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AUDIENCE

Institutional Investor is one of the industry’s premier online information destinations for senior-level institutional investors – including U.S. and Global private & public pensions, foundations, endowments, sovereign wealth funds, central banks, government executives, money managers, and investment consultants, responsible for capital raising and investment decisions.

71% of the II audience are institutional investors, investment intermediaries or bankers — and 23% are asset managers.

65% of the II audience are responsible for overall investment strategy. The top five areas of focus for the audience overall: Private Markets, Alternatives, Fixed Income Investments, ESG, and Asset Manager Selection.

63% of the II audience manage institutional pensions or retirement plans — 52% manage DB plans, 49% manage DC plans, and 33% manage both.

51% of the II audience are C-Level investment professionals or board members.
UNIVERSE

GEOGRAPHIC BREAKDOWN
NORTH AMERICA: 69%
EUROPE: 18%
ASIA: 11%
REST OF WORLD: 2%

UNIQUE VISITORS
309,698

PAGEVIEWS
646,696

AVERAGE SESSION DURATION
3 MINS 54 SECS

TOTAL ENEWSLETTER SUBSCRIBERS
73K

TOTAL SOCIAL MEDIA FOLLOWERS
93K

ANNUAL WEBCAST REGISTRANTS
11K

ANNUAL LEADS GENERATED
16K
EDITORIAL CALENDAR

2023

February 2023: How DEI is Changing the Future of the Investment Industry
A look at how the industry can leverage DEI to create better aligned, and more innovative and effective solutions for end investors.

March 2023: Winning Strategies Without Borders
Why global equities and emerging markets are crucial to a properly diversified portfolio.

April 2023: Infrastructure and the Great Energy Transition
Opportunities abound in a changing world – including many related to what makes the world go round.

May 2023: Game Changers: Women Who are Driving the Investment Industry Forward
Profiles, features, and interviews with leaders who are making a difference. Aligned with II’s Women Investment Forum.

May 2023: Private Credit: Opportunities and Impact
An update on the private credit environment, and firms and strategies leading the way. Aligned with II’s Private Credit Forum.

June 2023: Innovative Thinking in Fixed Income
In what will still likely be a challenging environment, leaders in the field share their insights and strategies for success. Aligned with II’s Redefining Fixed Income Forum.

These are the allocators, asset managers, and consultants who continue to redefine the industry for the better. Aligned with Institutional Investor Week.

October 2023: Moving the Needle in ESG
Regulatory changes have targeted greenwashing, and that’s a good thing – but the ESG leaders among asset managers have long been thinking far beyond just checking the box. Aligned with II’s Sustainable Returns Forum.

November 2023: Opportunities in Private Markets
A look at how private markets have fared to date in 2023, and the outlook and opportunities on the horizon for 2024. Will the momentum built up in recent years carry forward?

December 2023: Investment Opportunities in Public and Private Real Estate
How resilient have real estate markets proven amidst rising rates and a struggling economy? And are real estate assets still as rock solid as they have historically been considered? Where are the opportunities in 2024?
Launching March 2023: Institutional Investor’s editorial webcasts are themed webcasts that include topics that are relevant to the sponsor, sparking thoughtful and productive conversation with a broad audience. While sponsors cannot influence or shape the discussion or speak at these events, sponsors will be introduced to the audience as such, with their logo appearing on the interface and all promotional elements.

**Program elements include:**
- Turnkey solution
- Branding on all promotional materials
- Branding on user interface
- Sponsor mentioned by moderator at the opening and closing of the webcast
- Related content from the client provided in the user interface
- 100% exclusive

**Cost:** Call for pricing
NEW FOR 2023

OFFICIAL II EDITORIAL PODCAST SERIES

Launching March 2023: Institutional Investor’s bi-weekly editorial podcast series will include topics based on trends and audience feedback, sparking thoughtful and productive conversations with a broad audience. While sponsors cannot influence or shape the discussion or speak on the podcasts, sponsors will be introduced to the audience as such, with their logo appearing on the interface and all promotional elements.

