



ADVERTISING OPPORTUNITIES

ASSET2.0 THE INVESTMENT RECOVERY BUSINESS JOURNAL

RATE CARD : 2011

GAIN LOYAL CUSTOMERS



KEEP COMMUNICATING WITH CUSTOMERS AND PROSPECTS



Leverage your investment in the Investment Recovery Trade Show with an on-going reminder to the over 2,000 subscribers to ASSET 2.0. Our loyal readership represents unique (and uniquely affordable) opportunities for service providers in the surplus asset marketplace to communicate with a source of business prospects that is virtually impossible to find anywhere else.

OUR AUDIENCE: 100% INVESTMENT RECOVERY PROFESSIONALS

You have probably tried to develop a list of prospects already. If so, you know how difficult it can be to find the people who have surplus asset responsibility within any single large organization. To do so for hundreds of companies across dozens of industries is a really big challenge. (And once started, keeping the list up to date is all but impossible). We do the work for you. Our audience consists entirely of investment recovery decision makers from a wide variety of industries and governmental organizations.

UP TO DATE

Our subscription list is continually being updated—from membership and prospect lists of the Investment Recovery Association and registered users of the Association website. We do the legwork, keeping the mailing and email lists current. All you have to do to begin growing your business is to begin advertising.

THE BEST WAY TO REACH THIS VALUABLE AUDIENCE

No other publication reaches this specific audience. Our readers represent local and global companies—mostly from North America, but increasingly, the world. They are the senior surplus asset decision makers and influencers from a “Who’s Who” of the Fortune 1000 and other major industrial and governmental organizations. In total, they manage billions of dollars each year in surplus assets of all types. They rely heavily upon the many services provided by our advertisers...from demolition contractors and auction companies to software developers, consultants, scrap metal and recycling specialists, equipment buyers/sellers...etc.

EXHIBITOR SPECIAL:
BUY 3 ADS, GET 2 FREE
(one time new advertiser special)

NEW ADVERTISER SPECIAL: BUY 3 ADS, GET 2 FREE!

DISPLAY AD RATES, SIZES AND SPECIFICATIONS

AD SIZE	DIMENSIONS	NET B&W RATES* / FREQUENCY DISCOUNTS		
		6X	3X	1X
Full Page (bleed)	8.75" x 11.25"	\$1,495	\$1,625	\$1,750
Full Page (non-bleed)	7.5" x 10"			
1/2 page (vertical)	3.65" x 10"	\$725	\$850	\$925
1/2 page (horizontal)	7.5" x 5"			
1/4 page	3.65" x 5"	\$425	\$440	\$525
1/6 page	2.4" x 5"	\$250	\$325	\$395

* COLOR CHARGE (add to all B/W rates above): 4/color; \$350, 2/color; \$150

COVER POSITION (limited availability): includes 4/color charge; inside front, inside back or back cover: add \$595

CLASSIFIED AD RATES

Copy-only ads (no logo or photos) are available for \$150 per issue. Ads are limited to 50 words plus company name, address, phone and website URL.



EMAIL ISSUE SPONSOR

A single sponsor for the email notification of the online version of ASSET 2.0 is available on a limited availability basis. Sponsorships include 50 words of copy plus company name, address, phone and website URL. Live link to your website. Limited to one sponsor per issue—sent to all members, associate members of the Investment Recovery Association, plus all registered users of the Association website. \$400 per issue; 6X per year.

SPECIAL SAVINGS OPPORTUNITIES

Member Discount: 10%

Associate members of the Investment Recovery Association receive a 10% discount off all advertising. Membership information is available online at InvRecovery.org

Exhibitor and Sponsor Discount: 10%

Exhibitors and sponsors of the Investment Recovery Seminar & Trade Show receive a 10% discount off all advertising during the year, a savings roughly equal to one free ad based upon a 6X schedule.

MATERIAL SPECIFICATIONS

A high-resolution PDF is preferred, although we will also accept JPEG or TIFF formats at 300 dpi or higher resolution at 100%. NOTE: Images pulled from the Internet are generally only 72 dpi, and will reproduce poorly. Email your ad artwork to David Miller, dave.miller@group365.com.

NEED HELP CREATING YOUR AD?

We are happy to “loan” our advertising agency to you for help developing ads that are compelling for readers and professionally designed. Modest charges may apply.

ADVERTISING SALES CONTACT: [Mike Griffith, mgriffith@swassn.com](mailto:mgriffith@swassn.com). 816.561.5323



NEW ADVERTISER SPECIAL: BUY 3 ADS, GET 2 FREE!

COMPANY

CONTACT

ADDRESS

CITY

STATE/PROVINCE, ZIP

PHONE

EMAIL

TERMS

You will be invoiced upon publication of each issue. Invoices are net 30 days. A 5% discount applies for companies paying a full year at one time (3X or 6X frequency commitment).

Please fax or email this to Mike Griffith, Investment Recovery Association

mgriffith@swassn.com

Fax: 816.561.1991

Phone: 816.561.5323

THANK YOU FOR SUPPORTING THE INVESTMENT RECOVERY ASSOCIATION!

Jane Male, Executive Director

jmale@swassn.com

Ad Size and Frequency

Please see chart on previous page for costs.

	6X	3X	1X
Full Page (bleed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Page (non-bleed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page (vertical)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page (horizontal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/6 Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Desired Issues for Your Ad Insertion

Please select all that apply, based on the frequency you selected above.

- VOL. 2: SCOTTSDALE WRAP
Ad due date: Mar. 21; Mail Date: April 1
- VOL. 3, 2011
Ad due date: May 5; Mail Date: June 1
- VOL. 4, 2011
Ad due date: July 5; Mail Date: Aug. 1
- VOL. 5, 2011
Ad due date: Sept. 5; Mail Date: Oct. 1
- VOL. 6, 2011
Ad due date: Nov. 5; Mail Date: Dec. 1
- VOL. 1, 2012
Ad due date: Jan. 5; Mail Date: Feb. 1

Optional Color (Add to B/W charges)

- 4/color (\$350)
- 2/color (\$150)

Position Request (+\$595)

includes color charge. Position requests are available on a first come, first served basis.

- Inside Cover
- Inside Back
- Back Cover

ADDITIONAL ADVERTISING OPPORTUNITIES

Classified Ad (\$150) Includes a company name, address, phone and website URL, plus a maximum of 50 words.

- Yes
- No, thank you.

Email Sponsorship (\$400) Sponsorships are available on a first come, first served basis.

- Yes, I'm interested. Please contact me.
- No, thank you.

ARE YOU AN EXPERT?

Editorial Submissions We actively seek articles pertinent to the professional management of surplus assets.

- Yes, I'm interested. Please contact me.

Possible editorial theme