

PRIVATE COMPANY DIRECTOR

THE MAGAZINE FOR PRIVATE COMPANY GOVERNANCE

2016 Advertising and Sponsorship Information

Access the fast-growing and hard-to-reach private and family company governance market through *Private Company Director*—in print, online and in person.

Private Company Director is the first and only media brand which focuses entirely on the governance of privately-owned companies, with a bi-annual print magazine, annual conference, monthly E-Newsletter and website.

Our audience includes directors, owners and shareholders of closely-held, family-owned and private-equity owned companies, as well as corporate governance advisors, private equity firms and more.

Delivering marketing outcomes...not just impressions

Customized, integrated marketing designed to accomplish your marketing goals:

- Thought leadership marketing programs
- Effective digital delivery
- Enhanced lead generation
- Top level corporate branding

www.privatecompanydirector.com



Private Company Director In-Person Events

The Private Company Governance Summit 2016

May 11-13, 2016 • Westin City Center, Washington, DC

The Private Company Governance Summit is the only national conference focused exclusively on the unique governance challenges of privately-owned businesses, including closely-held companies, family-owned companies and private equity-owned companies.

Attendees are owners, shareholders and directors of primarily middle market companies, with between \$100-\$750 million in revenues, though multi-billion dollar private companies also attend.

Featuring the 2016 Private Board of the Year Celebration

Honoring private company boards who best serve their stakeholders—owners, shareholders, employees and community. These boards exhibit best practices in their structure, practices and performance.

Limited sponsorship opportunities are available.

Transitions East 2016, Transitions West 2016

The Transitions conferences feature more top-notch family speakers than any other conference, and offer sponsors an opportunity to meet and network with important multi-generational family company members.

Family-owned companies and family-controlled enterprises of all types and sizes attend Transitions. They all share one key characteristic: They are multi-generational (or intend to be multi-generational) and want to perpetuate the business and the family.

For more information, visit www.familybusinessmagazine.com/transitions

Transitions Mexico 2016

Launched in 2015, Transitions Mexico is the only event produced in the country serving the vibrant multi-generational family businesses of America's third largest trading partner. With speakers from both US and Mexican family companies, Transitions Mexico attracts multiple members of major Mexican family companies looking for advice and counsel on how to ensure succession for the future.

Transitions Mexico offers US sponsors an opportunity to explore and market to this family business community. Future plans call for the development of events in Central and South America, including Brazil.

Family Business Wealth

New in 2016, Family Business Wealth will launch in September 2016. This will be a different kind of wealth management conference, created by families for families, focused on real-world solutions to wealth preservation and growth across generations.

The conference will focus on such topics as:

- Family offices
- Affirmative Investing
- Actionable Philanthropy
- Managing Intergenerational Wealth Transfer
- Next Gen Financial Literacy and responsibility
- Family Investment Banks and Venture Funds
- Capitalization and Dividend Strategies
- "Passion" Investments
- Personal Security
- Fine Arts and Collectibles
- Portfolio Diversification

Attendees will include high net worth families, private investors, family office leaders. A limited number of sponsorships will be available.

Private Company Director Custom Roundtables

Private Company Director Roundtables are sponsored, intimate gatherings of family business and enterprise owners and shareholders who participate in a guided dialog about the most important issues they face. *Private Company Director* helps you develop topics and manages the invitation process for these completely customizable events.



Private Company Director Digital

The online governance information hub for private company directors, owners and shareholders.

Private Company Director offers a variety of brand-building and lead-generating tools to reach private company owners, shareholders and directors directly on their tablets, smart phones and desktops.

Private Company Director E-Blasts

Push your direct response message precisely to *Private Company Director's* double opt-in e-subscriber list with highly effective html e-blasts, brought to readers under our trusted brand.

Private Company Director E-Newsletter

Semi-monthly E-Newsletter for private company directors, owners and shareholders, focused on news and analysis of private company governance issues. Premium banner positions are available.

Private Company Director Online

Private Company Director's responsive website features the complete contents of the magazine and its archives. New digital advertising positions, including interstitials and rich media, are available.

