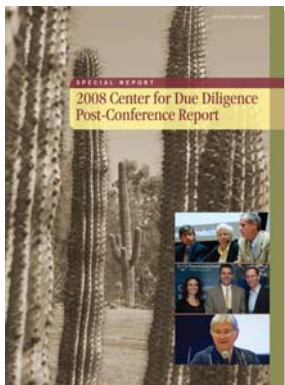


### Conference Dates

October 6-8  
Fairmont Chicago -  
Millenium Park  
Chicago, IL

### Post Conference Report

Issue Date: November 8  
Ad Close Date: October 19  
Materials Due: October 19



### ADVERTISING CONTACTS

#### InvestmentNews

Charlie Dixon  
Advertising Sales Director  
(212) 210-0152

Rich Kiesel  
Regional Sales Manager  
(415) 538-0206

Mary Meagher  
Regional Sales Manager  
(212) 210-0115

Kevin Reardon  
Regional Sales Manager  
(212) 210-0476

Jim Shannon  
Regional Sales Manager  
(212) 210-0784

Graham Thomas  
Regional Sales Manager  
(312) 649-5226

#### CFDD

Phillip Chiricotti  
President  
(630) 662-0284

# The Center For Due Diligence 2010 Post Conference Report

### Special Advertising Supplement

The CFDD 2010 Post Conference Report, written specifically for financial advisers, will focus on **how advisers can grow their businesses and remain competitive in today's market**. The report will highlight the key topics covered at the CFDD 2010 Advisor Conference "NEW AGE *MARKETING: What Worked In The Past Is No Longer Effective*," including:

- innovating marketing and growth strategies
- various fiduciary roles assumed by advisers
- dual registration

### Distribution

This special advertising supplement will be distributed to the more than 61,000\* subscribers of *InvestmentNews* and printed in the November 8, 2010 issue.

- 61,000+ *InvestmentNews* subscribers\* **BONUS DISTRIBUTION**
- Attendees of the CFDD 2010 Advisor Conference

*\*Source: December 2009 ABC Audit Statement*

### Advertising Rates

**Contract Advertisers** run at their earned frequency rate. Contact your regional sales manager.

#### Non-Contract Advertisers (all prices are net)

Full Page (four-color):	\$ 14,635	Half Page (four-color):	\$ 10,837
Full Page (b&w):	\$ 11,960	Half Page (b&w):	\$ 8,836

### Mechanical Information

Full Page Ad (live):	10 1/4" x 14"
Full Page Ad (trim):	10 7/8" x 14 1/2"
Full Page Ad (bleed):	11 1/8" x 14 7/8"
Half Page Ad:	10 1/4" x 7"

**Production Specifications:** Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded. Embedded images must be a minimum of 266 ppi (pixels per inch) Color images must be CMYK. All Fonts (either Postscript or True Type) must be embedded. Files containing RGB or LAB images will not be accepted. For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center, please visit our web site at: <http://digitaladcentral.crain.com>. Please contact the Production Department at (212) 210-0187 if you have any questions or require additional information.

### Send ad materials:

InvestmentNews  
711 Third Avenue  
New York, NY 10017  
Attn: Simone Pryce  
(212) 210-0187  
Fax (212) 210-0490  
e-mail [spryce@crain.com](mailto:spryce@crain.com)

**IN** Specialized  
Publications  
*A Division of InvestmentNews*