

Helping You Successfully
Navigate the 401(k) Market

401K
EXCHANGE

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The DC industry's most widely read & specifically targeted newsletter!

The 401kExchange "Weekly Exchange" is the top source for timely and relevant 401(k) and DC news and information for Advisors, Providers, TPAS and Broker Dealers.

The Weekly Exchange Newsletter Features:

- ▶ Industry Insight from Fred Barstein, President and CEO of 401kExchange. Mr. Barstein is routinely recognized as one of the top 20 of the most influential professionals in the 401(k) industry as ranked by 401(k) wire.
- ▶ Additional articles provided by industry leading firms and newsletter sponsors, including recent contributions from Diversified, Transamerica, Symetra, Mass Mutual, Pacific Life and many more.
- ▶ A published list of immediate plan sponsor lead opportunities which command advisor interest and attention to each newsletter release!
- ▶ Published weekly and electronically distributed to over 18,000 retirement plan focused professionals of which over 80% are active DC advisors.
- ▶ All newsletters archived on the 401kExchange website for ongoing exposure.

The Weekly Exchange is the fastest way to connect with 401(k) industry professionals who are focused on growing plan sponsor business and partnering with firms that compliment their products and efforts! By sponsoring the Weekly Exchange your company is featured along side an information source the DC advisor community has come to trust.

THE Weekly Exchange 401K EXCHANGE

401kWire

CitiStreet Bid List Takes Shape
CITI HAS CUT its list of su down to a dozen, say indu sources. What at least one appears willing to pay also eyebrows.
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Industry Insight from Fred Barstein
Opportunity Index Starts Out Slowly in 2008
THE 2008 401KEXCHANGE Opportunity Index¹ started out at its lowest levels across all markets in recent history. YTD the Micro market (<\$1 million) is off 20% from..
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Lead #	State Code	State	Min Salary	Max Salary	Req. Exp.	Req. Edu.
1	271	PA	\$50,000	\$75,000	0-5 years	HS Grad
2	300	CO	\$45,000	\$75,000	0-5 years	HS Grad
3	300	CO	\$50,000	\$75,000	0-5 years	HS Grad
4	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
5	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
6	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
7	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
8	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
9	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
10	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
11	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
12	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
13	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
14	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
15	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
16	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
17	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
18	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
19	300	CO	\$40,000	\$75,000	0-5 years	HS Grad
20	300	CO	\$40,000	\$75,000	0-5 years	HS Grad

Advisor Alert!
401kExchange is working advisors with significant experience in the world market to become strategic members of the Exchange.
[Click on the map to get an enlarged view of the US territories where we have areas for growth!](#)

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The Weekly Exchange Newsletter Sponsorship Benefits:

Advertisers in the Weekly Exchange Newsletter benefit from several, often simultaneous points of exposure:

- ▶ **Newsletter company profile:** A profile of your company, products, services and / or unique value proposition will be presented by Fred Barstein, President and CEO of 401kExchange, and featured prominently in a regular newsletter release.
- ▶ Accompanying branding via banner advertisement with link to selected destination URL.
- ▶ A minimum of three newsletter articles authored and submitted by sponsor will be prominently placed in the Weekly Exchange Newsletter over a pre-determined time frame. *

The Weekly Exchange Newsletter Sponsorship Levels

- ▶ 3 months including company profile, banner advertising and 3 articles: \$10,000
- ▶ 6 months including company profile, banner advertising and up to 6 articles: \$15,000
- ▶ 12 months including company profile, banner advertising, and up to 12 articles: \$25,000.

* **Please Note:** newsletter articles submitted by sponsors must be editorial in nature. 401kExchange reserves the right to approve submitted article content.

For more information, please call Adam Bricker
877-777-401k, ext. 3391 or email abricker@401kexchange.com.