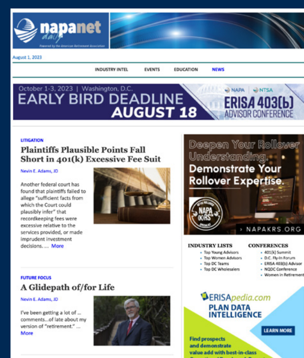
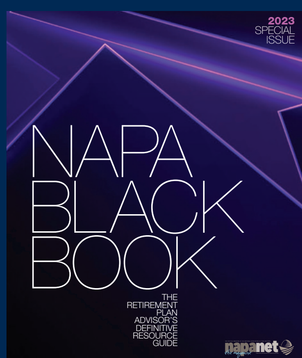
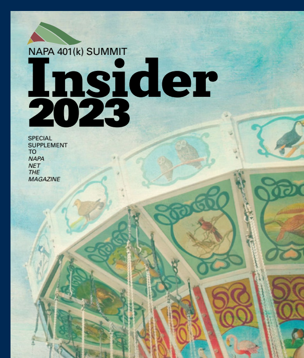
ARA MEDIA KIT







2024

AMERICAN RETIREMENT ASSOCIATION

Working for America's Retirement

NAPA | ASPPA | PSCA | NTSA | ASEA

ABOUT US

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:

NAPA
National Association of Plan Advisors

ASPPA
American Society of Pension Professionals & Actuaries

PSCA
Plan Sponsor Council of America

NTSA
National Tax-Deferred Savings Association

ASEA
American Society of Enrolled Actuaries

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 (95% of whom are retirement plan advisors) and more than 325+ 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

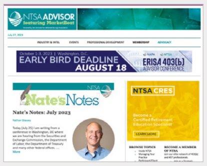
The American Society of Enrolled Actuaries (ASEA), formerly known as the ASPPA College of Pension Actuaries (ACOPA), is the primary source of professional organizational support for pension actuaries, and is charged with carrying out ASPPA's responsibilities as one of the most recognized U.S.-based actuarial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

DIGITAL OPTIONS

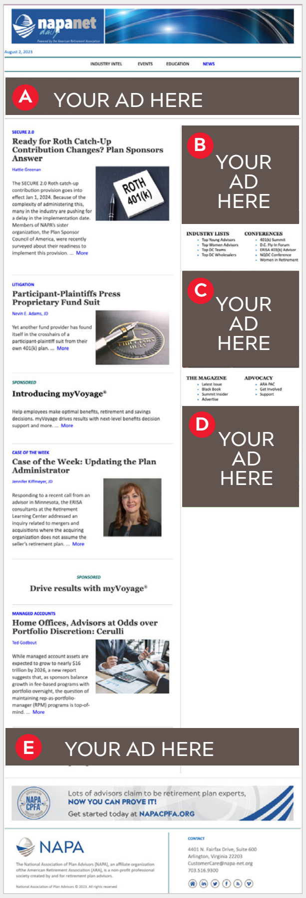
ARA offers multiple opportunities to reach members through a plethora of digital products. Advertising is available on four organization web sites and in four targeted e-newsletters. We also offer content marketing and exclusive Product Profiles to each audience.

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	**32,000**	**10,000**	**28,000**	**5,100**
Frequency	5x/week Plus 1x "Week in Review" (Fri)	3x/week (Mon/Wed/Fri)	2x/week (Mon/Thurs)	1x/week (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.*



DIGITAL OPTIONS

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 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

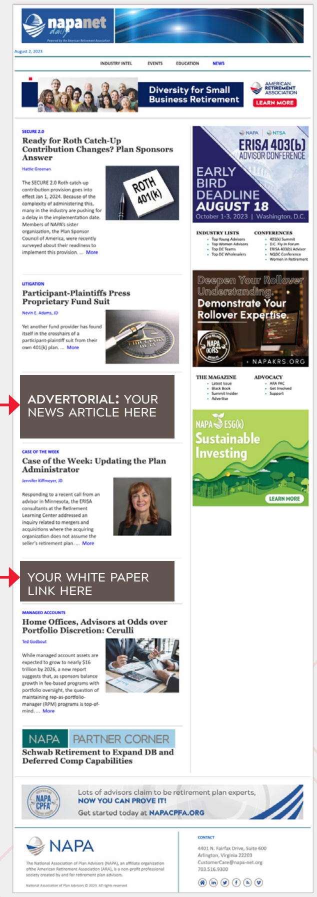
- Links readers to thought leadership articles on your web site. These placements are designed to look like headline news. Here you can provide readers with articles or perspectives that are generally the length of news articles.
- Content package includes: 20 issues

Text Link

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

Thought Leadership Exposure

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. Featured articles/content will be included in a minimum of one issue of the magazine.