Program elements include:
- Turnkey solution
- Branding on all promotional materials
- Branding on podcast landing page
- Sponsor mentioned by moderator at the opening and closing of the podcast
- Related content from the client provided on the podcast page
- 100% exclusive

Cost: Call for pricing
NEW FOR 2023

II THEME WEEK TAKEOVER SPONSORSHIPS

Each week, the II Editorial team will publish content focusing on a variety of themes and their impact on portfolio construction, including trends and analyses.

Program elements include:
- Alignment across editorial content that is tied to the specific theme
- Sustained visibility and awareness
- Turnkey solution
- Broader exposure for client’s thought leadership content*
- Fireside Chat Video with sponsor’s subject-matter expert*
- Custom or supplied article promoted through In-article promotional tiles. Includes cost of content creation*

**Option 1: Display Sponsorship Only - Call for pricing**

**Option 2: Display and Thought Leadership Sponsorship - Call for pricing**

*Features only available in the Option 2

**Available themes:**
- Fixed Income Week
- Private Credit
- DEI Week
- Defined Contribution Week
- Retirement Income Week
- Alternatives Week
- LDI Week
- Preparing Employees for Retirement Week
- Emerging Markets Week
- Sustainable Investing Week
- Real Assets Week
- Private Markets Week
- ETF Week
- Investing in China Week

We also offer the option to create a custom topic.
Targeted Display Advertising:
Institutional Investor offers a wide variety of digital display sizes, share of voice and targeting options to help you effectively deliver your brand’s unique message to the most relevant audience.

Standard Placements Sizes:
- Billboard: 970x90
- Super Billboard: 970x250
- Leaderboard: 728x90
- Halfpage: 300x600
- MPU: 300x250*

High-Impact:
- Welcome Ads (Interstitial)
- Site Wrappers**

*Runs on both desktop and mobile
**Site-served only

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>AD SIZE</th>
<th>Format Accepted</th>
<th>Site or 3rd Party Served</th>
<th>Animation/Looping</th>
<th>Max File Size</th>
<th>Lead Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>All standard formats</td>
<td>Both</td>
<td>15 seconds/Unlimited</td>
<td>150 KB</td>
<td>2-3 business days prior to launch</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 90</td>
<td>All standard formats</td>
<td>Both</td>
<td>15 seconds/Unlimited</td>
<td>150 KB</td>
<td>2-3 business days prior to launch</td>
</tr>
<tr>
<td></td>
<td>970 x 250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>728 x 90</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Half Page</td>
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<td>All standard formats</td>
<td>Both</td>
<td>15 seconds/Unlimited</td>
<td>150 KB</td>
<td>2-3 business days prior to launch</td>
</tr>
<tr>
<td>MPU</td>
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<td>15 seconds/Unlimited</td>
<td>150 KB</td>
<td>2-3 business days prior to launch</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>640 x 480</td>
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<td>Both</td>
<td>15 seconds</td>
<td>150 KB</td>
<td>2-3 business days prior to launch</td>
</tr>
<tr>
<td>Site Wrapper</td>
<td>100 x1000</td>
<td>JPG only</td>
<td>Site Served (with 1x1 tracker and click tags)</td>
<td>Static</td>
<td>150 KB</td>
<td>2-3 business days prior to launch</td>
</tr>
</tbody>
</table>
Advertise in one of our five newsletters sent to a highly targeted audience.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DISTRIBUTION</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
<th>Ad Size</th>
<th>Ad Specs</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential II Global</td>
<td>50,000/edition</td>
<td>20%</td>
<td>Monday - Friday</td>
<td>Two MPU ads 300x250</td>
<td>JPG with a click tag</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Essential II Europe</td>
<td>10,000/edition</td>
<td>18%</td>
<td>Friday</td>
<td>Two MPU ads 300x250</td>
<td>JPG with a click tag</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Essential II Asia</td>
<td>10,000/edition</td>
<td>17%</td>
<td>Wednesday</td>
<td>Two MPU ads 300x250</td>
<td>JPG with a click tag</td>
<td>Call for pricing</td>
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</table>


