

# 2024

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# MEDIA KIT



YOUR DEMAND AND LEAD GENERATION PARTNER TO REACH TOP PUBLIC AND  
PRIVATE COMPANY DIRECTORS, PRIVATE COMPANY OWNERS AND SHAREHOLDERS,  
AND GOVERNANCE PROFESSIONALS

## Directors & Boards®

PRIVATE COMPANY  
**DIRECTOR**  
THE MAGAZINE FOR PRIVATE COMPANY GOVERNANCE



# Directors & Boards®

## THIS IS DIRECTORS & BOARDS®

For 47 years, *Directors & Boards* has been the leader in providing news, analysis and relevance on public and private company governance. We reach board members, C-suite executives and corporate governance staff through our digital platforms, print magazine, virtual and in-person conferences, and insightful content. We champion excellence in corporate governance through our wide array of products and highly targeted audiences.

## THIS IS PRIVATE COMPANY DIRECTOR®

*Private Company Director* is the first and only media brand that focuses entirely on the governance of privately owned companies. Our audience includes directors, owners and shareholders of closely held, family-owned and private equity-owned companies, as well as corporate governance advisors and private equity firms.

## DIRECTORS & BOARDS MEDIA

*Directors & Boards Magazine*

*Private Company Director Magazine*

The Character of the Corporation Forum

The Private Company Governance Summit®

Governance Virtual Summit

*Directors & Boards Newsletter*

*Private Company Director Newsletter*

*Directors & Boards Annual Report*

Webinars

Video Podcasts

Videos

Sponsored, Co-Branded and Custom Content

Targeted Emails

Digital Marketing and Branding

## PUBLIC AND PRIVATE GOVERNANCE AUDIENCE

Directors of public and private companies, private company owners/shareholders, and other corporate governance professionals.

*Directors & Boards* and *Private Company Director* deliver a strong audience of public and private company board members and governance professionals through print magazines, a vital and engaged online readership, and attendees of our public and private governance events. Our reach is amplified through an aggressive social media presence.

### Public Company Governance Audience Profile

*Directors & Boards* is the corporate governance thought leader for the most influential and powerful directors in America.

Our average public company director:

- Serves on the board of a \$3.2 billion company.
- Is 56 years old.
- Serves on four boards (including public, private and charitable boards).

### Print Distribution

*Directors & Boards* Magazine delivers the largest independent paid circulation of any publication targeting board members and governance professionals in major North American companies. Total circulation includes paid individual recipients, paid board subscriptions (all members of the board receive an individual copy of the magazine), sponsored-paid circulation (distributed by or courtesy of advertisers), author copies and free-trial copies used for paid circulation acquisition purposes.

### Print Circulation

Average Distribution: 7,500

### Conference Attendees

*Directors & Boards* Character of the Corporation: 85 attendees

### Private Company Governance Audience Profile

*Private Company Director* and its related conference, The Private Company Governance Summit®, reach the directors, advisory board members and owners/shareholders of middle-market privately owned companies.

Family-owned or controlled businesses: 56%  
Closely held private companies: 31%  
Private equity/investor-owned businesses: 11%  
Average company revenues: \$300 million

### Print Distribution

Circulation: 17,400

Frequency: 2x per year

*Private Company Director* is polybagged with the Mar/Apr and Nov/Dec issues of *Family Business* Magazine and *Directors & Boards* Q1 and Q3 issues.

### Conference Attendees

Private Company Governance Summit: 140 attendees

### Digital Governance Audience

We deliver both a strong “pull” audience — those board members who visit and interact with our sites — and a strong “push” readership — those board members who read our governance newsletters. 31% of our audience accesses us via mobile or tablet.

### Directors & Boards Website:

198,023 annual unique visitors

### Private Company Director Website:

72,390 annual unique visitors

Governance Newsletters: 24,000 per issue

### Digital Demographics

#### Age:

18-24 16.25%  
25-34 23.13%  
35-44 22.46%  
45-54 18.62%  
55-64 12.59%  
65+ 6.96%

#### Access Points:

Desktop: 63.35%  
Mobile: 35.45%  
Tablet: 1.20%

#### Gender:

Male: 43.7%  
Female: 56.3%

### Social Media

5.9K+ followers across all platforms—LinkedIn and Twitter. Our social media team is considered thought leaders, zeroing in on a very targeted and engaged social media audience in areas such as corporate governance, family business, leadership, successions private company and public company boards, wealth management, diversity in leadership, technology in governance and leadership, millennials in leadership and entrepreneurship, among other topics.