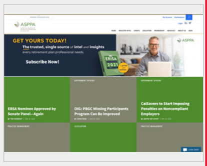
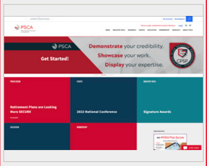
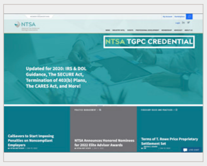


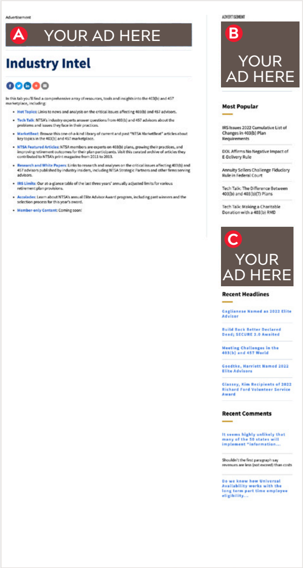
NOTE: See rates on page 4. Partial schedules are available – call for details.

DIGITAL OPTIONS

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	PSCA	NTSA
				
Audience	Retirement plan-focused advisors	Retirement plan administration professionals	Plan sponsors/ employers	403(b) and 457(b) retirement plan-focused advisors
Unique Visitors/Month	**70,000**	**64,000**	**12,000**	**11,000**
Monthly Page Views	**130,000**	**125,000**	**30,000**	**20,000**
Rate: Interstitial (pop-up)	**$4,000/month**	**$2,000/month**	**$2,000/month**	**$1,000/month**
Rate: Homepage Slider	**$500/week**	**$250/week**	**$150/week**	**$100/week**
Rate: Top Leaderboard **(A)**	**$2,250/month**	**$600/month**	**$500/month**	**$500/month**
Rate: Top Island **(B)**	**$2,700/month**	**$700/month**	**$600/month**	**$600/month**
Rate: Middle Island **(C)**	**$2,000/month**	**$500/month**	**$400/month**	**$400/month**