<table>
<thead>
<tr>
<th>TITLE</th>
<th>DISTRIBUTION</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
<th>Ad Size</th>
<th>Ad Specs</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential II Premium</td>
<td>17,000/edition</td>
<td>20%</td>
<td>Monday - Friday</td>
<td>Two MPU ads 300x250</td>
<td>JPG with a click tag</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

**Audience:** C-Suite Executives And Senior Management, Investment Suite Executives (Including Portfolio Managers, Heads Of Investment Strategy, Analysts, And Heads Of Trading), at the Following Institutions: Hedge Funds, Fund Of Funds, Real Estate Firms, Private Equity Firms, Corporate And Government Pensions, Foundations, Endowments, Family Offices, Sovereign Wealth Funds, Associations, Non-Profits, Independent Investment Advisors, Prime Brokerage Firms, Pension Consultants, Investment Banks, Commercial and Universal Banks, Law Firms, Accounting Firms, Administrators, Management Consultants, Technology and Data Service Providers.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DISTRIBUTION</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
<th>Ad Size</th>
<th>Ad Specs</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>Essential Allocator</td>
<td>6,000/edition</td>
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<td>Friday</td>
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<td>JPG with a click tag</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

**Audience:** CIOs and buy side institutional investors at the following types of institutions: Foundations, Endowments, Public/Government Pension Funds, Corporate Pensions Funds, and Sovereign Wealth Funds.
# CLIENT DIRECT CONNECT

**SUPPLIED CONTENT SOLUTIONS**  
CONNECTING DIRECTLY TO YOUR SITE

<table>
<thead>
<tr>
<th>Two methods to drive II audience to your website</th>
<th>Sponsored Content Slideshow</th>
<th>Editorial Newsletters Native Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drives directly to client site</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Client-supplied content</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Display up to 6 pieces at one time</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Impressions</td>
<td>150,000</td>
<td>Varies</td>
</tr>
<tr>
<td>Distribution</td>
<td>NA</td>
<td>Varies*</td>
</tr>
<tr>
<td>Minimum flight</td>
<td>3 months</td>
<td>4 weeks**</td>
</tr>
<tr>
<td>Cost</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

* Choose from Essential II (global or regional) or the Essential Premium  
** Non-consecutive weeks
The Thought Leadership Slideshow is the most dynamic promotional tool for Thought Leadership content on InstitutionalInvestor.com. Each month, a maximum of six partner content elements are incorporated into a horizontally moving Slideshow presentation by II Thought Leadership Studio.

This unit’s unique look on the page assures high engagement. The audience can interact with one or all of the content elements, and the Slideshow allows our partners to tell a holistic Thought Leadership story on a particular theme. Content can be refreshed each month.

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>POSTS</th>
<th>LEAD TIME</th>
<th>MINIMUM FLIGHT</th>
<th>IMPRESSIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>970 x 250</td>
<td>Up to 6/stories</td>
<td>14 days</td>
<td>3 months*</td>
<td>150,000</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

*Consecutive months
This section of the Essential II daily newsletter is dedicated exclusively to promoting the client’s thought leadership content and is directly linked to the client’s site. The sponsored section is highlighted by a subtly shaded background and a top bar containing the sponsor’s name. Put your content in front of Institutional Investor’s highly targeted mailing list each morning.

Sponsorship of this section provides a full week of daily editions.

<table>
<thead>
<tr>
<th>Required Element</th>
<th>Headline and one sentence teaser (max 6 headlines)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>Daily</td>
</tr>
<tr>
<td>Lead Time</td>
<td>5 days</td>
</tr>
<tr>
<td>Minimum Flight</td>
<td>4 weeks*</td>
</tr>
<tr>
<td>Distribution</td>
<td>Varies depending on which eNewsletter</td>
</tr>
<tr>
<td>Cost</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

* Non-consecutive weeks
Institutional Investor’s Thought Leadership Studio creates content that helps shape the conversation and idea landscape for investment professionals. By amplifying your strategies, capabilities and expertise in story form, your business increases and strengthens the perception that it should be on the list of any potential partners, and gives you a competitive edge.

