THE SHAREHOLDER SERVICE
OPTIMIZER

Celebrating 33 Years of Industry Leadership!



2027 MAGAZINE (33rd Annual Edition)

NAVIGATING THE *PERILOUS* NEW WATERS OF PROXY SEASON

THE SHAREHOLDER SERVICING RESET

The new rules. The new vote. The new technology. The new partners. Packed, we promise, with good advice.

The rules are changing. The stakes are rising. The opportunity for service providers to stand out has never been greater. From evolving SEC policies and proxy voting practices to shareholder activism, AI and digital ownership, the forces reshaping proxy season are creating new challenges—and new opportunities—for public companies and the service providers that support them.

In ***OPTIMIZER***'s 33rd Annual Edition, we explore the trends redefining proxy season, corporate governance, annual meetings and shareholder servicing—and the providers, solutions and expertise helping companies navigate what's next.

THE BIG QUESTION

When the rules change, which service providers will public companies turn to for trusted guidance, innovative solutions and results?

Will your company be on their radar? Advertise in ***OPTIMIZER***'s 2027 edition to showcase your expertise, elevate your brand and connect with the industry's decision-makers as they navigate the next era of shareholder servicing.

THE 2027 AGENDA

- **The SEC & Regulatory Reset**
- **The Proxy Advisor & Voting Reset**
- **The Proxy Season & Annual Meeting Reset**
- **The Governance Reset**
- **The Technology & AI Reset**
- **The Ownership & Digital Securities Reset**
- **The Service Provider Reset**

BE VISIBLE. BUILD CREDIBILITY. STAND OUT.

Select Your Options Below:

☐ Premier Partner Package — $16,500

The all-in-one branding and lead-generation bundle includes:

✓ 2-Page Article
Up to 1,000 words of sponsored editorial, aligned with your service area with info graphics, photos, logo, contact info.

✓ Full Page Ad
High-impact print ad placed to maximize your exposure! Supply your own or we'll design one for you!

✓ 3 Index Listings
Logo, 250-word description, contact info in up to 3 categories on our Directory of Pre-Vetted Service Suppliers!

✓ Web Banner Ad
Displayed on OptimizerOnline.com homepage. (12 months)

More Advertising Options (Print, Digital, Directory)

Print Ads

☐ **2-Page Article (1,000 words)**	**$8,500**
☐ **Full-Page Ad**	**$7,500**
☐ **Half-Page Ad**	**$4,250**
☐ **Quarter-Page Ad**	**$2,325**

Digital Ads (OptimizerOnline.com)

☐ **Featured Ad (728×90) – 12 months**	**$3,700**
☐ **Side Ad (300×300) – 12 months**	**$2,000**
☐ **Directory Listings - 12 months** **3 FREE with ½ page ad spend or larger`**	**$1250** **per category**

Supplier Directory Categories

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

- Abandoned Property
- Annual Meeting Services
- Corporate Governance Consulting
- Data Management & Conversion
- Employee Stock Ownership
- ESG Services
- Executive Compensation
- Financial Printing
- Inspectors of Election
- Investor Relations
- Notice & Access Support Services
- Legal/Outside Counsel
- Proxy Distribution & Vote Tabulation
- Proxy Solicitors & Advisors
- Retail Outreach
- Shareholder ID & Stock Watch
- Sustainability Initiatives
- Transfer Agents

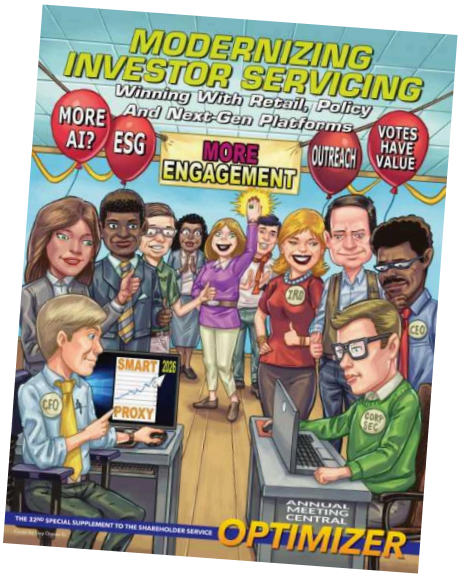
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The Shareholder Service OPTIMIZER
66 S. Ward Ave. Rumson, NJ 07760

Why Advertise with The Shareholder Service *OPTIMIZER?*



Trusted Brand: **With 32 years of continuous publishing, the *OPTIMIZER* is the most established and respected publication in shareholder services. We accept advertising only from the best Pre-Vetted suppliers.**

Large and Highly Targeted Audience: **Reach senior decision-makers in governance, investor relations, proxy services, compliance, and corporate legal.**

Hybrid Distribution and Year Round Coverage: **Delivered to 3,500+ public company leaders by mail and promoted to thousands more online via OptimizerOnline.com and targeted social channels ensuring extended visibility all year long.**

***Something New for 2026*: Customized, *OPTIMIZER*-Organized and Delivered Podcasts for pre-vetted suppliers.**

Reserve Your Ad Space Today!

Call 917-848-6772 or email peder@optimizeronline.com

Reservation Deadline: December 5, 2026
Ad Materials Due: January 1, 2027
Publication Date: Late January 2027

Ad Format: 300 dpi PDF preferred
Ad design service available upon request
Full Ad Specs Here

OptimizerOnline.com/advertise

Please don't hesitate to reach out with any questions!

We're looking forward to promoting your business again this year in our annual *OPTIMIZER* Magazine!

Cheers,
Peder and Carl Hagberg
Co-Editors & Publishers
The Shareholder Service *OPTIMIZER*

About The Shareholder Service *OPTIMIZER*

Now in its 32nd annual edition, The Shareholder Service ***OPTIMIZER*** Magazine is the leading publication for professionals across the shareholder services and governance ecosystem. Covering everything from proxy solicitation and tabulation to abandoned property management, virtual/hybrid AGMs, and Earnings Calls, retail voter outreach, investor communications, crisis communications and global regulatory compliance, it serves both institutional and growing retail investor audiences - and recognizes that investor's communications preferences are changing and becoming more demanding every day.

Advertising Information

Advertiorials/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. 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, callouts 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.

AD SIZES

- **FULL PAGE BLEED:** 8.75" X 11.25"
  Recommended 1" 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"

FILE SPECS

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