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

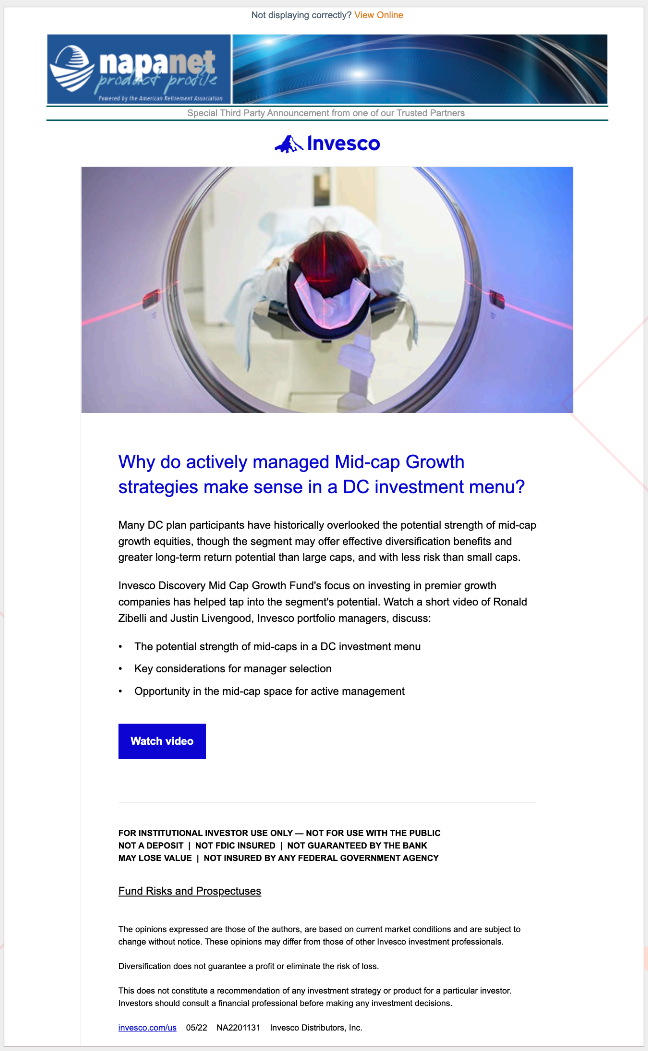
DIGITAL OPTIONS

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	**29,000+**	**10,500**	**24,000**	**5,500**
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.*



DIGITAL OPTIONS

AMERICAN RETIREMENT ASSOCIATION
NAPA | ASPPA | PSCA | NTSA | ASEA

DIGITAL OPPORTUNITY MATERIAL SPECIFICATIONS

Website Banner Ads

- Leaderboard ads - 728 x 90 px; Island ads - 300 x 250 px;
  Interstitial ads - 640 x 480 px
- File type: PNG, JPG, GIF (static or animated) or HTML
- HTML: No <span style> tags; without JavaScript preferred
- Resolution: 300 ppi
- Non-HTML Max file size:150KB
- GIF Animation length and speed:
    1. Animation length must be 30 seconds or shorter
    2. Animations can be looped, animations must stop after 30 seconds
    3. Animated GIF ads must be slower than 5 FPS
- NO rich media

Website Homepage Slider Banners

- NAPA: 1904 x 854 px; PSCA: 1200 x 300 px
- File type: PNG, JPG, GIF (static only) or HTML
- HTML: No <span style> tags; without JavaScript preferred
- Resolution: 300 ppi
- Non-HTML Max file size:150KB
- NO rich media
- All ad copy included on slideshow image
- Include 2-3-word call-to-action text for clickthrough (e.g., Learn More, Read More, Click to View.) The text will be white text overlaid on top of your image and display in bottom left corner.

E-Newsletter Banner Ads

- Leaderboard ads - 728 x 90 px; Island ads - 300 x 250 px
- Maximum File size: 5 MB
- JPG, PNG, or GIF only
- Resolution: 300 ppi
- NO rich media
- The native image size must match the intended display size of the image
- 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
- Linking URL for ad to be supplied. URL must be in the format https:// not www

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.
- Resolution: 300 ppi
- NO <TH> tags; TR and TD tags only
- NO "mso" code
- Dimension Coding line – height: 1.1rem; Manage dimensions with pixels ONLY
- Don't use display:inline-table; for positing divs, tables or other items in the email.
- Please use a table based structure and inline CSS to apply styles to content.

DIGITAL OPPORTUNITY DEADLINES

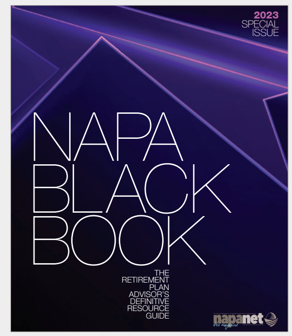
All digital creative must be received SEVEN BUSINESS DAYS prior to the campaign drop date.

PUBLICATION OPTIONS

AMERICAN RETIREMENT ASSOCIATION
NAPA | ASPPA | PSCA | NTSA | ASEA

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* 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
Where is the next generation of plan advisors coming from? To answer that question, NAPA set out to find the top young advisors – the profession's **ACES.** The result of was our list of the **Top Retirement Plan Advisors Under 40,** first published in 2014. Indeed, many of the individuals who have been recognized here have gone on to become the very industry leaders this recognition was designed to help identify.

NAPA'S TOP PLAN ADVISORS UNDER 40

Summer Issue
Only plan advisors know how important their DC wholesaler can be in building, managing and growing their practice. **The Top DC Wholesalers** are true partners, often working side-by-side with advisors–they are - in every sense of the word, **Advisor Allies.**

ADVISOR ALLIES
NAPA TOP DC INDUSTRY WHOLESALER

Sure, we know it's not just about the numbers - but the reality is that advisors are having a huge impact every single day, not only on the quality of retirement plan advice, but in building a more financially secure retirement for millions of Americans. **NAPA's Top DC Advisor Teams** acknowledges the advisor teams that are responsible for at least $100 million in defined contribution plan assets.