#DirectorsBoards

#PrivateCoDir

## 2024 GOVERNANCE EVENTS

### Real Engagement. Real Results.

Our event model is unique and proven: Engage with board directors, C-suite and other governance professionals from public and privately-owned companies in real time.

As a sponsor, you will be immersed into our events through panel sessions, breakouts, peer groups and our unique style of dynamic seating to meet attendees in an organic way. Our sponsors return year-after-year and consistently rate our events at the highest level because this model is a very effective way to prospect and build new relationships!

## *The* **CHARACTER** *of the Corporation*

PRESENTED BY Directors&Boards

### The Character of the Corporation November 2024

Character of the Corporation brings together top public company board members, as well as institutional shareholders and corporate governance thought leaders for a vigorous discussion on the issues surrounding the character and purpose of the corporation.

## The Private Company Governance Summit®

May 15-17 2024 • The Ritz-Carlton  
Pentagon City, Washington, D.C.

PCGS is the only national event dedicated to the unique governance issues of all types of privately held companies — family-owned, closely held, and private equity-owned.

### Private Company Boards of the Year Awards 2024

The Private Company Boards of the Year Awards dinner is a key feature of the Private Company Governance Summit. Honorees are featured in a special editorial section in the October 2024 edition of *Private Company Director*. The awards are selected through nominations, then researched and vetted by the editorial team of *Private Company Director* and *Directors & Boards* magazines. Final selections and honorable mentions are researched, vetted and decided upon by a panel of independent judges.



# Directors & Boards®

## NEWSLETTERS

*Directors & Boards* and *Private Company Director* offer a variety of brand-building and lead-generating tools to reach corporate governance directors digitally.

### Newsletters

The *Directors & Boards* weekly newsletter and *Private Company Director's* bimonthly newsletter reach an audience of more than 24,500+ engaged readers. Both newsletters feature selected content from their respective magazines, webinar-related thought leadership, news, and analysis of important topics. Prominent banner ad positions available. Select native sponsored content opportunities also available.

### Exclusive Newsletter Sponsorship

"Take over" our newsletter. Extremely limited availability and dates, so please book well in advance. There are opportunities to add links to lead gen landing pages on your (or our) website.

Available on a calendar-month basis.

### Frequency

- Weekly | *Directors & Boards*
- 24x per year | *Private Company Director*

### Options

- Banner Ads • 1000 x 600 pixels  
1st Position • 2nd Position
- Question of the Month
- Native Content
- Exclusive Sponsorship

### Pricing

- First Banner: \$4,900 net
- Second Banner: \$4,450 net
- Question of the Month: \$4,650
- Native Content: \$5,500 net
- Exclusive Sponsorship: \$15,050 net

**29.3%**  
Open rate  
[DB]

**32.7%**  
Open rate  
[PCD]

# Directors & Boards®

THOUGHT LEADERSHIP IN GOVERNANCE

Newsletter, October 2, 2023

Was this newsletter forwarded to you? [Sign up here to receive your own copy.](#)



**24K**  
readers

## CHROs: Generals in the War for Talent?

The latest edition of *Directors & Boards* features a series of articles that ask why certain specific positions or individuals are not better represented on boards. One of those articles is ["Do You Need a Chief Human Resources Officer?"](#)

# PRIVATE COMPANY DIRECTOR

THE MAGAZINE FOR PRIVATE COMPANY GOVERNANCE

THOUGHT LEADERSHIP IN GOVERNANCE

Newsletter, August 23, 2023

Was this newsletter forwarded to you? [Sign up here to receive your own copy.](#)



## "Yesterday" Is the Best Day to Start CEO Succession Planning

When it comes to identifying the next person to run your private or family business, you can never start too early. So say Lynn Clarke and Bill Lee in ["Start Succession Planning Early — and Know Your Lane."](#)