The Studio’s award-winning designers, editors, journalists, data scientists and marketers collaborate with you to generate original content (or work with existing content) that appeals to the needs of your target audience, and makes clear that your business should be part of the solution.
This is a highly effective program that provides clients with an engaging content platform from which to present their thought leadership content - directly within the II editorial well. Native advertising is sponsored content that is presented to readers in the form of articles or data visualization. Moreover, the content is presented in the same look and feel of the website’s general editorial content, and therefore generates a higher level of reader affinity and engagement more than traditional advertising formats. Typically, native content is informative or thought leadership in nature (as opposed to promotional). This program is particularly good at helping clients “tell their story” in a way that helps differentiate their unique benefits to engaged readers.

How does it work?
- Content can be supplied or co-created with II Thought Leadership Studio
- Looks and feels like editorial content
- 100% SOV companion ads surrounding content
- Geo-target content: Global, U.S., Europe, Asia, or any combination of regions
- 80K promotional impression across the homepage and editorial article
- Each article receives a social post on Twitter and LinkedIn
- Each article is promoted across our editorial eNewsletters

Cost: $50,000
Objective
Fireside Chats are informal yet structured conversations between a moderator and investment thought leader, pushed to the II media audience via streaming video. The chat comprises four questions, each question is published as a standalone chapter. Chapters can be released simultaneously or over a weekly cadence.

How does it work?
- Engaging four-part video series centered around a topic and the client’s thought leader
- Interviews are conducted in a Zoom-style format
- Moderated by a Thought Leadership Editor
- 100,000 promotional impressions promotional impression across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

Cost: Call for pricing
Objective
II Radio is an audio series between a moderator and investment thought leader, pushed to the II media audience via streaming audio. The series comprises five 5-minute episodes, each episode is published as a standalone chapter. Chapters can be released simultaneously or over a weekly cadence.

How does it work?
- Engaging five-part audio series centered around a topic and client’s subject-matter expert
- Interviews are conducted in a Zoom-style format
- Moderated by II’s Thought Leadership Editorial team
- 100,000 promotional impressions promotional impression across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

Cost: Call for pricing
Special reports are your opportunity to highlight your thought leadership, strategies, and services related to topics our audience is keen to learn more about. Our team works with you to present your content and thought leaders in the most engaging manner.

Your thought leadership content in the report can take the form of:
- Q&A or narrative text stories featuring photos of your thought leaders
- Video (supplied)
- Data-driven graphics

How does it work?
- For the ideal thought leadership and audience engagement experience, II’s Thought Leadership Studio will collaborate with our partners to create chapters that fit seamlessly into the overall story, and that features the partner’s content in the ways described above
- 100,000 promotional impressions across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

2023 Special Report Calendar
- Jan: Private Markets
- Feb: DEI
- Mar: Recession/Inflation-Proof Portfolios
- April: Fixed Income
- May: Emerging Markets
- June: Retirement Income
- July: Sustainable Investing
- Aug: China
- Sept: ETFs
- Oct: Real Assets
- Nov/Dec: Back-Office Alpha

Cost: Call for pricing
II Communities is a new content program that is focused on providing Thought Leadership content to a highly targeted segment of our audience over a fixed period of time and around a theme/topic (e.g., Defined Contribution, Gold, ETFs, etc.). This program meets the needs of our clients in a way that provides ongoing engagement and a sustained relationship.

Benefits:
- Build loyalty: Help clients create a social bond with the II audience.
- Collaborate on custom content: working with our team as we advise on ideal content types and the most effective delivery strategies for this community, incorporating a conversational approach.
- A branded knowledge base consisting of sponsor’s white papers, blogs, and research.