NAPA TOP DC ADVISOR TEAMS

Fall Issue
Advisors work with a variety of recordkeepers across different market segments, and in support of an plans of all sizes and complexities. As such, they are extraordinarily well-positioned to compare and evaluate the strengths (and weaknesses) of this critical service.

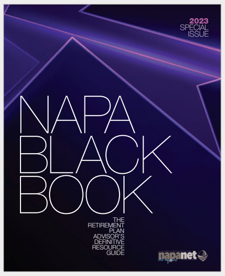
Launched in 2021, our **Advisors' Choice** list recognizes the nation's best recordkeepers in 13 key service/support categories, across five distinct market segments.

ADVISORS' CHOICE RECORDKEEPER NAPA

Winter Issue
In what has long been a male-dominated profession, a growing number of women are today making significant contributions to this field. In 2015, the editorial team here committed to an acknowledgment of those contributions with the launch of **NAPA's Top Women Advisors, Captains, All-Stars and Rising Stars!**

NAPA TOP WOMEN ADVISORS

PUBLICATION OPTIONS



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*

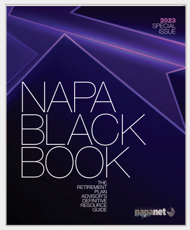
The 2024 *Summit Insider* will be NAPA's seventh annual survey of the NAPA 401(k) Summit's onsite advisor attendees. The publication summarizes the perspectives of more than 500 retirement plan advisors and home office staff on a range of issues – the criteria in selecting – and rejecting – key business 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. In addition, the 2024 Summit Insider will include topics like retirement income adoption, trade-offs between target-date funds and managed accounts, the impact of provisions in SECURE 2.0, as well as key product design trends like auto-portability. While much has changed in the wake of COVID, advisors' perceptions of how to adapt their businesses is an ongoing process - and the 2024 *Summit Insider* will provide a tremendous opportunity for your organization to glean an insider's perspective on what's on the minds - and radar - of the nation's leading retirement plan advisors, fresh from the immersive advisor experience of the NAPA 401(k) Summit. As a sponsor of this important research publication, you'll have an opportunity to suggest potential topics, and receive a copy of the raw (anonymized) data ahead of publication in a special pull-out section of the Summer 2024 issue of *NAPA Net the Magazine*.

ASPPA's *Plan Consultant*

2024 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

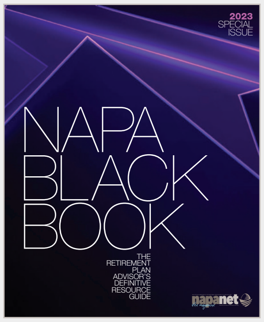
PUBLICATION OPTIONS

	NAPA Net the Magazine	***NAPA Black Book***	***NAPA 401(k) Summit Insider***	***ASPPA's Plan Consultant***	***PSCA's Defined Contribution Insights***
					
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**	**$3,000**
1/2 Page Vertical Ad Rate	**$6,000***	**$4,500***	**N/A**	**$3,000**	**$1,000**
1/2 Page Horizontal Ad Rate	**$6,000***	**N/A**	**N/A**	**$3,000**	**$1,000**
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**
Executive Interview Rate	**$11,000 (Single Page)** **$15,000 (Double Page)**	**N/A**	**N/A**	**$5,000 (Single Page)** **$7,000 (Double Page)**	**$3,000 (Single Page)** **$5,000 (Double Page)**
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

AMERICAN RETIREMENT ASSOCIATION
NAPA | ASPPA | PSCA | NTSA | ASEA



PRINT PUBLICATION DEADLINES

NAPA Net the Magazine

Issue	*Space*	*Materials*	*Mail/Publication Date*
Spring 2024	**2/28/24**	**3/13/24**	**3/25/24 (Online Only)**
Summer 2024	**5/15/24**	**5/29/24**	**6/28/24**
NAPA 401(k) *Summit Insider* (Summer 2024)	**5/8/24**	**5/22/24**	**6/28/24**
Fall 2024	**8/28/24**	**9/11/24**	**9/23/24 (Online Only)**
Winter 2024	**10/23/24**	**11/6/24**	**12/16/24 (Online Only)**
NAPA Black Book (Winter 2024)	**10/16/24**	**10/30/24**	**12/9/24**