Clarke, who serves as lead independent director of The Vollrath Company, believes CEO emergency planning is one of the most important jobs a director



## DIGITAL PRODUCTS

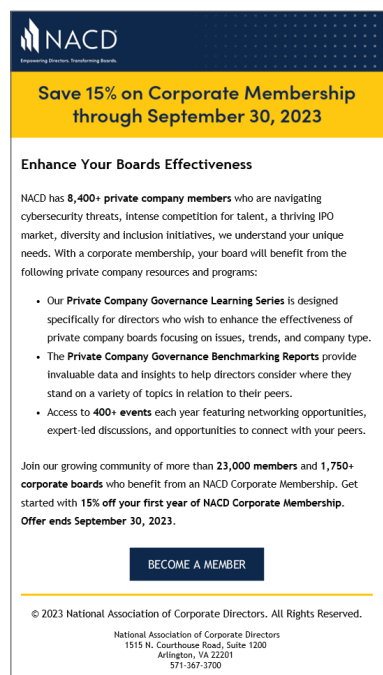
### E-BLASTS

Target your direct response message directly to the *Directors & Boards* and *Private Company Director* subscriber databases or reach a combined audience of more than 24,000 subscribers with highly effective html e-blasts.

### E-Blast Pricing

Eblast: \$4,000 per send

600 pixels



### Whitepapers, E-Books Or Research

Generate leads with your whitepaper or thought leadership report to our digital audience. Your content will be hosted on our website, behind our lead generation registration wall, with an e-blast to promote its availability.

### Lead Gen Pricing

Pricing: \$6,000 per whitepaper + one e-blast

Alternatively, market your own white paper or thought leadership report behind your own registration wall, with email marketing to our audience and a link in our newsletter.

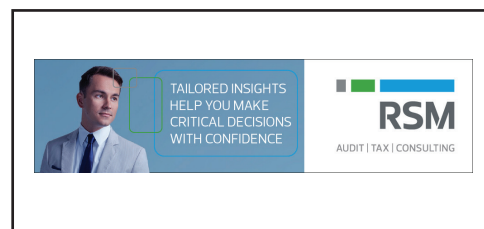
Pricing: \$3,000 per e-blast; \$2,500 for multiple e-blasts.

### WEBSITE

*Director & Boards'* new website features the complete contents of the magazine and its archives for 198,000 total unique visitors, as well as an extensive selection of free content, news and analysis from the editorial staff.

### Banner Ad Pricing

Banner ad (970x250 pixels): \$3,200 per 30 days



250

970

### Native Content Website + Newsletter Combo

Publish and distribute thought leadership articles by your executives via our website and newsletters. Your content will receive editorial proofing and be presented as *FROM OUR PARTNER (Your Company)*. Ideally, content will be 1,000 words or less and should cover boardroom issues (that is, not a direct product pitch).

### Native Content Pricing

Pricing: \$5,500 for 4 newsletters + 30 days on website:



## DIRECTORS & BOARDS WEBINARS

Directors & Boards Webinars are a significant and successful way for marketers to reach public and private governance professionals, generating direct and actionable leads.

Directors & Boards Webinars provide a one-hour live and archived educational session, moderated by Publishing Director David Shaw, featuring sponsor executives and significant board and governance professionals as co-presenters.

The Directors & Boards team makes the webinar experience easy for sponsors, helping to guide and hone content, securing relevant directors and C-suite executive speakers, marketing to our audience and hosting the event both live and on our website, on demand, for up to one year.

Your package includes:

- Prep call to hone in on specific topics of interest to our audience
- Up to two team members on the panel
- All leads/registrants for immediate follow-up
- Two customized poll questions
- Post webinar analytics

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### Pricing

\$12,000 custom webinar package

Directors & Boards WEBINARS





## DIRECTORS & BOARDS VIDEO PODCASTS

Get your thought leaders more deeply engaged with our audience through the *Directors & Boards* video podcast. All podcasts are produced in-house and run 30 minutes in length. They will be posted to the *Directors & Boards* website, will appear as featured content in our newsletter, and will be distributed to our audience with specialized e-blasts.



