For 46 years, Directors & Boards has been the leader in providing news, analysis and relevance on public and private company governance. We reach board members, C-suite executives and corporate governance staff through our digital platforms, print magazine, virtual and in-person conferences, and insightful content. We champion excellence in corporate governance through our wide array of products and highly targeted audiences.

PRIVATE COMPANY DIRECTOR is the first and only media brand that focuses entirely on the governance of privately owned companies. Our audience includes directors, owners and shareholders of closely held, family-owned and private equity-owned companies, as well as corporate governance advisors and private equity firms.

DIRECTORS & BOARDS MEDIA

Directors & Boards Magazine
Private Company Director Magazine
The Character of the Corporation Forum
The Private Company Governance Summit®
Governance Virtual Summit
Directors & Boards Newsletter
Private Company Director Newsletter
Directors & Boards Annual Report
Webinars
Video Podcasts
Videos
Sponsored, Co-Branded and Custom Content
Targeted Emails
Digital Marketing and Branding
CONTRIBUTORS TO DIRECTORS & BOARDS MAGAZINE

The following are just some of the valued thought leaders that make Directors & Boards the number one magazine for public company directors and their boards.

ROBERT H. ROCK
Chair, MLR Holdings LLC; director, Quaker Houghton and Penn Mutual

CHARLES ELSON
Director, Blue Bell Creameries; founding director, Weinberg Center for Corporate Governance; executive editor-at-large, Directors & Boards

LUIS AGUILAR
Board member, Donnelly Financial Solutions Inc., Envestment Inc.; former commissioner at the SEC

NORMAN AUGUSTINE
Retired chairman and CEO, Lockheed Martin

DENNIS CAREY
Vice chairman, Korn Ferry

ANNA CATALANO
Director, Ecovyst Inc., Hexion Inc., Knoebel Institute for Healthy Aging

RAM CHARAN
Business consultant, Toyota, Bank of America, Fast Retailing; author, Rethinking Competitive Advantage: New Rules for the Digital Age

PAULA CHOMONDELEY
Director, Bank of the Ozarks, Terex Corporation; CEO, The Sorrel Group

LAWRENCE CUNNINGHAM
Vice chairman of the board and director, Constellation Software Inc.; author, Berkshire Beyond Buffett

ROBERT DILENSCHNEIDER
Chair, The Dilenschneider Group Inc.

ROY DUNBAR
Director, McKesson, Duke Energy, Johnson Controls

ANTONIO GARZA
Former U.S. Ambassador to Mexico; director, Kansas City Southern Railways, MoneyGram

PETER GLEASON
Chief executive officer, National Association of Corporate Directors

RICHARD LEVICK
Chairman and CEO, Levick

LAURA A. MCINTOSH
Consulting attorney for Wachtell, Lipton, Rosen & Katz

BILL MCNABB
Former chairman and CEO, Vanguard

DINESH PALIWAL
Former director, Nestlé, Raytheon Technologies, Bristol Myers Squibb; partner, KKR & Co. Inc.

LISA GREER QUATEMAN
Advisory board member, Lyles Diversified Inc.; director, Western Asset Mortgage Capital Corporation, ITR Concession Company LLC

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Former chief justice of the Delaware Supreme Court

JAMES D. WHITE
Chair, The Honest Company; director, Affirm Inc., The Bay Club Company, Air Protein; former chair, president and CEO, Jamba Juice
2023 GOVERNANCE EVENTS

Engage top public and private company directors in a live thought-leadership environment through sponsorship of Directors & Boards’ The Character of the Corporation 2023 and The Private Company Governance Summit® 2023, including the 2023 Private Boards of the Year Awards ceremony.

**Character of the Corporation**

**December 2023**

Character of the Corporation brings together top public company board members, as well as institutional shareholders and corporate governance thought leaders for a vigorous discussion on the issues that surround the debate around the character and purpose of the corporation.

As a sponsor, you’ll receive:

- High engagement with public company directors, C-suite executives, institutional investors, proxy advisors and corporate governance thought leaders.
- The opportunity to participate in the forum itself (dependent on your sponsorship level).

**The Private Company Governance Summit®**

**May 17-19, 2023, The Ritz-Carlton, Pentagon City, Washington, D.C.**

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. Summit attendees represent middle-market private companies ranging in size from $50 million to well over $3 billion in annual revenues.

