



2024 ANNUAL MAGAZINE - OUR 30TH ISSUE!

EFFECTIVELY ENGAGING YOUR SHAREHOLDER BASE IN 2025

Align Top Suppliers with Best Practices to Enhance Shareholder Service

THE LARGEST AND BEST TARGETED CIRCULATION TO THE BUYERS OF YOUR PRODUCTS & SERVICES ... IN PRINT & ONLINE

BY MAIL: 6,500 PRINTED COPIES GUARANTEED! To the General Counsel and/or to the Corporate Governance Officer/Corporate Secretary - and to the CFOs too - of the 3,000 largest U.S. public companies. Plus all Shareholder Services Association Members (SSA) 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.

DEADLINE: JANUARY 5, 2025

PUBLISHES: LATE JANUARY 2025

Do the math on the “cost per impression” vs. other advertising, marketing and sales efforts you may be contemplating. Quite simply, the *Optimizer* Magazine is the biggest and best advertising and marketing opportunity anywhere, for suppliers to this big, discerning and hard-to-reach universe of publicly-traded companies.

OPTIMIZER ANNUAL MAGAZINE ADVERTISING PACKAGES

TO RESERVE YOUR SPACE, PLEASE INDICATE YOUR SELECTIONS BELOW, THEN SCAN AND E-MAIL TO PEDER@OPTIMIZERONLINE.COM

FEATURED ADVERTISER

- 2 Page Infomercial
- Full Page Ad
- 3 Directory Listings in Supplier Index (Print & Online)
- Homepage Website Banner Ad for 1 Year
- Custom Listing on Featured Advertiser Page (Online)

■ ONLY \$16,000

Ad Options

Infomercial (up to 1000 words)	<input type="checkbox"/> \$8,000
Full Page Ad	<input type="checkbox"/> \$7,000
Half Page Ad	<input type="checkbox"/> \$3,750
Quarter Page Ad	<input type="checkbox"/> \$1,875

DIGITAL ADVERTISING ADD-ONS

On the widely searched www.OptimizerOnline.com

Banner Ad (728 x 90 - Homepage, Daily, 1 year)	<input type="checkbox"/> 6 Months: \$1,800	<input type="checkbox"/> 12 Months: \$3,200
Square Ad (90 px x 90 px)	<input type="checkbox"/> 6 Months: \$900	<input type="checkbox"/> 12 Months: \$1,500

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 \$3,750 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"/> "REORG" SERVICES |
| <input type="checkbox"/> ANNUAL MEETING SERVICES | <input type="checkbox"/> DIRECTOR EDUCATION | <input type="checkbox"/> INVESTOR RELATIONS | <input type="checkbox"/> RETIREMENT AND STOCK PLAN ADMINISTRATORS |
| <input type="checkbox"/> AUTOMATED BOARD PORTALS/BOARD-BOOKS | <input type="checkbox"/> DOCUMENT DESIGN, COMPOSITION AND WEB-OPTIMIZATION SERVICES | <input type="checkbox"/> LEGAL SERVICES | <input type="checkbox"/> SHAREHOLDER IDENTIFICATION & STOCK WATCH SERVICES |
| <input type="checkbox"/> AUTOMATED D&O QUESTIONNAIRES | <input type="checkbox"/> E-DELIVERY SERVICES | <input type="checkbox"/> MAILING SPECIALISTS | <input type="checkbox"/> SHAREHOLDER SATISFACTION SURVEYS |
| <input type="checkbox"/> BENCHMARKING SERVICES | <input type="checkbox"/> EMPLOYEE STOCK OWNERSHIP/PLAN RECORDKEEPING SERVICES | <input type="checkbox"/> MEMBERSHIP ORGANIZATIONS | <input type="checkbox"/> SMALL SHAREHOLDER BUYBACK/ROUND-UP SERVICES |
| <input type="checkbox"/> BOARD AND BOARD COMMITTEE SUPPORT SERVICES | <input type="checkbox"/> ENTITY MANAGEMENT SYSTEMS AND SERVICES | <input type="checkbox"/> NOTICE AND ACCESS SUPPORT SERVICES | <input type="checkbox"/> STOCK TRANSFER AGENTS AND AGENCY SERVICES |
| <input type="checkbox"/> BOARD, COMMITTEE AND DIRECTOR EVALUATION SERVICES/TOOLS | <input type="checkbox"/> EXECUTIVE AND MIDDLE-MANAGEMENT SEARCH | <input type="checkbox"/> ODDLOT BUYBACK SERVICES | <input type="checkbox"/> SUBSIDIARY MANAGEMENT SYSTEMS AND SERVICES |
| <input type="checkbox"/> COMPLIANCE & ETHICS SERVICES | <input type="checkbox"/> EXECUTIVE COMPENSATION EXPERTS | <input type="checkbox"/> PROXY DISTRIBUTION & VOTE TABULATION SERVICES | <input type="checkbox"/> TEMPORARY HELP |
| <input type="checkbox"/> CORPORATE GOVERNANCE CONSULTING - CRISIS & ISSUE MANAGEMENT | <input type="checkbox"/> FINANCIAL PRINTING | <input type="checkbox"/> PROXY SOLICITORS/ADVISORS | <input type="checkbox"/> VENDOR EVALUATION AND BENCHMARKING SERVICES |
| | <input type="checkbox"/> FOREIGN SUBSIDIARY MANAGEMENT | <input type="checkbox"/> PUBLICATIONS/SUBSCRIPTIONS | <input type="checkbox"/> ZERO-BASED BUDGETING ASSISTANCE |
| | <input type="checkbox"/> INSPECTORS OF ELECTION | <input type="checkbox"/> RECORDS MANAGEMENT SYSTEMS/SERVICES | |
| | | <input type="checkbox"/> REGISTERED AGENTS | |

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 732-778-5971 OR 917-848-6772

ADVERTISING GUIDE

AD SIZES & FILE SPECS

PRINT ADS

FULL PAGE BLEED

8.75" X 11.25"

Recommended .75" margins for live area
and add .125" bleed on all sides

HALF-PAGE HORIZONTAL

7.5" X 4.75"

HALF-PAGE VERTICAL

3.5" X 9.75"

QUARTER PAGE

3.5" X 4.8"

WEBSITE ADS

@ 72 DPI

BANNER AD

728 PX X 90 PX

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 editors 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 peder@optimizeronline.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 editors 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, 225 word description of your expertise in each category, contact info., and website address that will be activated online.

DELIVERY OPTIONS

PRESS-READY PDF (PREFERRED)

- All full-color ads must be set up as **CMYK** color mode (No RGB documents or images. Please convert spot colors to CMYK)
- Minimum Image Resolution: **300 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

- Apple/Mac Format
- Adobe: Indesign, Illustrator, or Photoshop (CS6 or later)

IMAGES

- 300 DPI Resolution
- CMYK PDE, TIF or EPS

DEADLINE FOR COPY:
Jan. 5, 2025

APPROX. MAILING DATE:
Late Jan. 2025

PLEASE EMAIL YOUR CAMERA-READY ADS TO: JBITTNERDESIGN@GMAIL.COM

(PLEASE CC CARL@OPTIMIZERONLINE.COM & PEDER@OPTIMIZERONLINE.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.

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