

QUICK REFERENCE: NEWSLETTER COMPARISON



Newsletter available in:	Financial Success Yes No Yes, \$50 charge	Financial Outlook Yes No Yes, \$50 charge	Financial Topics No Yes No
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 and logo	Yes, 5¢ extra	Yes, 10¢ extra	Yes
Include own article:			
On front page	Yes, \$25 charge	No	Yes, lead article
On back page	Yes, \$25 charge	Yes, \$25 charge	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

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John M. Smith
Financial Advisor

financial OUTLOOK
SAMPLE ISSUE

Tax Planning for Major Life Events

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IN THIS ISSUE...

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FINANCIAL OUTLOOK
SAMPLE ISSUE

HOW LONG WILL YOU HAVE TO WORK?

ENCOURAGE YOUR CHILD TO PARTICIPATE

AVOID WITHDRAWAL MISTAKES

Financial Topics
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November 2007

Welcome to My Newsletter

John Smith
Financial Advisor

Squeezed between Competing Needs

Avoid Withdrawal Mistakes

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101-200 copies
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Over 2000 copies

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Distribution (monthly, bimonthly, quarterly)

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