According to Deloitte LLP, 75% of U.S. companies in the middle market are privately held. Of the privately held companies, 36% are family-owned, 28% are closely held (non-family) and 36% are private equity or VC-backed, or have some other ownership structure.

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Private Company Boards of the Year Awards 2023

The Private Company Boards of the Year Awards dinner is a key feature of the Private Company Governance Summit. Honorees are featured in a special editorial section in the October 2023 edition of Private Company Director. The awards are selected through nominations, then researched and vetted by the editorial team of Private Company Director and Directors & Boards magazines. Final selections and honorable mentions are researched, vetted and decided upon by a panel of independent judges.
DIRECTORS & BOARDS WEBINARS

Directors & Boards webinars are a significant and successful way for marketers to reach out to directors and corporate governance professionals to generate direct and actionable leads. Our webinars provide a one-hour live and archived educational session, moderated by Directors & Boards and featuring sponsor executives and significant directors as copresenters.

Webinars are marketed to our digital subscriber list of 24,000+ and can typically generate up to 250-500 registrants by the date of the event — with a significant long-tail of registrants who view replays on demand on both the sponsor’s and Directors & Boards’ websites.

Our team makes the webinar experience easy for sponsors, helping to guide and hone content, secure relevant director speakers, and promote and host the event both live and on our website as a replay.

Additional thought leadership opportunities are available in Directors & Boards’ weekly newsletter, which features content from webinar sponsors.

Past webinar topics include:

- Cybersecurity: How Boards Manage it and Disclose it
- Governing in the Digital Age Board
- Assessment Best Practices
- Enhancing Your Board’s Capabilities
- Integrating ESG and HCM Into Your Compensation Committee’s Agenda
- Hot Topics In Executive Compensation: Say on Pay, Pay Ratio & Pay For Performance
- What to Know Before Joining a Private Company Board
- Saying Goodbye: How to Navigate an Unexpected Board Director Departure
- After the Election: Executive Comp, Audit, Risk and Governance Issues
- Navigating Successful Mergers & Acquisitions: What Directors Need to Know
- The Board’s Role in Defining, Communicating, and Sustaining Corporate Culture
- What Directors Need to Know: Shareholder Communications and Staying Ahead of the Inevitable
- Investigative Due Diligence: A Practical Guide to What Directors Need to Know
- Refreshing the Board: Age or Term Limits, Skillsets and the Hard Conversation
- The Making of Successful Women Directors
- What Directors Need to Know About Board Evaluations
- Bridging the Cybersecurity Governance Gap
- Women on Boards: Teeing up Talent for Your Board’s Future
- The Growing Impact of Shareholder Activism and What Directors Need to Know and Do
Executive Session
The Directors & Boards podcast

DIRECTORS & BOARDS VIDEO PODCASTS

Get your thought leaders more deeply engaged with our audience through the Directors & Boards video podcast. All podcasts are produced in-house and run 30 minutes in length. They will be posted to the Directors & Boards website, will appear as featured content in our newsletter, and will be distributed to our audience with specialized e-blasts.

Season/Episode Sponsorship
10 episodes

Title Sponsor: Full Season
Includes "brought to you by" mention at the top, host-read :30 ad, plus two thought leader interviews during the season.
Full Season: $25,000

Title Sponsor: Half Season
Includes "brought to you by" mention at the top, host-read :30 ad, plus one thought leader interview during the season.
Half Season: $15,000

Title Sponsor: Per Episode
Includes "brought to you by" mention at the top, plus host-read :30 ad.
Per Episode: $3,500

Run of Show Advertising

Prerecord Audio/Video Ads
:30-second ad
1x: $2,000, 5x: $1,700, 10x: $1,500
:15-second ad
1x: $1,100, 5x: $900, 10x: $700

Host-Read Ads
:30-second ad
1x: $4,000, 5x: $3,400, 10x: $3,000
:15-second ad
1x: $2,200, 5x: $1,800, 10x: $1,400
DIRECTORS & BOARDS and PRIVATE COMPANY DIRECTOR VIDEOS

Put your board and governance thought leaders in front of our engaged audience with professionally produced video interviews or provide your own approved, pre-produced video content. All videos are posted to the Directors & Boards website (and yours if you’d like), will appear as featured content in our newsletter and will be distributed to our audience with specialized e-blasts.

