For more information, including pricing, email advertising@bisanet.org or call 202-367-1111.
WHY PARTNER WITH BISA?

The Bank Insurance & Securities Association (BISA) is the leading financial services industry association dedicated to serving those responsible for the marketing, sales and distribution of securities, insurance and other financial products and advisory services through the bank channel.

BISA’s more than 200 member organizations include:

- BB&T Investment Services
- Capital One Investing
- CCO Investment Services Corp. (Citizens Wealth Management)
- Citi Personal Wealth
- Key Investment Services
- M&T Securities, Inc.
- PNC Investments
- SunTrust Investment Services
- TD Wealth
- U.S. Bancorp Investments, Inc.
- Wells Fargo Advisors
- And many more!

For a full list of BISA member companies, visit the BISA website.

Our member organizations comprise thousands of industry leaders with titles such as:

- Program CEOs, Presidents, Managers, Chief Compliance Officers and Chief Technology, Information and Operations Officers
- Wealth Management, Trust Department and Retail Bank Management
- Sales Managers
- Product and Marketing Managers
- Consultants and Service Providers

Plan Your Year with BISA

BISA Magazine Q1 Issue
Ad space: Jan. 1, 2017
Artwork: Jan. 22, 2017
Mail: Mid-March

BISA Magazine Q2 Issue
Ad space: Feb. 17
Artwork: March 3
Mail: Mid-May

BISA Magazine Q3 Issue
Ad space: June 2
Artwork: June 16
Mail: Early September

BISA Magazine Q4 Issue
Ad space: Aug. 1
Artwork: Aug. 15
Mail: Early November

For more information, including pricing, email advertising@bisanet.org or call 202-367-1111.
**WHY PARTNER WITH BISA?**

BISA’s membership consists of more than 200 organizations that represent thousands of purchasing decision-makers.

**BISA Membership**

- **50%** Depository Institute Members
- **50%** Service Provider Members

**Total Assets of BISA Depository Members**

- 68% < $10B
- 10% $10B–$50B
- 22% > $50B

**Who should advertise with BISA?**

Companies providing insurance, investment and securities products and services through the bank channel:

- Alternative Products
- Fixed Annuities
- Fixed Indexed Annuities
- Immediate Annuities
- Life Insurance
- LTC, Health and Disability
- Market-Linked CDs
- Mutual Funds and ETFs
- P&C Insurance
- Research and Marketing
- Sales and Marketing
- Securities Retirement Plans
- SMAs and UMAs
- Software and Systems
- Technology Support
- Third-Party Marketers
- Training and Education for Financial Advisors
- Variable Annuities
- Variable Life Insurance

For more information, including pricing, email [advertising@bisanet.org](mailto:advertising@bisanet.org) or call 202-367-1111.
NEW!
ACCESS A BROADER AUDIENCE THROUGH BISA PORTFOLIO

BISA Portfolio is a comprehensive online content resource that provides news, analysis, commentary, and feature articles by and for the BISA community. The website is regularly updated with timely, relevant updates that provide financial services professional’s up-to-the-minute insight into the latest industry developments.

With exposure to more than 7,400 readers of BISA content, increase your brand awareness and company message in BISA Portfolio to this executive-level of financial service professionals through banner advertising, white papers, or sponsor content. To discuss customized sponsorship opportunities, email advertising@bisanet.org.

Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Cost Per Month (1x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Leaderboard Banner</td>
<td>$4,000, Save 50% Special Launch Price $2,000*</td>
</tr>
<tr>
<td>B  Standard Banner</td>
<td>$1,500, Save 50% Special Launch Price $750*</td>
</tr>
<tr>
<td>C  Sponsored Content**</td>
<td>$3,000, Save 50% Special Launch Price $1,500*</td>
</tr>
<tr>
<td>White Paper Links</td>
<td>$500</td>
</tr>
</tbody>
</table>

BISA Portfolio is a comprehensive online content resource that provides news, analysis, commentary, and feature articles by and for the BISA community. The website is regularly updated with timely, relevant updates that provide financial services professional’s up-to-the-minute insight into the latest industry developments.

Advertisements are limited to display ads.
*Additional membership advertising discounts will not be offered on special promotion pricing.
**Sponsored content is limited to BISA Members. Content must be provided by sponsor and will be hosted by BISA Portfolio for two months.
This quarterly publication reaches more than 20,000 industry leaders and senior level decision-makers via its print and digital editions. *BISA Magazine* reaches nearly every standalone broker dealer and third-party marketer organization in the industry—no other publication offers the same penetration in this niche market.