### Season/Episode Sponsorship 10 episodes

#### Title Sponsor: Full Season

Includes "brought to you by" mention at the top, host-read :30 ad, plus two thought leader interviews during the season.

Full Season: \$25,000

#### Title Sponsor: Half Season

Includes "brought to you by" mention at the top, host-read :30 ad, plus one thought leader interview during the season.

Half Season: \$15,000

#### Title Sponsor: Per Episode

Includes "brought to you by" mention at the top, plus host-read :30 ad.

Per Episode: \$3,500

### Run of Show Advertising

#### Prerecord Audio/Video Ads

:30-second ad

1x: \$2,000, 5x: \$1,700, 10x: \$1,500

:15-second ad

1x: \$1,100, 5x: \$ 900, 10x: \$ 700

#### Host-Read Ads

:30-second ad

1x: \$4,000, 5x: \$3,400, 10x: \$3,000

:15-second ad

1x: \$2,200, 5x: \$1,800, 10x: \$1,400



## DIRECTORS & BOARDS and PRIVATE COMPANY DIRECTOR VIDEOS

Get your governance thought leaders in front of our engaged audience with professionally produced video interviews or provide your own approved, pre-produced video content. All videos are posted to the *Directors & Boards* website (and yours if you'd like), will appear as featured content in our newsletter, and will be distributed to our audience with specialized e-blasts.

### Directors & Boards Basics Videos

A series of short videos (4-6 mins), hosted by David Shaw, Publishing Director for *Directors & Boards*, and a designated sponsor thought leader. Designed to be quickly and easily viewed, each video highlights a key board issue with potential approaches and solutions.

- Topics will be agreed upon in advance
- Videos feature a "sponsored by" bumper
- Videos are hosted on the *Directors & Boards* website
- Videos will be featured in an issue of *Directors & Boards* newsletter
- Videos are hostable on client's website

### Pricing

Three videos: \$15,000: Five videos: \$20,000: Ten videos: \$35,000  
(all prices net)

### Directors & Boards Conversations

Your designated executive thought leader sits with a member of the *Directors & Boards* team for 4- to 6-minute video interviews on topics of interest to public and private company leaders and stakeholders. One or more interviews may be taped during the same production session.

### Pricing

Single video: \$5,000; Multiple videos, series (same production session): \$4,000 per video  
All prices net.

### Pre-Produced Video

#### Thought Leadership Projection

Provide your pre-produced videos featuring your thought leadership and key executives, and let us help distribute these to our audience of public and private company leaders and stakeholders.

- Videos are hosted on the *Directors & Boards* website
- Videos are featured in an issue of *Directors & Boards* weekly newsletter.

### Pricing

Hosting and Distribution rates  
Single Video: \$3,000  
Multiple videos: \$2,500 per video.  
All prices net. Editing services may be provided to shorten or shape videos, charged at an hourly rate.





## PRINT: SPONSORED CONTENT

Leverage our brand power and content expertise to get in front of the governance executives you want to reach — increasing your firm’s visibility and demand generation. *Directors & Boards* offers a variety of creative opportunities:

### NATIVE CONTENT

Provide your preprinted thought leadership whitepaper for distribution with *Directors & Boards*, and ensure that your piece will reach and be read by our powerful audience. The piece needs to meet size and weight limitations. See “Supplied Inserts” on our rate card.

Your extended thought leadership, packaged and published as a stand-alone “Boardroom Briefing,” can be inserted into *Directors & Boards* and distributed digitally, with extra printed copies for your own use. *Pricing based on number of pages and total print run.*

### NAMED SPONSORSHIPS

#### The Directors Roster

Our famed Directors Roster lists the most important director appointments, both in print and online. Sponsorship includes your company’s logo prominently displayed on each page of the printed Roster and with the online version as well as an opportunity to provide governance thought leadership to introduce the Roster section.

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#### Pricing

\$18,000 per issue of *Directors & Boards*; \$72,500 for all five issues.

#### Title Sponsor: Directors to Watch

Demonstrate your company’s support of ethnic and gender diversity on public company boards as the title sponsor of our special annual listing of top female and ethnically diverse directors. Includes a full-page ad plus prominent notation: Supported by (Your Company).