Directors & Boards Basics Videos
A series of short videos (4-6 mins), hosted by David Shaw, Publishing Director for Directors & Boards, and a designated sponsor thought leader. Designed to be quickly and easily viewed, each video highlights a key board issue with potential approaches and solutions.
- Topics will be agreed upon in advance
- Videos feature a “sponsored by” bumper
- Finished videos will be subject to client approval
- Videos are hosted on the Directors & Boards website
- Videos will be featured in an issue of Directors & Boards weekly newsletter
- Videos are hostable on client’s website
- Videos are promoted to our PCGS and Character of the Corporation conference attendees

Series sponsorship (five videos): $20,000
All prices net.

Directors & Boards Conversations
Your designated executive thought leader sits with a member of the Directors & Boards team for 4- to 6-minute video interviews on topics of interest to public and private company leaders and stakeholders. One or more interviews may be taped during the same production session.

Single video: $5,000; Multiple videos, series (same production session): $4,000 per video
All prices net.

Pre-Produced Video
Thought Leadership Projection
Provide your pre-produced videos featuring your thought leadership and key executives, and let us help distribute these to our audience of public and private company leaders and stakeholders.
- Videos are hosted on the Directors & Boards website
- Videos are featured in an issue of Directors & Boards weekly newsletter

Hosting and Distribution Rates
Single video: $3,000
Multiple videos: $2,500 per video
All prices net. Editing services may be provided to shorten or shape videos, charged at an hourly rate.
SPONSORED CONTENT PARTNERSHIPS

Our brand power and expertise will deliver your thought leadership content from creation to the right target audience, increasing your firm’s visibility and demand generation. We offer a variety of creative sponsored content opportunities, allowing your company to:

• Project your thought leadership and expertise with your own content
• Cocreate custom content with us
• Sponsor and present content created by our editorial staff

Native Content (Digital)
Publish and distribute thought leadership articles by your executives on our website and in our newsletter. Your content will receive editorial proofing, and be presented as Sponsored Content Provided By (Your Company). Ideally, content will be 1,000 words or less and should cover boardroom issues (that is, not a direct product pitch). Pricing: One newsletter issue, plus 30 days on our website: $3,500

Native Content (Print)
Provide your preprinted thought leadership whitepaper for distribution with Directors & Boards, and ensure that your piece will reach and be read by our powerful audience. The piece needs to meet size and weight limitations. See “Supplied Inserts” on our rate card.

Your extended thought leadership, packaged and published as a stand-alone “Boardroom Briefing,” can be inserted into Directors & Boards and distributed digitally, with extra printed copies for your own use. Pricing based on number of pages and total print run.

Digital White Papers
Distribute your white paper or thought leadership report digitally to our Directors & Boards audience. Your content will be hosted on our website, behind our lead generation registration wall, with an e-blast to promote its availability and a newsletter link. Pricing: $6,000 per white paper.

Alternatively, market your own white paper or thought leadership report behind your own registration wall, with email marketing to our audience and a link in our newsletter. Pricing: $3,000 per e-blast; $2,500 for multiple e-blasts.

Sponsored Editorial
Support the creation of high-quality content in print and online. Content will be presented as Supported By (Your Company). Opportunities include:

Named Sponsorships
The Directors Roster
Our famed Directors Roster lists the most important director appointments, both in print and online. Sponsorship includes your company’s logo prominently displayed on each page of the printed Roster and with the online version as well as an opportunity to provide governance thought leadership to introduce the Roster section. Pricing: $18,000 per issue of Directors & Boards; $72,500 for all five issues.

Title Sponsor: Directors to Watch
Demonstrate your company’s support of ethnic and gender diversity on public company boards as the title sponsor of our special annual listing of top female and ethnically diverse directors. Includes a full-page ad plus prominent notation: Supported by (Your Company). Pricing: $10,000 per Directors to Watch section.
EDITORIAL SPECIAL SECTIONS
As available, sponsor the creation of special multipart special editorial sections generated by the Directors & Boards editorial department. Your sponsorship will be acknowledged on each print and digital element and be featured in emails to our audience and in our newsletter. Includes a free full-page print ad in each edition featuring the editorial section and digital banner advertising. Pricing depends on the editorial section.

CO-BRANDED WHITE PAPERS, E-BOOKS AND RESEARCH
Created by the editorial department of Directors & Boards, with input on topics and an introduction written by the client, these special whitepapers and research projects offer a powerful way to project your firm’s governance thought leadership. Distributed digitally behind a lead-generation wall. Pricing dependent on project scope.