Cost: Pricing varies based on campaign length and content components. Please contact your Relationship Manager for more information.
THEMATIC PROGRAMS

II COMMUNITIES

Pre-Established Topics:

- Active vs. Passive Investing
- Artificial Intelligence in Investment Management
- Emerging Markets Investing
- ESG Investment Strategies
- ETF & Index Investing
- Fixed Income & Credit Investing
- Innovations in Fintech
- Innovations in Target Date Strategies
- Insurance Asset Management
- Investing in Alternatives
- Investing in China
- Investing in Gold
- Investing in Infrastructure
- Investment Management Outsourcing Services
- Liability Driven Investing
- Managing Risk & Liquidity
- Multi-Asset Strategies
- Outsourced CIO
- Pension De-risking & Risk Transfer
- Private Credit/Specialty Lending
- Real Assets
- Real Estate
- Redefining Fixed Income
- Smart Beta/Factor Investing
- Specialty ETF & Index Investing
- Stable Value and Annuity Investing
- Systematic/Quantitative Investment

We also offer the option to create a custom topic.
These interactive presentations offer a high-profile, engaging way to present your thought leadership content to our targeted audience developed by an email marketing campaign.

Presentation formats include: Panel discussions, Interviews, or single-moderator presentations. Webcasts can be presented as scheduled live events, or on-demand. The presentation of core content is augmented by synchronized slides, audience Q&A, audience polling, and other interactive features.

**Benefits:**
- Event production, audience development and detailed reporting
- Targeted audience development through direct email campaigns
- 100 guaranteed registrants
- Streaming video with coordinated slides
- II provided moderator (optional)
- Live or pre-recorded delivery format
- Interactive elements, such as Q&As and Polls

**Cost:** Call for pricing
To achieve a predetermined number of leads, we use access to our partner’s thought leadership content (a white paper, research report etc.) to entice a predetermined target audience via an email campaign. We help craft email subject lines and body copy that will entice the target audience to open the email and download the full content piece.

- To do so, the target audience must complete a registration page that requires the following details: full name, company, job title, email address, and zip code. The list of leads generated provided to the client on a monthly basis until the lead guarantee has been met.

Cost: Call for pricing
II Live & II LiveCast: An unparalleled way to align your thought leadership content with II Events or your own events

What are II Live and II LiveCast?
- II Live allows you to tap into the prestige and excitement around II global events by featuring your thought leaders in videos filmed and edited live at the event — and pushed to the wider II audience the same day. II LiveCast takes the same approach and applies it to your own events.
- The topics discussed in the videos can mirror those on the agenda at the event, giving the expanded II audience unprecedented access to your best thinking on subjects that are of the moment.
- Videos filmed and edited at the event site are pushed out the same day as the event to the wider II audience of investment decision makers on II.com.

Benefits:
- Reach investment decision makers across II’s larger audience — not just the people in the room at the event.
- You own all content created for an II Live or II LiveCast campaign and are free to amplify it on your own or other channels.

What’s included?
- Ten three-minute videos recorded on the day of the event
- 100,000 promotional impressions promotional impression across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

Price: Call for pricing

For more information, please contact your II Relationship Manager

CALL FOR PRICING
**Objective**
II Momentum is a unique content program that will build awareness and visibility for a client through a Thought Leadership series developed over a seven-month period. This approach enables a client to build extended momentum with II’s global audience, as well as provide a showcase for the client’s deep bench of Thought Leaders.

**Solutions:**
- **Month 1:** Partner-supplied Thought Leadership white paper
- **Month 2:** Custom Thought Leadership article
- **Month 3:** Q&A with the client thought leader/subject-matter expert
- **Month 4:** Inclusion in sponsored virtual/live event featuring the thought leader previously interviewed
- **Month 5:** Video excerpt from virtual event featuring the speaker
- **Month 6:** Article published by the virtual event speaker
- **Month 7:** Partner-supplied Thought Leadership white paper

Please contact your Relationship Manager for more information.
**Description:**
The Institutional Investor Custom Research Lab introduces the Pocket Research Program, a new custom research and audience engagement program for asset managers seeking to build stronger, more trusted relationships with their current and prospective clients on an expedited timeline.

