

### NEWSLETTER ADVERTISING

BenefitsLink.com is the first and leading web site about the administration and design of employee benefit plans. We're a must-read for the professionals who run or service benefit plans: directors, managers, administrators (in-house or third-party), consultants, lawyers, auditors, actuaries, and other advisors. The experts know us and we know them. We cover all kinds of plans, including 401(k), pension, health, executive-only, and fringe benefits.

Reach our focused, industry niche audience by sponsoring one or more daily issues of the **BenefitsLink Retirement Plans Newsletter** or the **BenefitsLink Health & Welfare Plans Newsletter**. Your company's message appears prominently on the reader's screen in two ways: your banner plus a generous paragraph of text (Top or Inline ads only).

### PRICING

NEWSLETTER	TOP	VERTICAL	INLINE
Retirement Plans	\$650	\$450	\$375
Health & Welfare Plans	\$435	\$325	\$250
Ask about quantity discounts.			

### TECHNICAL SPECIFICATIONS

#### Graphics size (pixels)

**Top or Inline** 468 x 60    **Vertical** 120 x 240

**Format** - GIF or JPG File

**File Size** - 60k maximum

**Animation & Looping** - OK; no sound

**Link** - to specific web page

**Text** -250 characters including spaces (TOP or INLINE only)

### CONTACT

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### TERMS AND CONDITIONS

- Prices are "gross" (we pay agency commissions).
- 50% pre-payment may be required for new customers.
- We reserve the right to refuse any creative.
- Cancellation prior to appearance may incur charges.
- Prices guaranteed for ads scheduled to appear during calendar year 2011.





**BenefitsLink Retirement Plans Newsletter**

March 17, 2011
Health & Welfare Plans Newsletter | Advertise | Unsubscribe | Past Issues

**VERTICAL NEWSLETTER BANNER AD**  
120 X 240 PIXELS

Your company name here, linked to your web page.

**TOP NEWSLETTER BANNER AD**  
468 X 60 PIXELS

Describe your company's products and services here using any text you'd like (up to 250 characters and spaces). You might restate the message shown in your banner, or decide to present additional information. Words or phrases can be [hypertext links](#).

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[Guidance Overview]  
[IRS Provides Due Date for Filing 2009 Form 8955-SSA](#)  
"The due date for filing Form 8955-SSA for the 2009 and 2010 plan years is the later of: (1) the due date that generally applies for filing the Form 8955-SSA for the 2010 plan year, and (2) August 1, 2011. Thus, for example, for the 2009 plan year or a short 2010 plan year, the due date is August 1, 2011." *(Wolters Kluwer Law & Business)*

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Your headline appears here, linked to your web page.

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[Guidance Overview]  
[Another Fire District Settles Pension ADEA Claim](#)  
"An EEOC news release said the suit alleged that [a fire district] prohibited volunteer firefighters over age 62 from accruing credit toward a 'length of service award,' the equivalent of a retirement pension, because of their age." *(PLANSPONSOR)*

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[Some Employees Must Defer Retirement Until Age 75+](#)  
"Widespread financial illiteracy plus increasingly longer life expectancy equals an unpleasant retirement for many, according to Olivia Mitchell, a professor of insurance and risk at the Wharton School." *(Australian School of Business at UNSW / Wharton School of the University of Pennsylvania)*

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[Hearing: 'Securities Lending in Retirement Plans: Why the Banks Win, Even When You Lose'](#)  
The target page has a link to the video of the March 16, 2011, hearing and links to text of the testimonies. *(U.S. Senate Special Committee on Aging)*

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[DOL Detractor Reveals Due Diligence Secret to 401k Plan Sponsors](#)  
"Brian H. Graff, who testified on behalf of the ASPPA, NAIIPA and CIKR, said, 'It is also important to point out that the proposed regulation would not, as some commentators have suggested, preclude commission-based brokers and advisors from working with sponsors, and thus would not eliminate an important distribution channel for plans.'" *(Fiduciary News)*

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Your headline appears here, linked to your web page. (advert.)

**INLINE NEWSLETTER BANNER AD**  
468 X 60 PIXELS

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[Upcoming EBSA Webcast Series: 'Getting It Right: Know Your Fiduciary Responsibilities'](#)  
"March 23 - Speakers from [DOL] will present information on the basic fiduciary responsibilities and on prohibited transactions and exemptions under ERISA. March 24 - Speakers from [DOL] will present information on the reporting and disclosure provisions of ERISA and the Department's voluntary correction program." *(U.S. Employee Benefits Security Administration)*

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[401\(k\) Account Balances as Monthly Retirement Income \(PDF\)](#)  
"About a year ago [DOL] and Treasury issued a request for information (RFI) about sustainable retirement income. The RFI asked about both insured and uninsured solutions. . . . This bulletin quotes four of the questions asked by those agencies and provides the answers given by [the Institutional Retirement Income Council]." *(Reish & Reicher)*

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[An Actionable Approach for Investment Advisers to Consider When Addressing New and Changing Regulatory Requirements for ERISA Compliance](#)  
"These new regulations are changing the traditional service paradigm. While most plan sponsors rely on their advisers and brokers for investment selection and

Employee Benefits Jobs

Marketing Specialist in MA for Financial Engines

Benefits Analyst in CA for Los Angeles Based HR Outsourcing Firm

Director, Account Management- IRC26812 in ANY STATE for Lincoln Financial Group

Relationship Manager - Institutional Retirement Plan Services in AZ for Vanguard

ESOP Administrator in VA for Blue Ridge ESOP Associates

Sr Accountant in PA for PPL Corporation

Post Your Job on EmployeeBenefitsJobs.com

[View All Jobs](#)

[RSS Feed: All Jobs](#)

**Webcasts and Conferences**

[Employee Assistance Programs](#)  
Nationwide on April 15, 2011 presented by Lorman Education Services

[Employee Assistance Programs](#)  
in New York on April 15, 2011 presented by Lorman Education Services

[Employee Assistance Programs](#)  
in California on April 15, 2011 presented by Lorman Education Services

[Key Employer Elements in Health Care Reform: Will Your Company Be Ready?](#)  
in Texas on April 12, 2011 presented by Lorman Education Services

[The Future of Retirement Webcast](#)  
Nationwide on April 14, 2011 presented by Mercer