CUSTOM NEWSLETTER
Let Directors & Boards create a custom newsletter for your company, featuring both your content and ours, distributed to our newsletter recipients (and your email target list, if you desire). Pricing: One custom newsletter, $10,000; series, $8,000 per newsletter.

EXCLUSIVE NEWSLETTER SPONSORSHIP
“Take over” our weekly Directors & Boards newsletter. Extremely limited availability and dates, so book well in advance. There are opportunities to add links to lead-generating landing pages on your website. Pricing per newsletter: $10,000

OTHER OPPORTUNITIES
• Thought Leadership Videos. See our video section for more information.
• Custom Roundtables and Events. Develop a gathering of your target audience, with invitations provided by Directors & Boards. Pricing based on scope of project.
Directors to Watch is part of an ongoing effort by Directors & Boards to promote and support diversity in the boardroom.

Serve as the Title Sponsor or offer a congratulatory ad to the directors honored in our annual Directors to Watch sections.

**Directors to Watch: Gender Diversity**
*(Directors & Boards Annual Report)*

Directors & Boards has highlighted more than 250 significant and diverse women directors since our annual feature, Directors to Watch, was launched in 2006. These professionals have contributed to and will continue to expand ongoing dialogue on board best practices and corporate governance excellence in our upcoming Annual Report 2023 special issue.

**Directors to Watch: Ethnic Diversity**
*(Directors & Boards Q4 Edition)*

Directors & Boards has highlighted nearly 400 significant and diverse directors since our semi annual feature, Directors to Watch, was launched in 2006. Directors to Watch is just one aspect of Directors & Boards’ ongoing efforts to drive ethnic and gender diversity on public and private boards.

**Private Company Director: Directors to Watch**
*(Private Company Director, Spring 2023)*

Private Company Director has highlighted top private company boards and directors since our first issue nine years ago.
DIGITAL GOVERNANCE OUTREACH

Directors & Boards and Private Company Director offer a variety of brand-building and lead-generating tools to reach corporate governance directors digitally on their desktops, tablets and mobile devices.

E-Blasts
Push your direct response message directly to our Directors & Boards and Private Company Director subscriber database or reach a combined audience of more than 24,300+.

To reach additional privately held companies, extended distribution is available through our sister publication, Family Business Magazine’s email lists and weekly newsletter.

Online
Directors & Boards’ website attracts 191,300+ annual unique visitors; Private Company Director’s website generates more than 53,600+ unique visitors.

Newsletters
The Directors & Boards weekly newsletter and Private Company Director’s bimonthly newsletter reach an audience of more than 24,500+ engaged readers. Both newsletters feature selected content from their respective magazines, webinar-related thought leadership, news, and analysis of important topics. Prominent banner ad positions available. Select native sponsored content opportunities also available.
Public Company Governance Audience

Directors & Boards is the corporate governance thought leader for the most influential and powerful directors in America. Our average public company director:
- Serves on the board of a $3.2 billion company.
- Is 56 years old.
- Serves on four boards (including public, private and charitable boards).

Print Distribution

Directors & Boards Magazine delivers the largest independent paid circulation of any publication targeting board members and governance professionals in major North American companies. Total circulation includes paid individual recipients, paid board subscriptions (all members of the board receive an individual copy of the magazine), sponsored-paid circulation (distributed by or courtesy of advertisers), author copies and free-trial copies used for paid circulation acquisition purposes.

Print Circulation

Average Distribution: 7,500

Conference Attendees

Directors & Boards Character of the Corporation: 1,287 (virtually, 2021)

Private Company Governance Audience

Private Company Director and its related conference, The Private Company Governance Summit®, reach the directors, advisory board members and owners/sharholders of middle-market privately owned companies.

Family-owned or controlled businesses: 56%
Closely held private companies: 31%
Private equity/investor-owned businesses: 11%
Average company revenues: $300 million

Print Distribution

Average Distribution: 31,000

Digital Governance Audience

We deliver both a strong “pull” audience — those board members who visit and interact with our sites — and a strong “push” readership — those board members who read our governance newsletters. 31% of our audience accesses us via mobile or tablet.