The Pocket Research Program combines bespoke research among asset owners with high quality, co-branded deliverables, and promotional services — all with the goal of helping you lead the conversation with the investment decision makers who matter most to your business.

When you lead the conversation with high quality, independent research, you:

- Enhance your credibility by showing an understanding of your clients’ unique business problems and concerns.
- Cultivate your brand and thought leadership position by attracting media attention and positioning yourself as a source of market insight, innovative ideas, and top-tier services.
- Serve your current clients by supporting their decision-making with practical research based on market surveys and interviews.
- Expand your client base by arming your sales professionals with meaningful insights.

**How does it work?**
Over the course of 8–10 weeks, we work with our Pocket Research Program clients to design and execute a survey and secondary research program that yields an editorially sound, evidence-based view of an important topic to institutional investors. Details of the research program include:

- Quantitative research: Composition and design of an 8-10 question survey
- (plus demographics such as AUM, title, institution type, and geography)
- Response base: 100 responses from well-qualified sources
- Response profile: Investment decision makers at public and private pensions, foundations, endowments, insurance companies, family offices, RIAs, and sovereign wealth funds, among others.
- Geography: North America, Asia, and Europe

**Timing and Fees:**
The Pocket Research Program requires approximately 8–10 weeks from start to finish. Call for pricing.
EDITORIAL AWARDS

AWARD SPONSORSHIPS

Hedge Fund Industry Awards: May 2023
Institutional Investor proudly presents the annual Hedge Fund Industry Awards, which recognize the hedge funds, funds of hedge funds, investment consultants, endowments, foundations, family offices, corporate funds, public funds, sovereign funds and rising stars that have stood out for their accomplishments during the previous year.

www.HedgeFundIndustryAwards.com

Allocators’ Choice Awards: September 2023
Institutional Investor’s commitment to delivering you unparalleled engagement with allocators remains as strong as ever.

As an Awards Sponsor, you will have the opportunity to engage with North America’s top institutional investors and consultants. Firms approved for sponsorship are encouraged to actively reach out to allocators to attend at their table.

Asset managers will continue to grow long-term relationships during the awards dinner, all while gaining a competitive edge by receiving the intel you need to reduce sales cycles and win mandates.

Finalists will be announced this summer and winners will be announced at the awards dinner and ceremony. We look forward to hosting you, and many of the world’s most powerful asset allocators, at the Mandarin Oriental in New York City in September 2023 as we celebrate the very best of global asset allocation.

www.AllocatorsChoiceAwards.com

Sponsorship Opportunities Include:
- Exclusive Cocktail Reception Sponsor
- Non-Exclusive Cocktail Reception Sponsor
- Exclusive After Party Sponsor
- Exclusive Red Carpet Photo Sponsor
- Exclusive Chocolate Sponsor
- Exclusive Champagne Toast Sponsor
- Exclusive Wine Sponsor
- Exclusive Dessert Sponsor
## 2023 RATE CARD

### ROS Display and Newsletter Advertising

#### ROS Advertising

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>AD SIZE</th>
<th>FLIGHT</th>
<th>COST (GROSS)</th>
<th>COST (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>Varies</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250, 970 x 90, 728 x 90</td>
<td>Varies</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>Varies</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Welcome Ad (Global)</td>
<td>Varies</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Welcome Ad (U.S.)</td>
<td>Varies</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Site Wrapper (Global)</td>
<td>Custom</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Site Wrapper (U.S.)</td>
<td>Custom</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

* $20,000 minimum spend

#### eNewsletters

<table>
<thead>
<tr>
<th>Newsletter (300 x 250)</th>
<th>Distribution</th>
<th>Flight*</th>
<th>COST (GROSS)</th>
<th>COST (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential II Global</td>
<td>50,000</td>
<td>1 week</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Essential II Premium</td>
<td>17,000</td>
<td>1 week</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Essential Allocator</td>
<td>6,000</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Essential II Europe</td>
<td>10,000</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>Essential II Asia</td>
<td>5,000</td>
<td>1 day</td>
<td>Call for pricing</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

* 4-week minimum
### Native Advertising

<table>
<thead>
<tr>
<th>Region</th>
<th>Pieces of Content</th>
<th>Promotional Impressions</th>
<th>Flight</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. &amp; Global</td>
<td>4 articles</td>
<td>80,000 + social/ article</td>
<td>1 month/article</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

Note: Regional targeting available upon request.