ASPPA's *Plan Consultant*

Issue	*Space*	*Materials*	*Mail/Publication Date*
Spring 2024	**2/21/24**	**3/6/24**	**3/18/24 (Online Only)**
Summer 2024	**5/22/24**	**6/5/24**	**6/17/24 (Online Only)**
Fall 2024	**8/21/24**	**9/4/24**	**10/3/24**
Winter 2024	**11/13/24**	**11/27/24**	**12/9/24 (Online Only)**

PSCA's *Defined Contribution Insights*

Issue	*Space*	*Materials*	*Mail/Publication Date*
Spring 2024	**1/12/24**	**2/9/24**	**March TBD (Online Only)**
Summer 2024	**4/5/24**	**5/5/24**	**June TBD (Online Only)**
Fall 2024	**7/12/24**	**8/9/24**	**October TBD Online Only**
Winter 2024	**9/13/24**	**10/11/24**	**December TBD (Online Only)**

PUBLICATION OPTIONS

AMERICAN RETIREMENT ASSOCIATION
NAPA | ASPPA | PSCA | NTSA | ASEA

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: 9" x 11"
  (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)
- 1/2 Horizontal
  8" x 5"
- 1/2 Vertical
  4.4675" x 10"
- 1/3 Vertical
  2.0781" x 10"

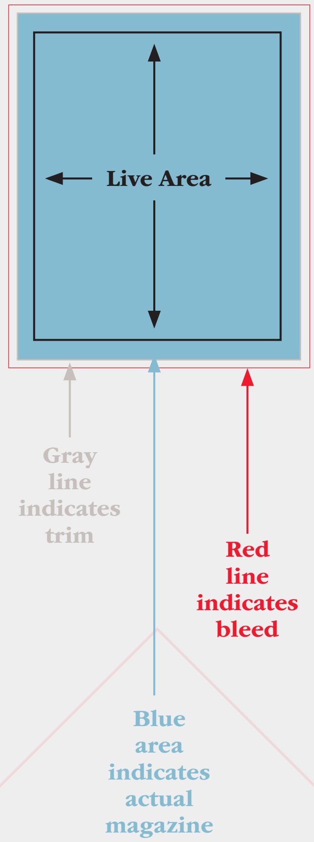
NAPA Net the Magazine
Bellyband

- 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: 9" x 11"
  (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)
- 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



401(k) Summit Insider

- 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)

PUBLICATION OPTIONS

AMERICAN RETIREMENT ASSOCIATION
NAPA | ASPPA | PSCA | NTSA | ASEA

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: 17.25" x 11.125"
  (0.125" from trim)

  Live Area: 15" x 9.875"
  (0.5" from trim)

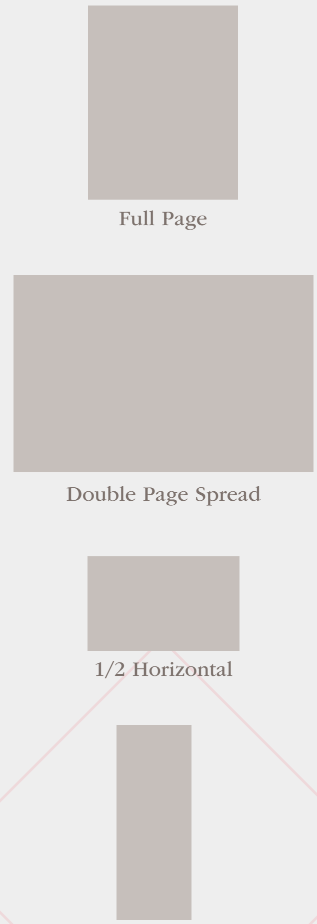
- 1/2 Horizontal
  7.5" x 4.75"

- 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



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.

