

Editorial Calendar 2012

JANUARY/FEBRUARY

- Investment Outsourcing Survey
- Risk Parity
- Transition Management
- Emerging Market Debt & Equity
- DB/DC Co-Management
- Fixed-Income Investing/LDI

Run of Book Reservation: 1/5/12
Ad Material: 1/12/12
Sponsored Sign Off: 1/19/12

MARCH/APRIL

- Resources and Physical Assets Survey
- Liability-Driven Investing
- Alternative/Infrastructure Investing
- Benchmarking
- Commodities
- Risk Management Tools

Run of Book Reservation: 3/9/12
Ad Material: 3/16/12
Sponsored Sign Off: 3/23/12

MAY/JUNE

- Institutional ETF Use Survey
- Transition Management
- Emerging Market Debt & Equity
- Investment Outsourcing
- DB/DC Co-Management
- Fixed-Income Investing/LDI

Run of Book Reservation: 5/4/12
Ad Material: 5/11/12
Sponsored Sign Off: 5/18/12

ADVERTISING SPECIFICATIONS

STANDARD UNIT SIZE

1 page = 8.25" w x 10.875" h trim size
(with bleed = 8.5" x 11.125")

2-page spread = 16.5" w x 10.875" h trim size
(with bleed = 16.75" x 11.125")

Ad materials can be picked up from previous issues of PLANSPONSOR, PLANADVISER and Global Custodian magazines.

PDF REQUIREMENTS

The final PDF file should be sent to us as a high resolution PDF-X1A (exported directly from InDesign or Quark application using PDF/X or High Quality Press setting) with crop marks.

Color proof with registration marks required to ensure that materials run properly.

For black ink colors, the recommended spec is 100% black. Fonts and high resolution images must be embedded.

Please send materials to Lynn Connelly at:
Asset International, 1055 Washington Blvd.
Stamford, CT 06901. Tel: (203) 595-3262
E-mail: creative@assetinternational.com

Thought Leadership pieces conducted and produced by aiCIO—reservations six weeks prior to issue date. White papers/ ads delivered by clients—materials due three weeks prior to issue date.

JULY/AUGUST

- Third Annual Securities Lending Survey
- Liability-Driven Investing
- Benchmarking
- Commodities
- Institutional ETF Use
- Risk Management Tools

Run of Book Reservation: 7/6/12
Ad Material: 7/13/12
Sponsored Sign Off: 7/20/12

SEPTEMBER/OCTOBER

- Second Annual Risk Parity Survey
- Third Annual Rankings of the World's Largest Asset Owners
- Risk Parity
- Emerging Market Debt & Equity
- Investment Outsourcing
- DB/DC Co-Management
- Fixed-Income Investing/LDI

Run of Book Reservation: 9/7/12
Ad Material: 9/14/12
Sponsored Sign Off: 9/21/12

NOVEMBER: LDI SPECIAL ISSUE

Second Annual LDI Survey

Run of Book Reservation: 10/8/12
Ad Material: 10/15/12
Sponsored Sign Off: 10/22/12

NOVEMBER/DECEMBER

- Second Annual FX Survey
- Second Annual Custody 100 Ranking
- Alternative/Infrastructure Investing
- Benchmarking
- Liability-Driven Investing
- Transition Management
- Commodities

Run of Book Reservation: 11/1/12
Ad Material: 11/8/12
Sponsored Sign Off: 11/15/12