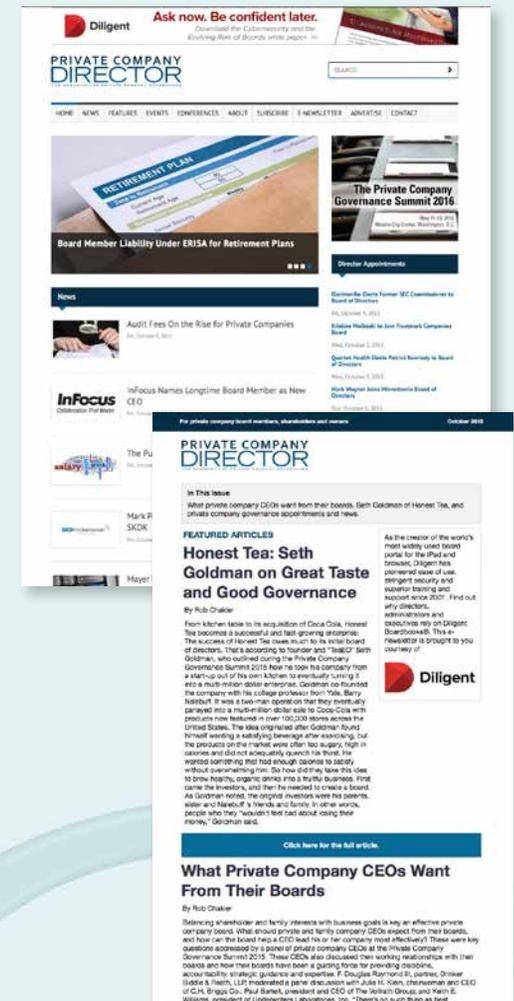
Private Company Director Custom Webinars

Private Company Director Webinars are a significant and successful way for marketers to reach out to directors and private enterprise owners and shareholders, and generate direct and actionable leads. *Private Company Director* Webinars provide a one hour live and archived educational session, featuring sponsor executives and significant private company directors and owners as co-presenters.

Native Advertising/Custom Digital Advertorials

Private Company Director's website and e-Newsletter offer limited availability for native (custom sponsored) content. Options range from true native to advertorial content.

Native advertising is a form of online advertising that matches the form and function of the platform on which it appears. For example, an article written by an advertiser to promote their product, but using the same form as an article written by the editorial staff. The word "native" refers to the content's coherence with other media on the platform.



Private Company Director Magazine

Pre Conference Edition March 2016

Reservations: February 12, 2016

Artwork: February 19, 2016

Mails March 2016

BONUS DISTRIBUTION: The Private Company Governance Summit 2016, Transitions West 2016

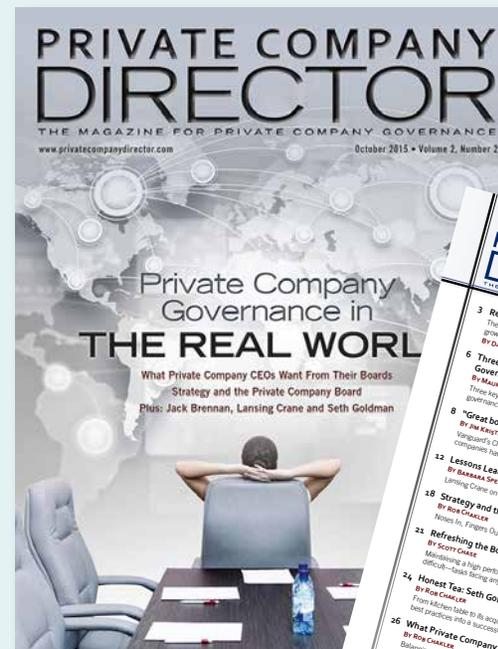
2016 Conference Proceedings October 2015

Reservations: September 16, 2016

Artwork: September 23, 2016

Mails October 2016

BONUS DISTRIBUTION: Transitions West 2016





Private Company Director Research

Know and dominate your market with access to *Private Company Director's* array of custom and editorial research.

2016 Research Projects

- Private and Family Company Director Compensation Survey
- Editorial research sponsorships
- Custom studies, designed to help you understand your customers and the key issues they face.
- Readership and Audience surveys

Access to *Private Company Director* Research is available to contract advertisers and sponsors, depending on the level of overall marketing spend commitment.

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www.privatecompanydirector.com



Audience

Print Circulation

Average Distribution: 22,035

Average Reach: 55,087 (1.5 copies per issue pass along rate)

(*Private Company Director* is polybagged with both *Directors & Boards* and *Family Business Magazine*, with an additional distribution to more than 7,500 non-duplicated private company owners and board members.)

