEASON PRIMER”**

**PREPARING FOR SUCCESS IN 2018**

**DEADLINE: DECEMBER 22, 2017**

**PUBLISHES: JANUARY 2018**

**THE LARGEST, MOST TARGETED DISTRIBUTION TO THE BUYERS OF YOUR PRODUCTS & SERVICES ... IN PRINT & ONLINE**

### **CIRCULATION:**

**BY MAIL:** CFO's of the 3,500 largest U.S. companies, all Shareholder Services Association Members (SSA), members of the Society for Corporate Governance Professionals and all *OPTIMIZER* Newsletter subscribers. **Plus ... 25,000+ members of LinkedIn industry groups, including the Society for Corporate Governance, Corporate Governance, Compliance and Ethics Forum, Boards & Advisors, and the Investor Relations Governance Group.**

### **OPTIMIZER TESTIMONIALS**

*“The best reference I know of to learn how to efficiently manage the ‘administrative’ side of investor relations”*

*“We would recommend it to all publicly-traded companies as a reliable source of timely and practical advice”*

*“A very important tool...Articles are well written and pertain to crucial topics. It is one publication I always find time to read, and more often than not, forward to our senior management to read”*

*“Has given me a lot of insight as to what is going on in the proxy world and the ‘scoop’ on all the transfer agents. I also appreciate all the money-saving ideas”*

*“The Optimizer produces the absolute best value for our money: I have learned more ‘tips’ in one issue than I generally get from an army of consultants. Pithy, informative and practical - my kind of periodical.”*

*“Never fails to provide something I can use to update service and/or reduce cost”*

# OPTIMIZER YEAR-END SPECIAL SUPPLEMENT ADVERTISING PACKAGES

TO RESERVE YOUR SPACE, PLEASE INDICATE YOUR SELECTIONS BELOW, THEN SCAN AND E-MAIL TO CTHAGBERG@AOL.COM & PHAGBERG75@GMAIL.COM

## FEATURED ADVERTISER

ONLY 1 ADVERTISER PER INDUSTRY CATEGORY

- 2 Page Infomercial
- Full Page Ad
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- Homepage Website Banner Ad for 1 Year
- Custom Listing on Featured Advertiser Page (Online)

**ONLY \$16,000**

**PLUS CATEGORY EXCLUSIVITY AS A FEATURED ADVERTISER**

Print Options	YEAR-END 2017
2 Page "Infomercial"	<input type="checkbox"/> \$7,500
1-1/2 Page "Infomercial"	<input type="checkbox"/> \$5,500
Full Page Ad	<input type="checkbox"/> \$6,500
Half Page Ad	<input type="checkbox"/> \$3,250
Quarter Page Ad	<input type="checkbox"/> \$1,626

## DIGITAL ADVERTISING ADD-ONS

On the BRAND NEW [www.OptimizerOnline.com](http://www.OptimizerOnline.com)

**Square Ad on Articles & Supplier Index Pages & in Categories of Your Choice**

**\$1,250**  
per year/per category

## DIRECTORY LISTINGS: IN THE OPTIMIZER'S PRE-VETTED INDEX OF RECOMMENDED SUPPLIERS IN PRINT & ONLINE

**CHOOSE 3 FREE DIRECTORY LISTINGS** WITH ANY AD SPEND OF \$3,250 OR MORE

**1 CATEGORY: \$1,000 ANNUALLY**

**3 CATEGORIES: \$1,750 ANNUALLY**

**ADDITIONAL CATEGORIES: \$500 EACH ANNUALLY**

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> ABANDONED PROPERTY; SEARCH, REPORTING, ASSET REUNIFICATION AND ESCHEATMENT PROGRAMS | <input type="checkbox"/> DATA MANAGEMENT SERVICES                                   | <input type="checkbox"/> INTERNET SUPPORT SERVICES  | <input type="checkbox"/> RECORDS MANAGEMENT SYSTEMS/SERVICES         |
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| <input type="checkbox"/> AUTOMATED BOARD PORTALS/BOARD-BOOKS   | <input type="checkbox"/> DOCUMENT DESIGN, COMPOSITION AND WEB-OPTIMIZATION SERVICES | <input type="checkbox"/> INVESTOR RELATIONS   | <input type="checkbox"/> "REORG" SERVICES                            |
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| <input type="checkbox"/> BENCHMARKING SERVICES   | <input type="checkbox"/> EMPLOYEE STOCK OWNERSHIP/PLAN RECORDKEEPING SERVICES       | <input type="checkbox"/> MAILING SPECIALISTS  | <input type="checkbox"/> SHAREHOLDER SATISFACTION SERVICES           |
| <input type="checkbox"/> BOARD AND BOARD COMMITTEE SUPPORT SERVICES  | <input type="checkbox"/> ENTITY MANAGEMENT SYSTEMS AND SERVICES                     | <input type="checkbox"/> MEMBERSHIP ORGANIZATIONS   | <input type="checkbox"/> SMALL SHAREHOLDER BUYBACK/ROUND-UP SERVICES |
| <input type="checkbox"/> BOARD, COMMITTEE AND DIRECTOR EVALUATION SERVICES/TOOLS                             | <input type="checkbox"/> EXECUTIVE AND MIDDLE-MANAGEMENT SEARCH                     | <input type="checkbox"/> NOTICE AND ACCESS SUPPORT SERVICES                               | <input type="checkbox"/> STOCK TRANSFER AGENTS AND AGENCY SERVICES   |
| <input type="checkbox"/> COMPLIANCE & ETHICS SERVICES  | <input type="checkbox"/> EXECUTIVE COMPENSATION EXPERTS                             | <input type="checkbox"/> ODDLOT BUYBACK SERVICES (SEE SMALL SHAREHOLDER BUYBACK/ROUNDUPS) | <input type="checkbox"/> STOCK-WATCH PROGRAMS                        |
| <input type="checkbox"/> CORPORATE GOVERNANCE CONSULTING - CRISIS & ISSUE MANAGEMENT                         | <input type="checkbox"/> FINANCIAL PRINTING   | <input type="checkbox"/> PROXY DISTRIBUTION & VOTE TABLUTION SERVICES                     | <input type="checkbox"/> SUBSIDIARY MANAGEMENT SYSTEMS AND SERVICES  |
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|  | <input type="checkbox"/> INSPECTORS OF ELECTION                                     | <input type="checkbox"/> PUBLICATIONS/SUBSCRIPTIONS                                       | <input type="checkbox"/> VENDOR EVALUATION AND BENCHMARKING SERVICES |
|  |   |   | <input type="checkbox"/> ZERO-BASED BUDGETING ASSISTANCE             |

