

# QUICK REFERENCE: NEWSLETTER COMPARISON



Newsletter available in:  
Printed copies  
E-mail  
PDF file

**Financial Success**  
Yes  
No  
Yes, \$50 charge

**Financial Outlook**  
Yes  
No  
Yes, \$50 charge

**Financial Topics**  
Additional charge  
Yes  
Yes, included

Newsletter designed in

Full color

Two colors

Full color

Distribution options

Monthly, bimonthly,  
or quarterly

Monthly, bimonthly,  
or quarterly

Monthly only

Custom-designed masthead, with  
logo and photo

Yes

Yes

Yes

Can include color photo

Yes, 5¢ extra

Yes, 10¢ extra

Yes

Include own article:  
On front page  
On back page

Yes, \$25 charge  
Yes, \$25 charge

No  
Yes, \$25 charge

Yes, lead article  
No

Can add signature to article

Yes

Yes

No

Can include photo with article

Yes

Yes

Yes

Can change name of newsletter

Yes, \$25 charge

Yes

No

Can change dating of newsletter

Yes

Yes

No

Can set up back page as self-mailer

Yes

Yes

No

Can use back issue of newsletter  
instead of current issue

Yes

Yes

No

Newsletter filed with FINRA

Yes

Yes

Yes

Will submit newsletter to your  
compliance department

Yes

Yes

Yes

**See next page for pricing and order form.  
Please call 1-800-338-4329 if you have questions.**

# NEWSLETTER SUBSCRIPTION FORM

COMPLETE THIS FORM AND MAIL OR FAX (248-582-1850) IT TO US.

CALL US AT 1-800-338-4329. OR E-MAIL US AT CSR@ICGNEWS.COM.

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Ann Arbor, MI 48111  
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www.abcfinancial.com

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**FINANCIAL OUTLOOK**  
HOW LONG WILL YOU HAVE TO WORK?

**ENCOURAGE YOUR CHILD TO PARTICIPATE**

**Recovering from a Loss**

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**Financial Topics**  
Your Logo Here

Brought to you compliments of John Smith, Financial Advisor

November 2007  
Wednesday, November 21, 2007

**Welcome to My Newsletter**

**Squeezed between Competing Needs**

**Avoid Withdrawal Mistakes**

123 Any Street  
Any Town, ST 11111  
(212) 123-4567  
(952) 222-2222  
(242) 333-3333 Fax

In 2004, John joined ABC Financial as a Financial Advisor. He studied investment and business and received a bachelor's degree in 1992. John and his wife, Sue, live in the Process with their two children, Amanda and Blake.

Feel free to contact me via e-mail at [john.smith@abcfinancial.com](mailto:john.smith@abcfinancial.com) or by phone at 248-582-1850.

Price per copy:  
50-100 copies  
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501-1000 copies  
1001-2000 copies  
Over 2000 copies

Set-up charge

**YES**, I want to order (please check)

Number of copies (minimum of 50)

First month to distribute newsletter

Distribution (monthly, bimonthly, quarterly)

## Financial Success

\$0.90  
\$0.75  
\$0.65  
\$0.60  
\$0.55  
\$0.50

\$50.00



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## Financial Outlook

\$0.85  
\$0.70  
\$0.60  
\$0.55  
\$0.50  
\$0.45

\$50.00



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## Financial Topics

\$75 per month  
includes unlimited  
e-mails and  
a PDF file.  
Printed copies  
available for  
\$0.60 per copy.  
\$50.00



N/A

Monthly only

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