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#### Pricing

\$10,000 per Directors to Watch section. *(see next page.)*

### EDITORIAL SPECIAL SECTIONS

As available, sponsor the creation of special multipart special editorial sections generated by the *Directors & Boards* editorial department. Your sponsorship will be acknowledged on each print and digital element and be featured in emails to our audience and in our newsletter. Includes a free full-page print ad in each edition featuring the editorial section and digital banner advertising.

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#### Pricing

Pricing depends on the editorial section.

### CO-BRANDED WHITE PAPERS, E-BOOKS AND RESEARCH

Created by the editorial department of *Directors & Boards*, with input on topics and an introduction written by the client, these special whitepapers and research projects offer a powerful way to project your firm’s governance thought leadership. Distributed digitally behind a lead-generation wall.

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#### Pricing

Pricing dependent on project scope.

### OTHER OPPORTUNITIES

**Custom Roundtables and Events.** Develop a gathering of your target audience, with invitations provided by *Directors & Boards*.

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#### Pricing

Pricing based on scope of project.

## PRINT: SPECIAL EDITORIAL SECTIONS



**Directors to Watch** is part of an ongoing effort by *Directors & Boards* to promote and support diversity in the boardroom.

Serve as the Title Sponsor or offer a congratulatory ad to the directors honored in our annual Directors to Watch sections.

### **DIRECTORS TO WATCH: Gender Diversity**

*(Directors & Boards Annual Report)*

*Directors & Boards* has highlighted more than 250 significant and diverse women directors since our annual feature, **Directors to Watch**, was launched in 2006. These professionals have contributed to and will continue to expand ongoing dialogue on board best practices and corporate governance excellence in our upcoming Annual Report 2024 special issue.

### **DIRECTORS TO WATCH: Ethnic Diversity**

*(Directors & Boards Q4 Issue)*

*Directors & Boards* has highlighted nearly 400 significant and diverse directors since our semi annual feature, **Directors to Watch**, was launched in 2006. **Directors to Watch** is just one aspect of *Directors & Boards*' ongoing efforts to drive ethnic and gender diversity on public and private boards.

### **PRIVATE COMPANY DIRECTOR: Directors to Watch**

*(Private Company Director, Spring 2024)*

*Private Company Director* has highlighted top private company boards and directors since our first issue 10 years ago.



## EDITORIAL CALENDAR 2024

### FIRST QUARTER

#### The Pushback on ESG

- What's Behind the ESG Backlash?
- How Does the E in ESG Drive Supply Chain Strategy?
- How Much Should a CEO Know About ESG?
- How Much Does Your Board Focus on ESG? Too Much, Too Little, Just Right?
- Remarketing ESG: Linking Sustainability Back to Business Strategy
- What Are the Geopolitical Considerations of the ESG Movement

AD CLOSE: JANUARY 19, 2024  
MATERIALS DUE: JANUARY 26, 2024  
MAILS: FEBRUARY 16, 2024

### THIRD QUARTER

#### Risk

- How Essential Is It for a Board to Know About the Industry of the Company They Serve On?
- What Factors Do Boards Have to Think Through in Terms of the Implications of Their Decisions?
- Best Practices for Board Risk Monitoring
- Duration Risk: What Are Boards Doing, and What Do You Do as Lead Director or Chair?
- Emerging Risks During a Down Economy

**PLUS:** Special Election Coverage

AD CLOSE: SEPTEMBER 6, 2024  
MATERIALS DUE: SEPTEMBER 13, 2024  
MAILS: SEPTEMBER 28, 2024

### SECOND QUARTER

#### CEO Succession: The Departing CEO's Role

- Who Should Be on the CEO Search Committee?
- How Long Should the CEO Stay on the Board After Departure?
- What Is the Ideal CEO Succession Practice?
- How Involved Should a New CEO Be in Board Composition?
- How Involved Should the Departing CEO Be in Identifying the New CEO?
- Pros and Cons of Internal vs. External Candidates
- Creating a Successful CEO Performance Appraisal

**BONUS DISTRIBUTION:** Private Company Governance Summit 2024

AD CLOSE: MARCH 29, 2024  
MATERIALS DUE: APRIL 5, 2024  
MAILS: APRIL 20, 2024

### FOURTH QUARTER

#### Talent Management

- What Is the Board's Role in Talent Management Assessment?
- The Best Ways to Approach and Build an Organizational DEI Program
- How Should a Company Respond to Employee Activism?
- Hybrid Work and Culture: How Do You Strengthen Culture Without the Employees in the Room?
- What Are the Best Ways to Evaluate Hybrid Work and Company Culture Success?
- The Importance of Board/Management Communication in the Hybrid Workforce
- What Is a Company's Obligation to the Care of Their Employees?