In every issue of *BISA Magazine*, readers can expect balanced and insightful coverage in each of these distinct and critical industry segments:

- Investments and Insurance Brokerage
- Advisory Services
- Wealth Management
- Retirement Income Planning
- Regulatory and Compliance Issues

**File Submission**

Ads must be submitted as a high-resolution PDF with a full-color composite to: advertising@bisanet.org

*BISA Leadership Members receive special discounts on listed advertising rates. Call 202-367-1111 or email advertising@bisanet.org for more details.*
BISA Magazine
SPECIAL SUPPLEMENTS

BISA Magazine’s special supplements focus on specific industry topics and provide advertisers with an excellent way to reach a niche audience composed of industry leaders looking for information on particular topics of interest. Supplements are published in conjunction with BISA Magazine to ensure maximum readership and are designed with a separate, distinct look from the rest of the magazine. The supplement topics reference below are not comprehensive, if you have another topic of interest that you would like to provide supplement editorial, please call 202-367-1111 or email advertising@bisanet.org.

Supplement Sponsorship Packages

Premium Sponsorship:
- Two full-page ads
- Two full pages of editorial
- 500 reprints of advertorial article
- Distribution to 20,000 bank financial leaders
- Supplement editorial and advertising distributed with e-blast of quarterly issue to 7,400 readers, including the full BISA membership
- Access to digital link

Regular Rate: $17,000

Select Sponsorship:
- One full-page ad
- One full page of editorial
- 250 reprints of advertorial article
- Distribution to 20,000 bank financial leaders
- Supplement editorial and advertising distributed with e-blast of quarterly issue to 7,400 readers, including the full BISA membership
- Access to digital link

Regular Rate: $11,250

Participant Sponsorship:
- One full-page ad
- 100 reprints of advertorial article
- Distribution to 20,000 bank financial leaders
- Supplement advertising distributed with e-blast of quarterly issue to 7,400 readers, including the full BISA membership
- Access to digital link

Regular Rate: $8,500

Contact Sales for discount rates for BISA Leadership Members and four-time advertisers.

Magazine Distribution:

20,000 industry leaders and senior-level decision-makers

Supplement topics:
- The Growing Importance of “Managed Money”
- Mapping the Right Client Segment to the Right Delivery Channel
- The Overlooked Mass Market
- Getting the Most Out of Your Wholesaler

For more information, including pricing, email advertising@bisanet.org or call 202-367-1111.
BISA Magazine
DIGITAL ADVERTISING OPTIONS

BISA is pleased to offer exciting, new advertising opportunities in the digital edition of BISA Magazine. Connect with an expanded audience in this interactive and user-friendly platform featuring dynamic digital options such as animated ads, videos, surveys, special sponsorships and lead generation tools. All features and placements will be accessible via desktops and mobile devices. Reach beyond BISA Magazine’s print edition circulation and connect with an audience of 7,400 sales management, product management and marketing executives in the bank channel. Call 202-367-1111 or email advertising@bisanet.org for more information.

<table>
<thead>
<tr>
<th>DIGITAL ADVERTISING OPTIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left of Cover Position</td>
<td>$5,000 standard/$5,500 with animation</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$2,000 standard/$2,500 with animation</td>
</tr>
<tr>
<td>Add AdJolt (animation)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sponsorship Positions (4)</td>
<td>$900 per spot/$3,200 all four spots</td>
</tr>
<tr>
<td>Add Video</td>
<td>$700 stream from YouTube/$1,000 embed native file</td>
</tr>
<tr>
<td>Add Audio</td>
<td>$700</td>
</tr>
<tr>
<td>Insert Card</td>
<td>$800</td>
</tr>
<tr>
<td>Add Flash Tabs</td>
<td>$800</td>
</tr>
<tr>
<td>Custom Flash Animation</td>
<td>Contact for estimate (minimum $500)</td>
</tr>
</tbody>
</table>

Discover the Advantages of Digital Advertising

Interested advertisers are encouraged to review BISA Magazine’s digital salesbook, which demonstrates many of our digital and interactive advertising options. Advertisers can also access the digital edition of the Quarter 2 issue to review the functionality of the new user platform.

Call 202-367-1111 or email advertising@bisanet.org for specifications.

The BISA Magazine is now available in the BISA mobile app. Members can easily access the magazine and share it through their mobile device.
OneSource offers affordable banner advertising opportunities to promote your products and services. As a OneSource advertiser, you receive:

- Direct access to executive-level business leaders
- Easy and convenient communication to your target audience through digital distribution
- Prominent ad placement that provides a direct link to your organization's website (click-thru tracking available)
- A public partnership with the leading financial services industry association

Visit BISA online for more information about OneSource.

**ADVERTISEMENT TYPE**

**Horizontal banner ad**

**DIMENSIONS**

468 x 150 pixels

**RATE**

Member: $2,000 per 4 issues; $750 each
Non-member: $3,500 per 4 issues, $1,000 each

**DEADLINE**

Banner art submitted 7 business days prior to distribution

For more information, including pricing, email advertising@bisanet.org or call 202-367-1111.
ONESOURCE
Special Editions

BISA is pleased to offer OneSource Special Editions, providing an in-depth look at topical industry content in one specific area through special edition issues. As the only sponsor, this is your opportunity to position yourself as the industry expert and thought leader in your selected topic area. These issues are distributed to our full database of OneSource subscribers.