* 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

DIGITAL PUBLICATION SIZE SPECIFICATIONS

PSCA's *Defined Contribution Insights*

- **Full Page:** 8.5" x 11"
- **Resolution:** 300 ppi
- **Page size:** 612 pts x 792 pts

ONLINE PUBLICATIONS MATERIAL SPECS

- All images RGB
- Advertising materials submitted as PDF (PDF/X-1a compliant), RGB-jpg
- Embedded all fonts

WEBCASTS/PODCASTS

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.

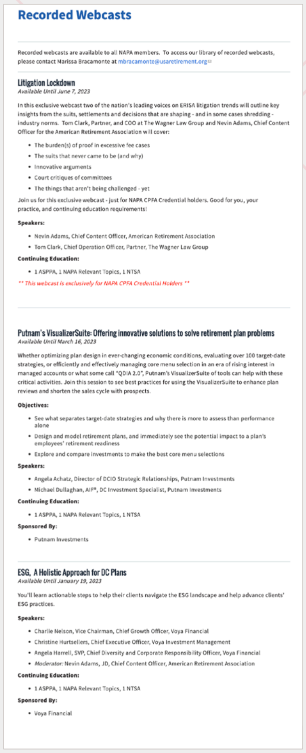
	NAPA	ASPPA	PSCA	NTSA
Audience	Retirement plan-focused advisors	Retirement plan administration professionals	Plan sponsors/ employers	403(b) and 457(b) Retirement plan-focused advisors
Webcast Rate	**$15,000***	**$15,000**	**$7,500**	**$7,500**
Executive Interview Podcast Rate	**$9,000**	**N/A**	**$9,000**	**N/A**
DC Pension Geeks Series	**$5,000**	**N/A**	**N/A**	**N/A**
The Great 401(k) Debate	**$5,000**	**N/A**	**N/A**	**N/A**
Third Thursdays Rate	**$5,500**	**$5,500**	**$5,500**	**$5,500**
Virtual Investment Summit	**N/A**	**N/A**	**$7,500**	**N/A**

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

Webcasts Include:

- Branding (logo) inclusion in three webcast promotional e-mails
- ARA will create promotional graphics to run in the e-newsletter, on the website and on social media.
- 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)

Past Webcasts



Recorded Webcasts

Recorded webcasts are available to all NAPA members. To access our library of recorded webcasts, please contact Marissa Bracamonte at mbracamonte@usaretirement.org

Litigation Lockdown
Available Until June 7, 2023

In this exclusive webcast two of the nation's leading voices on ERISA litigation trends will outline key insights from the suits, settlements and decisions that are shaping - and in some cases shredding - industry norms. Tom Clark, Partner, and COO at The Wagner Law Group and Nevin Adams, Chief Content Officer for the American Retirement Association will cover:

- The burden(s) of proof in excessive fee cases
- The suits that never came to be (and why)
- Innovative arguments
- Court critiques of committees
- The things that aren't being challenged - yet

Join us for this exclusive webcast - just for NAPA CPFA Credential holders. Good for you, your practice, and continuing education requirements!

Speakers:

- Nevin Adams, Chief Content Officer, American Retirement Association
- Tom Clark, Chief Operation Officer, Partner, The Wagner Law Group

Continuing Education:

- 1 ASPPA, 1 NAPA Relevant Topics, 1 NTSA

*** This webcast is exclusively for NAPA CPFA Credential Holders ***

Putnam's VisualizerSuite: Offering innovative solutions to solve retirement plan problems
Available Until March 16, 2023

Whether optimizing plan design in ever-changing economic conditions, evaluating over 100 target-date strategies, or efficiently and effectively managing core menu selection in an era of rising interest in managed accounts or what some call "QDIA 2.0", Putnam's VisualizerSuite of tools can help with these critical activities. Join this session to see best practices for using the VisualizerSuite to enhance plan reviews and shorten the sales cycle with prospects.

Objectives:

- See what separates target-date strategies and why there is more to assess than performance alone
- Design and model retirement plans, and immediately see the potential impact to a plan's employees' retirement readiness
- Explore and compare investments to make the best core menu selections

Speakers:

- Angela Achatz, Director of DCIO Strategic Relationships, Putnam Investments
- Michael Dullaghan, AIF®, DC Investment Specialist, Putnam Investments

Continuing Education:

- 1 ASPPA, 1 NAPA Relevant Topics, 1 NTSA

Sponsored By:

- Putnam Investments

ESG, A Holistic Approach for DC Plans
Available Until January 19, 2023

You'll learn actionable steps to help their clients navigate the ESG landscape and help advance clients' ESG practices.