**SPECIAL EDITORIAL SECTION:** Directors to Watch — Ethnic Diversity

**BONUS DISTRIBUTION:** Character of the Corporation 2024

AD CLOSE: NOVEMBER 1, 2024  
MATERIALS DUE: NOVEMBER 8, 2024  
MAILS: NOVEMBER 23, 2024

### ANNUAL REPORT

#### The Compensation Issue

- The Failure of CEO Compensation and Executive Compensation
- CEO Pay Across the Fortune 500: Are They All Superstars...and What Is a Superstar for Purposes of Exec Comp?
- CEO Moneyball
- Peer Group vs. Internal-Based Compensation

**SPECIAL EDITORIAL SECTION:** Directors to Watch — Gender Diversity

AD CLOSE: MAY 24, 2024  
MATERIALS DUE: MAY 31, 2024  
MAILS: JUNE 15, 2024

## PRIVATE COMPANY DIRECTOR

THE MAGAZINE FOR PRIVATE COMPANY GOVERNANCE

### SPRING 2024

- The continuing evolution of the private company board
- Private company exit planning
- CMOs on private company boards

**SPECIAL EDITORIAL SECTION:** Directors to Watch — Private Company Directors

AD CLOSE: MARCH 1, 2024  
MATERIALS DUE: MARCH 8, 2024  
MAILS: MARCH 23, 2024

### FALL 2024

- Private Company Board Compensation 2024
- Private Company Boards of the Year
- Private Company Governance Summit

AD CLOSE: SEPTEMBER 6, 2024  
MATERIALS DUE: SEPTEMBER 13, 2024  
MAILS: SEPTEMBER 28, 2024

# Directors & Boards®

## PRINT DISPLAY ADS

### Directors & Boards Magazine 2024

Rate Card #46 | Four-color page Rates (net)

|           | 1x       | 2x       | 3x       | 4x       | 5x       |
|-----------|----------|----------|----------|----------|----------|
| Full Page | \$7,795  | \$7,670  | \$7,460  | \$7,200  | \$6,875  |
| Cover 2/3 | \$9,150  | \$9,010  | \$8,865  | \$8,720  | \$8,255  |
| Cover 4   | \$9,780  | \$9,625  | \$9,475  | \$9,335  | \$8,945  |
| Spread    | \$14,045 | \$13,813 | \$13,595 | \$13,380 | \$12,725 |
| 1/2 Page  | \$5,160  | \$5,075  | \$5,000  | \$4,925  | \$4,700  |
| 1/4 page  | \$3,375  | \$3,330  | \$3,275  | \$3,210  | \$3,095  |

## SUPPLIED INSERT

Rate Card #14 (net)

|                        |                          |
|------------------------|--------------------------|
| 2 page insert: \$3,200 | 12 page insert: \$8,900  |
| 4 page insert: \$5,100 | 16 page insert: \$11,650 |
| 8 page insert: \$7,100 |                          |

The following are guideline prices for preprinted inserts in *Directors & Boards*. This assumes "normal" weight and size (8½" x 11" or less). Heavier pieces or unusual sizes, will be priced individually. Contact your advertising representative to discuss weight and sizing. Pricing is for insertion in the magazine or insertion in the polybag. Polybag insertions limited to 3 pieces per issue on a first-come, first-served basis. Special insertion costs: handwork, glue dotting, etc. are billed at cost and are non-commissionable.