Conference Attendees

Private Company Governance Summit: 150 attendees

Digital Demographics

Age:
18-24 15.52%
25-34 21.53%
35-44 24.86%
45-54 19.33%
55-64 12.35%
65+ 6.42%

Access Points:
Desktop: 71.48%
Mobile: 27.65%
Tablet: 0.87%

Gender:
Male: 41.9 %
Female: 58.1%

Social Media

3.9K+ followers across all platforms—LinkedIn, Facebook and Twitter. Our social media team is considered thought leaders, zeroing in on a very targeted and engaged social media audience in areas such as corporate governance, family business, leadership, successions private company and public company boards, wealth management, diversity in leadership, technology in governance and leadership, millennials in leadership and entrepreneurship, among other topics.

#DirectorsBoards
#PrivateCoDir

Directors & Boards Website: 191,324 annual unique visitors

Private Company Director Website: 53,676 annual unique visitors

Governance Newsletters: 24,526 per issue
EDITORIAL CALENDAR 2023

DIRECTORS & BOARDS

FIRST QUARTER 2023
Ad Reservations: January 20
Ad Materials Deadline: January 27
Mails: February 17

The “G” in ESG
• Getting the F in ESG: Focusing on the financial benefits of sustainability
• Why are we here? What is the ultimate purpose of boards?
• Is the SEC’s push toward ESG regulations appropriate?

SECOND QUARTER 2023
Ad Reservations: March 31
Ad Materials Deadline: April 7
Mails: April 28

Compensation
• Compensation of boards, senior management, shareholders and stakeholders
• How much stock should board members own in their companies?
• Should a board member be dependent on board service for their livelihood?

BONUS DISTRIBUTION: The Private Company Governance Summit 2023

ANNUAL REPORT 2023
Ad Reservations: May 26
Ad Materials Deadline: June 2
Mails: June 23

The Future of Capitalism
• Capitalism and its discontents
• Meta capitalism: Short-selling and other financial bets
• The death of globalism and its impact on governance

SPECIAL SUPPLEMENT: Directors to Watch — Gender Diversity

THIRD QUARTER 2023
Ad Reservations: September 1
Ad Materials Deadline: September 8
Mails: September 29

Board Composition
• What are the most important skills for the modern board?
• Diversity done right: Best practices for establishing diversity of thought and background
• Board tenure and refreshment: Are term and age limits right for your board?

FOURTH QUARTER 2023
Ad Reservations: October 27
Ad Materials Deadline: November 3
Mails: November 27

Cybersecurity
• Where can a board find directors who are proficient in cyber?
• What are the most pressing cyber issues for boards to monitor?
• Pros and cons: In-house cyber expert or cyber consultant?

SPECIAL SUPPLEMENT: Directors to Watch — Ethnicity

BONUS DISTRIBUTION: The Character of the Corporation 2023

PRIVATE COMPANY DIRECTOR

SPRING 2023
Ad Reservations: March 3
Ad Materials Deadline: March 10
Mails: March 31

Mastering the Board/CEO Relationship
• The keys to an effective board/CEO relationship
• Is the role of the board to be a partner to the CEO?
• The board’s role in developing the new CEO

SPECIAL SUPPLEMENT: Directors to Watch — Private Company Directors

FALL 2023
Ad Reservations: September 1
Ad Materials Deadline: September 8
Mails: September 29
• Private Company Board Compensation Survey 2023
• Private Company Boards of the Year
• Private Company Governance Summit Recap
ADVERTISING AND SPONSORSHIP RATES

PRINT

Directors & Boards Magazine 2023
Rate Card #46

Four Color Page Rates (net)

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DIGITAL

 Directors & Boards Website
directorsandboards.com  (Rates per 30 days)

Super leaderboard: $3,000 (970x90 pixels)
ROS leaderboard: $2,000 (728x90 pixels)
ROS medium rectangle: $2,500 (300x250 pixels)

Rich media available on interstitials, medium rectangle and leaderboard
• In-Banner Video (add $1,000)
• Rich Media Expandables (add $1,000)

Directors & Boards Newsletter
(50 editions per year, rates per issue)
Size: 1000 x 600 pixels

Top leaderboard: $2,500
Leaderboard: $2,000

WEBINAR & E-BLAST

Rate Card #14 (All rates net)

Custom Webinars: $10,000
Editorial Webinars: $6,000 multi-sponsor
(per sponsor, minimum of two sponsors)

E-Blasts: $4,000 per email
(Availability is limited, so please book early; limited volume discounts available)

SUPPORTED INSERT

Rate Card #14 (net)

2 page insert: $3,200  12 page insert: $8,900
4 page insert: $5,100  16 page insert: $11,650
8 page insert: $7,100