Speakers:

- Charlie Nelson, Vice Chairman, Chief Growth Officer, Voya Financial
- Christine Hurtsellers, Chief Executive Officer, Voya Investment Management
- Angela Harrell, SVP, Chief Diversity and Corporate Responsibility Officer, Voya Financial
- *Moderator:* Nevin Adams, JD, Chief Content Officer, American Retirement Association

Continuing Education:

- 1 ASPPA, 1 NAPA Relevant Topics, 1 NTSA

Sponsored By:

- Voya Financial

WEBCAST OPTIONS

Executive Interview Podcast

NAPA's podcast series is intended to bring members timely insights from the retirement industry's leading voices on the most compelling topics. You choose the date (subject to availability), the topic, and the interviewee, and ARA will promote your podcast (and the full podcast series) to its network. The Executive Interview Podcast Series is complimentary to members and to the general public. All podcasts are audio only (typically 10 to 20 minutes) and will be archived on the organization website for one full year.

D.C. Pension Geeks

D.C. Pension Geeks is a conversation with top retirement-related policymakers and regulators in and around Washington. Hosted by Brian Graff, an attorney, accountant, former Capitol Hill staffer, and now CEO of the American Retirement Association, it's an inside view of the ups and downs, ins and outs and sometimes surprising turns Washington takes on the road to ensuring a secure retirement for millions of hard-working Americans.

The Great 401(k) Podcast Debate

The Great 401(k) Podcast Debate is a short-form, point-counterpoint style debate on the top issues affecting retirement plan advisors, sponsors, and participants. Its contentious yet respectful format is meant to encourage an open and honest airing of diverse viewpoints and innovative ideas.

Podcast Includes:

- Branding (logo) inclusion in one or more promotional e-mails and in a Monday edition of NAPA Net Daily
- ARA will create promotional graphics for the series and for each individual podcast to run in the e-newsletter, on the website and on social media
- For the Executive Interview series, ARA will provide the interviewer - company to provide the interviewee
- For the DC Pension Geeks and Great 401(k) Debate, ARA will provide the speakers - company to provide a commercial
- Podcasts will be archived for one year on the organization website

PSCA Virtual Investment Summit

The Virtual Investment Summit is tailored specifically for plan sponsors, HR professionals, and others serving on investment committees. As they navigate the complex landscape of retirement investments, this event will equip them with the insights they need. During this event we'll explore emerging trends, confront pressing issues and provide education on the due diligence processes with leading industry experts.

Four sessions available for sponsorship. Call for details.

Third Thursdays

Third Thursday online events have grown to become a vital part of our member engagement and a novel way for sponsors to extend their reach with the Women in Retirement Community. Third Thursdays give sponsors widespread brand exposure and unique opportunities to connect and collaborate with women industry leaders.

Sponsor representatives may collaborate with members of the Third Thursday planning committee to develop and/or present novel virtual experiences that complement the Women in Retirement community core focus areas: leadership, sales, marketing, practice management, and personal growth. Unique to Third Thursdays, sponsors participate alongside attendees in their chosen sponsored month, and have the virtual room to themselves, without competitors.

Benefits Include:

- 3 complimentary registrations to the sponsored session
- Sponsor recognition/logo in promotional e-mails for sponsored session
- Sponsor recognition in promotional graphics to run on ARA websites, in ARA e-newsletters, and on social media
- Sponsor may provide static ad to run in the slide rotation during opening music
- Verbal introduction/sponsor recognition by session moderator
- 5-minute "Big Idea" presentation (optional)
- Sponsor may present or co-present session
- Attendee registration list (contact name, contact email) for sponsored session

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 ASPPA 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

For information on NAPA, PSCA and NTSA educational opportunities, contact:

Matthew Grandonico
Director of Developing Education Sales
P: 703.516.9300, ext 133
E: mgrandonico@usaretirement.org

AMERICAN **RETIREMENT** ASSOCIATION
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NAPA | ASPPA | PSCA | NTSA | ASEA