## PRIVATE COMPANY DIRECTOR: PRINT DISPLAY ADS

### Private Company Director Magazine 2024

Rate Card #7 | Four-color page rates (net)

|                 | 1x           | 2x      |
|-----------------|--------------|---------|
| Full Page ..... | \$6,000..... | \$5,000 |
| 2/3 Page.....   | \$5,000..... | \$4,000 |
| Half Page ..... | \$4,000..... | \$3,000 |

All Private Company Governance Summit 2024 sponsors receive a free ad in the Spring 2024 edition of *Private Company Director*. Current *Directors & Boards/Family Business* Magazine advertisers who are not PCGS sponsors earn a 10% discount on the prevailing rate.





## CONTRIBUTORS TO DIRECTORS & BOARDS MAGAZINE

The following are just some of the valued thought leaders that make *Directors & Boards* the number one magazine for public company directors and their boards.

### ROBERT H. ROCK

Chair, MLR Holdings LLC; director, Quaker Houghton and Penn Mutual

### CHARLES ELSON

Director, Blue Bell Creameries; founding director, Weinberg Center for Corporate Governance; executive editor-at-large, *Directors & Boards*

### LUIS AGUILAR

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### NORMAN AUGUSTINE

Retired chairman and CEO, Lockheed Martin

### DENNIS CAREY

Vice chairman, Korn Ferry

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Former chief justice of the Delaware Supreme Court

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Chair, The Dilenschneider Group Inc.

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Global head of sustainability, Franklin Templeton

**JEFFREY A. SONNENFELD**

Senior associate dean for leadership studies, Lester Crown Professor in the Practice of Management at Yale School of Management; founder of the Chief Executive Leadership Institute

**GABRIELLE SULZBERGER**

Strategic advisor, Two Sigma Impact; director, Mastercard and Brixmor Property Group

**MAGGIE WILDEROTTER**

CEO, Grand Reserve Inn; chair, DocuSign; director, Costco, Lyft, Sana Biotechnology



# Directors & Boards®

# SPECIFICATIONS AND TERMS

## MECHANICAL SPECIFICATIONS

Publication trim size.....8.5" w x 10.875"h

**Full page (with bleed) .....8.75" w x 11.125"h**  
(includes .125" bleed on all sides)

Binding..... Perfect

- There is no extra charge for full bleed ads.
- **Keep reading and live matter a minimum of 1/4" from trim.**

## ADDITIONAL AD SIZES

- Spread (trim).....17" w x 10.875"h
- Spread (with bleed) .....17.25" w x 11.125"h
- 1/2 page horizontal .....7.25" w x 4.5"h
- 1/2 page island .....4.78" w x 7"h
- 1/4 page .....3.54" w x 4.75"h

## GENERAL REGULATIONS

- Terms are net cash (*payable in U.S. dollars only*)
- Advertisers will be credited if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

## ADDITIONAL INFORMATION

*Directors & Boards* and *Private Company Director* are published by:

MLR Media  
1845 Walnut Street, Suite 900  
Philadelphia, PA 19103

## SUBSCRIPTION PRICE

U.S.: \$325 for a one-year subscription  
Outside U.S.: \$350 (*payable in U.S. dollars*)

## ADVERTISING MATERIAL REQUIREMENTS

We accept high resolution press-ready PDF (PDF/X-1a) files.

- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Avoid using JPEG images.
- CMYK colors are required. RGB elements must be converted to CMYK. We reserve the right to convert all spot, RGB and LAB colors to CMYK.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

## MAILING/DELIVERY INSTRUCTIONS

Email materials to:

Monica McLaughlin, Creative Director  
monica@familybusinessmagazine.com  
(215) 405-6073





# GENERAL CONDITIONS

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MLR Holdings, LLC ("Publisher") may hold the Advertiser and its designated advertising Agency, jointly and severally, liable for paying for all duly authorized advertisements ("ad" or "ads") inserted in or attached to Directors & Boards magazine and all other sums due and payable under this agreement. Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

No advertisement shall be published unless a signed insertion order is received at the offices of the Publisher no later than the closing deadline specified by the Publisher.

New advertising materials, orders, cancellations or corrections shall not be considered authorized by the Advertiser and/or Agency unless confirmation of such change, in writing, is received at the offices of the Publisher by the closing deadline. In the event copy changes are not confirmed in writing, Advertiser and/or Agency's most recent advertisement shall be inserted.

