

## Let us help you promote your expertise in the “ESOP EXPERTS”!

**S**tarting this year, ESOP service providers can buy advertisements in The ESOP Association Membership Directory and on our web site ([www.esopassociation.org](http://www.esopassociation.org)) displaying their specialties for a few extra dollars. We are offering you an opportunity to gain even greater exposure to all of those in and out of the ESOP / employee ownership community.

In 2008, more than 200 firms capitalized on the opportunity to market their services by specialty on The ESOP Association’s Web site and in the 2008 Membership Directory. The “ESOP Experts” section of the Web site receives on average over 1200 “hits” per month. We also know that many ESOP company executives utilize the “ESOP Experts” section of the directory when choosing a service provider.

All “ESOP Experts” subscribers will be listed in a “special” “ESOP Experts” section on The ESOP Association’s Web site. Also, all subscribers with a Web site will automatically be linked from the Association’s Web site. And, upon written request, edits will be made on a monthly basis to all listings posted to the Association’s “ESOP Experts” on the Web site. Therefore, for a small fee, it enables Professional Members to gain additional exposure to highlight their firms' capabilities to literally thousands of potential customers, both in the directory and on the Web site, as well as to announce any changes in your address, telephone number, etc.<sup>1</sup>

Please identify those categories under which you and your firm would like to be listed:

- |  |  |
|--|--|
| <input type="checkbox"/> Accounting                                    | <input type="checkbox"/> Administration              |
| <input type="checkbox"/> Communications/Participation                  | <input type="checkbox"/> Feasibility & Design        |
| <input type="checkbox"/> Financing                                     | <input type="checkbox"/> Legal                       |
| <input type="checkbox"/> Repurchase Obligation --Forecasting & Funding | <input type="checkbox"/> 1042 Rollover               |
| <input type="checkbox"/> Software                                      | <input type="checkbox"/> Valuation                   |
| <input type="checkbox"/> Trustee & Fiduciary Services                  | <input type="checkbox"/> General Business Consulting |

**(Please Print Legibly)**

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

Key Persons to be listed \_\_\_\_\_

Name	E-mail Address

**(Note: ONLY Professional members of The ESOP Association can be listed in the Directory or on the Web site as “ESOP Experts”. If you would like to include a non-member in the Directory they will have to become a member. There is a maximum four names per listing; ALL INDIVIDUALS BEING IN THE SAME LOCATION. Each additional name listed will each incur a \$50 charge after the initial four names per category listing.)**

<sup>1</sup> An “ESOP Experts” listing is optional and is not a diminution of other Professional Members' listings in the directory, which will remain the same.

**PRICES:**

**FEE SCHEDULE**

**Listings ONLY:**

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
<b>One Listing</b>	\$410	\$373	\$335	\$298	\$261	\$224	\$186	\$149	\$112	\$75	\$37
<b>Two Listings</b>	\$450	\$409	\$368	\$327	\$286	\$245	\$205	\$164	\$123	\$82	\$41
<b>Three Listings</b>	\$500	\$455	\$409	\$364	\$318	\$273	\$227	\$182	\$136	\$91	\$46
<b>Four Listings</b>	\$550	\$500	\$450	\$400	\$350	\$300	\$250	\$200	\$150	\$100	\$50
<b>Five or More Listings</b>	\$600	\$545	\$491	\$436	\$382	\$327	\$273	\$218	\$164	\$109	\$56

If you wish to have ONLY a listing(s) in the "ESOP Experts" please complete the areas of specialties in which you are interested in participating with a check mark (✓) and complete the billing information below.

VISA/MC/AMEX Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

**OR**, Check enclosed payable to "The ESOP Association" in the amount of: \_\_\_\_\_

**Please return this form with payment (check or credit card) to:**

**The ESOP Association, Department 5149, Washington, DC, 20061-5149.**

**Questions? Contact Gwenn Rosenthal or Yvonne Brown at (202) 293-2971 or (866) 366-3832.**

**Listings + Advertisements On The Association Website**

Advertisements on the website are static banner ads of 125 pixels by 125 pixels in size (note sample below) adjacent to the listing. All advertisements must be submitted as camera-ready art in an electronic format having a **resolution of no more than 72 dpi**. The ESOP Association cannot create advertisements for subscribers to the "ESOP Experts". **All advertising must be accompanied with purchase of a listing(s) in the Membership Directory.**



**FEE SCHEDULE**  
**Listings + Advertisement(s) ONLY:**

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
One Listing	\$410	\$373	\$335	\$298	\$261	\$224	\$186	\$149	\$112	\$75	\$37
One Ad	\$465	\$423	\$380	\$338	\$296	\$254	\$212	\$169	\$127	\$85	\$42
Total	\$875	\$796	\$715	\$636	\$557	\$478	\$397	\$318	\$239	\$160	\$79
Two Listings	\$450	\$409	\$368	\$327	\$286	\$245	\$205	\$164	\$123	\$82	\$41
One Ad	\$540	\$491	\$442	\$393	\$344	\$295	\$245	\$196	\$147	\$98	\$49
Total	\$990	\$900	\$810	\$720	\$630	\$540	\$450	\$360	\$270	\$180	\$90
Three Listings	\$500	\$455	\$409	\$364	\$318	\$273	\$227	\$182	\$136	\$91	\$46
One Ad	\$540	\$491	\$442	\$393	\$344	\$295	\$245	\$196	\$147	\$98	\$49
Total	\$1040	\$945	\$851	\$756	\$662	\$567	\$473	\$378	\$284	\$189	\$95
Four Listings	\$550	\$500	\$450	\$400	\$350	\$300	\$250	\$200	\$150	\$100	\$50
One Ad	\$690	\$627	\$565	\$502	\$439	\$376	\$314	\$251	\$188	\$125	\$63
Total	\$1240	\$1127	\$1015	\$902	\$789	\$676	\$564	\$451	\$338	\$225	\$113
Five or More Listings	\$600	\$545	\$491	\$436	\$382	\$327	\$273	\$218	\$164	\$109	\$56
One Ad	\$765	\$695	\$626	\$556	\$487	\$417	\$348	\$278	\$209	\$139	\$70
Total	\$1365	\$1241	\$1117	\$993	\$869	\$745	\$620	\$496	\$372	\$248	\$124

Please complete the areas of listings and advertising in which you are interested in participating with a check mark (✓) and complete the billing information below.

VISA/MC/AMEX Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

**OR**, Check enclosed payable to "The ESOP Association" in the amount of: \_\_\_\_\_

**Please return this form with payment (check or credit card) to:  
The ESOP Association, Department 5149, Washington, DC, 20061-5149.  
Questions? Contact Gwenn Rosenthal or Yvonne Brown at (202) 293-2971 or (866) 366-3832.**