Possible issue topics include:
- Financial Planning and Advisory Services
- Insurance Growth Strategies
- Alternative Investments
- Real Estate Investment Trusts
- Retirement Income Planning
- Technology
- Wealth Management

The Special Edition OneSource e-newsletter will include the following for each sponsor:

A. Include up to 3 horizontal banner graphics (468 x 150 pixels)
B. Executive interview (selected by the sponsor)
C. Up to six sidebar graphics (150 pixels x 240 pixels)
D. Link to five “News from sponsor” media releases
E. Additional sidebar material links (i.e. white papers, research, calendar of events, social media connections)

Sponsorship of special editions is limited to BISA Leadership Members. Call 202-367-1111 or email advertising@bisanet.org for pricing.

For more information, including pricing, email advertising@bisanet.org or call 202-367-1111.
YEAR-ROUND OPPORTUNITIES

BISA Marketplace

The BISA Marketplace is the industry’s most comprehensive source of bank insurance and securities product and service providers. This online repository of products and services puts your organization directly in front of prospects, providing them the opportunity to contact you by phone, fax or email, as well as connecting them to your firm’s website.

There are several ways to enhance your listing and increase your visibility in the BISA Marketplace. Contact us for more information about each of the listed opportunities.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Leadership Members and Platinum Consultant</th>
<th>Associate Plus Consultant and Associate Consultant</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADVERTISING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage Product Showcase (center of page)</td>
<td>First Opportunity $8,000/year</td>
<td>$8,000/year</td>
<td>N/A</td>
</tr>
<tr>
<td>Homepage Product Showcase (right sidebar)</td>
<td>Exclusive to, and included in, Platinum Leadership Membership</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Category Page Leaderboard Banner (top of page)</td>
<td>$4,000/year per category</td>
<td>$4,000/year per category</td>
<td>$5,000/year per category</td>
</tr>
<tr>
<td>Category Page Product Showcase (right sidebar)</td>
<td>$2,800/year per category</td>
<td>$2,800/year per category</td>
<td>$3,500/year per category</td>
</tr>
<tr>
<td><strong>LISTING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority (Only 6 allowed per category offered on a first-come, first-served basis.)</td>
<td>Included in Platinum Leadership Membership. Available to regular Leadership Members and Platinum Consultants for $200/year per category.</td>
<td>$500/year per category</td>
<td>$625/year per category</td>
</tr>
<tr>
<td>Enhanced</td>
<td>Included in Leadership Membership and Platinum Consultant Membership.</td>
<td>$300/year per category</td>
<td>$375/year per category</td>
</tr>
<tr>
<td>Basic</td>
<td>N/A</td>
<td>Free</td>
<td>Free</td>
</tr>
</tbody>
</table>
The BISA Annual Convention is our industry’s premier meeting. Join more than 700 bank executives and securities and insurance industry professionals, speakers and panelists who are recognized leaders in the field. Interact with key decision-makers and learn how your clients and prospects are addressing the challenging market environment, where they are having success, and where they need your innovations to help them prosper.

At the BISA Annual Convention, your company can:

- Demonstrate products and services to powerful decision-makers
- Launch new products and services
- Establish new relationships and renew contacts

In addition to booth space, representative opportunities include:

- Sponsoring a general session speaker or education track
- Hosting the opening reception
- Sponsoring attendee WiFi access or the BISA mobile app
- And many more!

For a detailed Annual Convention prospectus, call 202-367-1111, email advertising@bisanet.org, or visit BISA online.

65% of BISA 2016 Annual Convention attendees are Executive Managers at their firms

+ 10% of attendees are Product or Sales Managers

For more information, including pricing, email advertising@bisanet.org or call 202-367-1111.
BISA REGULATORY & COMPLIANCE SUMMIT

The BISA Regulatory & Compliance Summit is a two-day, member-only event held in Washington, DC. Designed to bring together program executives and compliance officers from across the bank insurance and securities industry, this event helps leaders learn about and discuss pressing regulatory and compliance issues. Opportunities for sponsorship include an evening reception and keynote speaker and breaks. Call 202-367-1111 or email advertising@bisanet.org for pricing.

BISA CEO RETREAT

The BISA CEO Retreat is an invitation-only event that will bring together top CEOs of financial institutions in the bank insurance and securities industry to experience three days of exclusive networking opportunities and success-driven education in a unique academic setting. To learn about sponsorship opportunities, please call 202-367-1111 or email advertising@bisanet.org.