Digital Reach

E-Newsletter: 25,795 per issue

Website: 14,245 annual unique visits

Advertising Rates

2016 Display Advertising Rates

Rate Card #3

4/color rates	1x	2x
Full Page.....	\$7,500.....	\$6,995
2/3 Page.....	\$6,000.....	\$5,495
Half Page.....	\$4,000.....	\$3,495

All Private Company Governance Summit 2016 sponsors receive a free ad in the March 2016 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.

Digital & E-mail Advertising 2016

Rate Card #3

Custom Webinars: \$10,000
Editorial Webinars: \$5,000 multi-sponsor (per sponsor, minimum of three sponsors)

E-Blasts: \$3,000 per email
(Availability is limited, so please book early; limited volume discounts available).

Digital Advertising

Private Company Director Website

www.privatecompanydirector.com (Rates per 30 days)

Interstitial on home page load: \$3,000
Interstitial on individual stories: \$2,500

Website Super Leaderboard: \$2,300 (970x90 pixels)
ROS Leaderboard: \$1,500 (728x90 pixels)
ROS Medium Rectangle: \$2,000 (300x250 pixels)
Landing Page Skyscraper: \$2,000 (160x600 pixels)

Rich media available on Interstitials, Medium Rectangle and Leaderboard

- In-Banner Video (add \$1,000)
- Rich Media Expandables (add \$500)

Special Digital Opportunities

Master sponsor of *Private Company Director's* Digital Edition: \$2,000 per issue (Delivered to all print and digital subscribers per issue.)

Private Company Director E-News

(Semi-monthly)

\$5,000 exclusive sponsor, each edition
"Brought to you by (sponsor)" with 300x250 box ad

Or:

Top super leaderboard: \$2,500
Interstitial on clicked stories: \$2,500
Leaderboard: \$1,500
Website top banner: \$2,100 (468x60 pixels or 728x90 pixels)
ROS Banner, home page: \$1,200 (468x60 pixels)
ROS Square: \$1,800 (300x200 pixels)

Native (Sponsored) Content

Creation and distribution, e-Newsletter and website.
One e-Newsletter issue, plus 30 days on the website: \$3,500.
Max 1000 words.

Private Company Director Advisory Board



Norman Augustine
Retired Chairman and CEO
Lockheed Martin Corporation



Anne Eiting Klamar
President and CEO
Midmark Corporation



Susan Stautberg
Co-Founder
Women Corporate Directors



Dennis Cagan
Principal
Caganco, Inc.



Harry Kraemer
Executive Partner
Madison Dearborn



Bernard H. Tenenbaum
Managing Partner
Lodestone Global



Lansing Crane
Chairman of the Board
Canal Insurance Company



Jim McHugh
Director
Southworth International Group



Cynthia Watts
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Furst-McNess Company

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Specifications and Terms

Mechanical Specifications

- Publication trim size8 1/2" x 10 7/8"
- Recommended ad page size7" x 10"
- BindingPerfect

Bleed

- There is no extra charge for full bleed ads
- Full-page size to be furnished 8 3/4" x 11 1/8"
- Keep reading and live matter a minimum of 1/2 inch from edges on all bleed pages.

Sizes

Full page (full bleed)	8.75"w x 11.125"h
	<i>(includes .125" bleed on all sides)</i>
Full page (no bleed)	7.25"w x 9.75"h
2/3 page.....	4.78"w x 9.75"h
1/2 page horizontal	7.25"w x 4.5"h
1/2 page island.....	4.78"w x 7"h
1/3 page vertical.....	2.3"w x 9.75"h
1/3 page square.....	4.78"w x 4.75"h
1/4 page.....	3.54"w x 4.75"h
Family Business Marketplace:	
1/4 page.....	3.54"w x 4.75"h
1/8 page.....	3.54"w x 2"h

Advertising Material Requirements

- We accept high-resolution (300 dpi) composite (CYMK) PDF files, with all fonts and graphics embedded. For the acceptability of other formats, please check with your advertising representative.

Mailing/Delivery Instructions

Materials should be mailed to:

Barbara Wenger

Family Business
1845 Walnut Street, Ste 900
Philadelphia, PA 19103
(215) 405-6072
Fax: (215) 405-6078
bwenger@familybusinessmagazine.com

Electronic files should be emailed to
dshaw@directorsandboards.com.

FTP information is available on request.

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

Private Company Director is published by
MLR Holdings LLC
1845 Walnut Street, Suite 900
Philadelphia, PA 19103

Subscription Price

U.S.: Free of charge to qualified directors, owners and employees of privately-held companies.

Outside the U.S.: Digital edition only

General Conditions

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 **Private Company Director** 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.