Advertiser and/or Agency are responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible to correct an error in an ad unless Advertiser and/or Agency have notified Publisher in writing that an error has been made prior to the closing deadline. In the event all necessary advertising materials are not received at the offices of the Publisher by the closing deadline, Publisher cannot guarantee insertion of such advertisement(s) or copy changes.

If Advertiser and/or Agency fails to provide the advertisement to Publisher in time to meet the deadline of an issue in which it ordered space, Publisher will charge Advertiser and/or Agency at the regular rate for the space it has reserved, and the bill is due and payable when rendered. Cancellation of space by Advertiser and/or Agency will not be accepted by Publisher unless received prior to the closing deadline. No advertisement may be canceled after the closing deadline. Insertion orders for covers (front, back, inside front and inside back) are non-cancelable and may not be canceled by Advertiser and/or Agency.

Conversion of film or correcting digital files is not included in Publisher's advertising price and shall be billed separately to Advertiser and/or Agency at prevailing rates.

All positioning of ads is at the sole discretion of Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad unless specifically indicated in the insertion order and agreed upon by the Publisher in advance. Advertisers who do not fulfill their contract will receive a short rate.

## Ad Copy

Publisher shall not be responsible for claims made in advertisements, and Advertiser and Agency, jointly and severally, shall indemnify and hold Publisher harmless from any loss, damage, claim or expense, including reasonable attorney's fees and all other associated costs of litigation or settlement, arising out of publication of the Advertiser and/or Agency's advertisement or any element thereof including, without limitation, those based on claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

All advertisements are subject to approval by Publisher, which may refuse any advertising submitted and cancel any order for an ad. Such approval shall be granted or withheld solely at Publisher's absolute discretion.

In order to ensure distribution of all advertising copy to a worldwide readership, Publisher reserves the right to make copy changes as necessary to comply with all customs and postal regulations. While every effort will be made to discuss the required changes with Advertiser and/or Agency, in some cases, especially when copy arrives after the closing deadline, this may be impossible.

All advertising materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.

Publisher will not be responsible for errors, omissions, losses or damages (including, without limitation, consequential damages) of any kind sustained from errors or omissions in ads except for failure to correct errors clearly and unambiguously marked by the Advertiser and/or Agency and received by Publisher before the closing deadline. Publisher's liability shall not exceed the rate for that portion of the ad in error as published. Liability of Publisher for the omission of any portion of any ad from any publication shall be limited to a partial reduction in the amount charged by Publisher for such ad based on the Publisher's rate card.

## Frequency Discounts/Special Units

Frequency discounts apply if used within any 12-month period; otherwise the best charged rate actual earned frequency discount shall apply. Charges will be adjusted accordingly at the end of the contract period. A 1/4 page is the minimum size required to maintain frequency discount. Special units such as gatefolds are available. Pricing information is available upon request. Inserts/outserts do not count toward or earn frequency discounts.

## Payment Terms

Payment by Advertiser and/or Agency is due in full within 30 days from the invoice date. Publisher offers a cash discount: 1.5% on net only if paid within 10 days of the invoice date.

Advertiser and Agency, jointly and severally, agree to pay a late charge equal to the greater of \$5.00 per month or 1.5% per month on the outstanding invoice balance not paid when due, or if such rate will exceed the maximum rate allowed by applicable law, then a late charge calculated at such maximum rate. Failure to pay as agreed may result in the placement of Advertiser and/or Agency's account in collection with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses incurred, including court costs and reasonable attorney's fees, in addition to the invoice amounts, late charges and interest.

Any invoice submitted to Advertiser and/or Agency shall be deemed conclusive as to its correctness unless the Advertiser and/or Agency provide a written, detailed objection to Publisher within 30 days of the invoice date. In the event of a dispute, Advertiser and/or Agency must promptly pay all amounts not subject to dispute. If any invoice remains unpaid 60 days after invoice, Publisher has the right to not accept future insertions from Advertiser and/or Agency until the past due balances have been paid. A 20% re-make charge shall apply for cancellations submitted after publication closes.

## Advertising Production

Advertiser and/or Agency will pay Publisher an amount not less than to 15% of earned gross rate for ad materials produced by Publisher for Advertiser and/or Agency.