**ADD YOUR OWN CATEGORIES:** \_\_\_\_\_

**PLEASE RESERVE MY SELECTED AD SPACE(S) IN THE SPECIAL ADVERTISING SUPPLEMENT TO THE OPTIMIZER**

COMPANY NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

**TOTAL: \$** \_\_\_\_\_

IF YOU HAVE ANY QUESTIONS, PLEASE CALL THE EDITOR, CARL HAGBERG AT 732-778-5971 OR PEDER HAGBERG AT 917-848-6772

# ADVERTISING GUIDE

## AD SIZES & FILE SPECS

### PRINT ADS

#### FULL PAGE BLEED

8.375" X 10.75"

Leave .5" margins for live area and add .125" bleed on all sides

#### HALF-PAGE HORIZONTAL

7.5" X 4.875"

#### HALF-PAGE VERTICAL

4.875" X 7.5"

#### QUARTER PAGE

3.75" X 4.875"

### WEBSITE ADS

@ 72 DPI

#### LARGE BANNER AD

728 PX X 90 PX

#### SMALL SQUARE AD

300 PX X 300 PX

## INFOMERCIALS

Infomercials are a very effective way to "tell your story" – and to make a "personal connection" with readers. Reprints of such articles, which will bear the Optimizer magazine's footer, are particularly valuable when included with introductory letters and proposals, as handouts at conferences and seminars, or as part of a follow-up direct-mail campaign. The editor will be very happy to provide input, or to conduct an interview with one or more of your company's principals, or even to write the first draft if you wish, after chatting with you...at no extra charge.

Please email a Word document to [phagberg75@gmail.com](mailto:phagberg75@gmail.com). Please be sure to label the file with your company's name (first) and the title of your article – NOT "Optimizer" or "Hagberg" or "Article" or "Ad"... PLEASE!

A sharp, full-color picture of the author and your company logo (in color) are highly desirable. Email photo (min. 200 dpi) and logo artwork (vector art EPS files preferred; hi-res TIF, EPS or JPG accepted) labeled with your company's name and the subject to the above email address. The editor will select color of the headline, call-outs and sub-heads to complement your photos, logos and artwork, subject to your approval. Infomercials should include a brief bio of the author and your contact information.

**1.5 PAGES = APPROX. 1000 WORDS • 2 PAGES = APPROX. 1300 WORDS**

## DIRECTORY LISTINGS

Published in the year-end *OPTIMIZER* Magazine and on the website OptimizerOnline.com for 1 Year. Each Custom Directory Listing will include your company logo, 250 words description of your expertise in each category, contact info., and website address that will be activated online.

## DELIVERY OPTIONS

### PRESS-READY PDF (PREFERRED)

- All 4-color ads must be set up as CMYK (No RGB documents or images. Please convert spot colors to CMYK)
- Minimum Image Resolution: 250 dpi
- Make your document size the trim size of your ad
- **Non-Bleed ads:** Produce final file with no crop marks and no bleed
- **Bleed ads:** Produce final file with crop marks and .125" bleed

PLEASE INCLUDE ALL FILES AND FONTS USED

### NATIVE FILES

- Macintosh Format
- Adobe Indesign, Illustrator, or Photoshop (CS4 or later)

### IMAGES

- 300 DPI for photos
- 800 DPI for line art
- CMYK TIF or EPS

DEADLINE FOR COPY:  
**Dec. 22, 2017**

APPROX. MAILING DATE:  
**Jan. 25, 2018**

**PLEASE EMAIL YOUR CAMERA-READY ADS TO: [JBITTNERDESIGN@GMAIL.COM](mailto:JBITTNERDESIGN@GMAIL.COM)**

(PLEASE CC [CTHAGBERG@AOL.COM](mailto:CTHAGBERG@AOL.COM) & [PHAGBERG75@GMAIL.COM](mailto:PHAGBERG75@GMAIL.COM))

**First published in 1994, The Optimizer is dedicated to helping public companies – and their suppliers – to deliver better and more cost-effective services to shareholders.**

It shows readers how to "OPTIMIZE" their spending on investor relations and on their investor servicing programs (i.e. to improve plans and programs, get better results for the same money... and often for less) and to take maximum advantage of technology. It also covers regulatory developments, corporate governance developments, "the vendor scene, websites of interest and highlights best and worst practices.

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