### Special Report

<table>
<thead>
<tr>
<th>Region</th>
<th>Pieces of Content</th>
<th>Exclusive?</th>
<th>Promotional Impressions</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. or Global</td>
<td>2-3 chapters</td>
<td>Yes</td>
<td>100,000</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

### II Communities, II Momentum, Fireside Chat, II Radio - Podcast Series

<table>
<thead>
<tr>
<th>Product</th>
<th>Region</th>
<th>Pieces of Content</th>
<th>Promotional Impressions</th>
<th>Flight</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>II Communities</td>
<td>U.S. &amp; Global</td>
<td>10 articles</td>
<td>800,000 + social</td>
<td>3 months</td>
<td>Call for pricing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 article</td>
<td>1,200,000 +social</td>
<td>6 months</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>40 articles</td>
<td>3,200,000 +social</td>
<td>12 months</td>
<td></td>
</tr>
<tr>
<td>II Momentum</td>
<td>U.S. &amp; Global</td>
<td>4 articles + Webcast</td>
<td>80,000 +social</td>
<td>5 months</td>
<td>Call for pricing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 articles + webcast</td>
<td>/article +100 leads</td>
<td>7 months</td>
<td></td>
</tr>
<tr>
<td>Fireside Chat</td>
<td>U.S. &amp; Global</td>
<td>Four 3-minute videos</td>
<td>100,000 + Social</td>
<td>1 month</td>
<td>Call for pricing</td>
</tr>
<tr>
<td>II Radio</td>
<td>U.S. &amp; Global</td>
<td>5 episodes</td>
<td>100,000 + Social</td>
<td>1 month</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>

### II Live / II LiveCast

<table>
<thead>
<tr>
<th>Region</th>
<th>Site Tout Impressions</th>
<th>Navigation Tout Impressions</th>
<th>Newsletter Tout Impressions</th>
<th>Total Tout Impressions</th>
<th>COST (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. or Global</td>
<td>100,000</td>
<td>35,000</td>
<td>100,000</td>
<td>235,000 +social</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>
CUSTOM AD SPECS

Custom thought leadership specifications vary based on execution. Here are some standard guidelines.

NATIVE ARTICLES/SPECIAL REPORTS

OPTION 1 - NEW CONTENT:
- Topic (The II Thought Leadership Studio can provide direction)
- Supporting white papers, publications, and/or existing interviews
- CTAs with UTM codes
- 970 x 90 companion banner (optional) with click-through links

OPTION 2 - Q&A INTERVIEW:
- Topic (The II Thought Leadership Studio can provide direction)
- Identify interviewees: name, title, contact info (email and phone) and availability
- Headshot
- Any other existing content client would like leveraged in connection with the topic
- CTAs with UTM codes
- 970 x 90 companion banner (optional) with click-through links

WEBCASTS
- Topic and description (The II Thought Leadership Studio can provide direction)
- Identify speakers: name, title, contact info
- Availability of speakers for live broadcast and rehearsal
- Speaker headshots and bios
- Any other existing content client would like leveraged in connection with the topic
- PowerPoint deck to use during the live broadcast
- Content for resource library (links to white paper or research)

CUSTOM LEAD GEN
- Target audience details (must be broad enough to generate the required leads)
- Supporting white papers or research in PDF format
- Logo in EPS Format

THOUGHT LEADERSHIP SLIDESHOW
- Three to six headlines (no more than 10 words)
- Image for each headline in a JPG format (600x600)
- URL to link each tile
- Logo in EPS format

*Specifications vary based on execution. These are some standard guidelines.