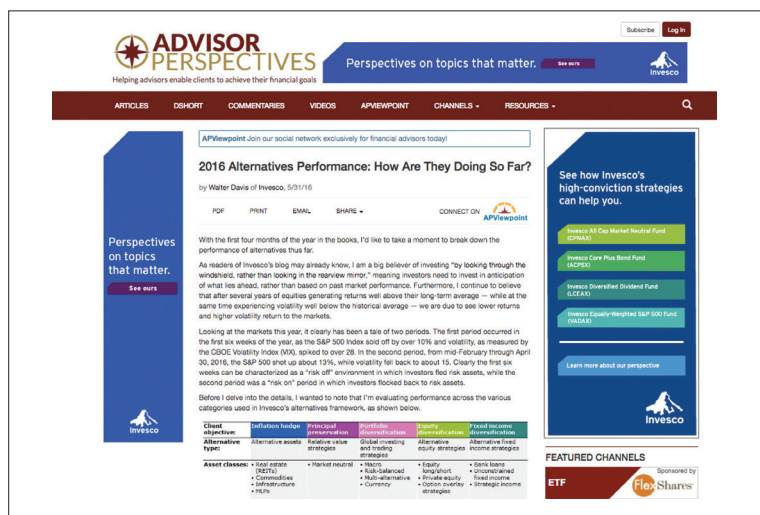


## Expand the Reach of Your Firm's Insights and Expertise

Advisor Perspectives' enhanced commentary placement and promotion services provide a cost-effective way to deliver your firm's subject matter expertise and product information to our highly engaged advisor audience.

- Each commentary is featured and promoted on Advisor Perspectives' website (advisorperspectives.com).
- Each commentary is promoted in at least one edition of our daily Research Perspectives e-Newsletter.

We offer two commentary placement and promotion options: **Plus** and **Premium** (see page 2).



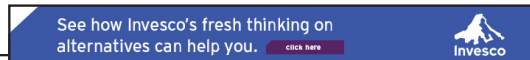
### Commentary Placement on advisorperspectives.com

**Premium** clients receive 100% share of voice for their firm's banner ads on their website commentaries.

### Subject Line Inclusion

Subject: Research Perspectives: Invesco (Walter Davis), John Hussman, Lance Roberts, Anderson Griggs, Robert Shiller and others  
To: rbusch@advisorperspectives.com

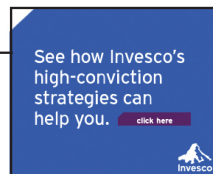
### 100% Share of Voice 728x90



### Commentary Promotion

**Plus** and **Premium** clients receive guaranteed promotion of their commentaries on the advisorperspectives.com homepage and in Research Perspectives, our daily e-Newsletter digest of market and economic commentaries. Delivered after market close to more than **7,000 opt-in subscribers.**

### 100% Share of Voice 300x250



### Lead Commentary Promotion

**Alternative Assets Have Impressed in 2016**  
by Walter Davis of Invesco, 9/12/16  
It seems as if every day brings another article discussing how much difficulty hedge funds are experiencing — be it poor performance, redemptions or both. Despite the challenges at hedge funds, a number of strategies and funds in the alternatives space overall are performing well so far this year.

**Support Drops Away**  
by John Hussman of Hussman Funds, 9/19/16  
We presently estimate both razor-thin (and even negative) equity risk premiums from a valuation standpoint, and also a uniform, if subtle, shift toward increasing risk-aversion among investors.

**Bob Farrell's Illustrated 10-Investment Rules**  
by Lance Roberts of Real Investment Advice, 9/19/16  
Over the weekend, it was interesting to see the number of advisors/analysts quickly rushing to defend their "buy and hold" investing philosophies following the sharp decline on Friday.

Research Perspectives showing exclusive promotional benefits for **Premium** clients.



Firms switching from our basic commentary placement service\* to Commentary **Plus** or **Premium** saw, on average, a 144% increase in pageviews.  
(Period: 3/1/2015-11/30/2016)

## *Features and benefits of our two enhanced commentary placement and promotion options*

### Commentary Plus

- One commentary placement per week.
- Your commentary will be promoted on the advisorperspectives.com homepage.
- Your commentary will be promoted in one edition of *Research Perspectives*.
- Commentaries can include fund performance and holdings information.
- Multiple links to your website permitted.
- Customized monthly reporting includes pageviews for each commentary.

**Cost: \$500/month.**

### Commentary Premium

- Unlimited monthly commentary placements.
- Each commentary will be promoted on the advisorperspectives.com homepage.
- Each commentary receives lead position, first subject line mention, and 100% share of voice for your firm's banner ads in one *Research Perspectives* e-Newsletter per week.
- Each commentary's page on advisorperspectives.com receives 100% share of voice for your firm's banner ads.
- Commentaries can include fund performance and holdings information.
- Multiple links to your website permitted.
- Customized monthly reporting includes pageviews for each commentary.

**Cost: \$5,000/month**

***To learn more about Advisor Perspectives' commentary placement and promotion services, contact your Regional Sales Director.***

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\*We also offer a basic complimentary commentary placement service with limited benefits. Contact us for details.