The following are guideline prices for preprinted inserts in Directors & Boards. This assumes “normal” weight and size (8½” x 11” or less). Heavier pieces or unusual sizes, will be priced individually. Contact your advertising representative to discuss weight and sizing. Pricing is for insertion in the magazine or insertion in the polybag. Polybag insertions limited to 3 pieces per issue on a first-come, first-served basis. Special insertion costs: handwork, glue dotting, etc. are billed at cost and are non-commissionable.
ADVERTISING AND SPONSORSHIP RATES

PRINT
Private Company Director Magazine 2023
Rate Card #7

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All Private Company Governance Summit 2023 sponsors receive a free ad in the March 2023 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.

WEBINAR & E-BLAST
Rate Card #7
Custom Webinars: $10,000
Editorial Webinars: $5,000 multi-sponsor
(per sponsor, minimum of three sponsors)

E-Blasts: $3,500 per email
(Availability is limited, so please book early; limited volume discounts available).

DIGITAL
Private Company Director Website
privatecompanydirector.com (Rates per 30 days)

Website Super Leaderboard: $2,300 (970x90 pixels)
ROS Leaderboard: $2,000 (728x90 pixels)
ROS Medium Rectangle: $2,300 (300x250 pixels)

Rich media available on interstitials, medium rectangle and leaderboard
• In-Banner Video (add $1,000)
• Rich Media Expandables (add $1,000)

Private Company Director Newsletter
(24 issues per year)
Size: 1000 x 600 pixels

Exclusive Sponsor: Two leaderboard ads with “This issue is brought to you by (sponsor logo)” $5,000 each issue

Sponsored Native Content
Creation and distribution, newsletter and website. Max 1,000 words.
One newsletter issue, plus 30 days on the website: $3,500.

Special Digital Opportunities
Other digital advertising opportunities include:
• In-Banner Video
• Rich Media Expandables
YOUR DIRECTORS & BOARDS AND PCD TEAM

EDITORIAL
Charles Elson
Executive Editor-at-Large
celson@directorsandboards.com

Bill Hayes
Managing Editor
215-405-6081
b.hayes@directorsandboards.com

Barbara Wenger
Roster Editor and Reprints
215-405-6072
bwenger@directorsandboards.com

Peter Begalla
Conference and Education Director
386-785-7856
pbegalla@familybusinessmagazine.com

ADVERTISING AND SPONSORSHIP
David Shaw
Publishing Director
301-963-6162
dshaw@directorsandboards.com

Joe Rosone
Director, Sales & Corporate Sponsorship
301-693-4687
jrosone@directorsandboards.com

Scott Chase
National Account Executive
301-879-1613
schase@directorsandboards.com

Justin Cordaro
National Account Executive
215-405-6082
justin.cordaro@familybusinessmagazine.com

Ryan Ellis
National Account Executive
215-405-6075
ryan.ellis@directorsandboards.com

PRODUCTION, MARKETING & ADMIN
Monica McLaughlin
Creative Director
215-405-6073
monica@familybusinessmagazine.com

Debbie Davis
Marketing Director
215-405-6074
debbie.davis@directorsandboards.com

Diane McCollum
Events Director
215-405-6063
diane.mccollum@familybusinessmagazine.com

Jill Kittle
Conference Coordinator
603-318-8664
jill.kittle@familybusinessmagazine.com

Abbie Boyer
Events Coordinator
215-405-6083
abbie.boyer@familybusinessmagazine.com

Jerri Smith
Accounting & Circulation
215-405-6071
jsmith@familybusinessmagazine.com
THE DIRECTORS & BOARDS
EDITORIAL ADVISORY BOARD

ROBERT H. ROCK, CHAIR
Chair, MLR Holdings LLC; director, Quaker Houghton and Penn Mutual

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JEFFREY A. SONNENFELD
Senior associate dean for leadership studies, Lester Crown Professor in the Practice of Management at Yale School of Management; founder of the Chief Executive Leadership Institute

GABRIELLE SULZBERGER
Strategic advisor, Two Sigma Impact; director, Mastercard and Brixmor Property Group

MAGGIE WILDEROTTER
CEO, Grand Reserve Inn; chair, DocuSign; director, Costco, Lyft, Sana Biotechnology
SPECIFICATIONS AND TERMS

MECHANICAL SPECIFICATIONS
Publication trim size: ....................... 8.5" w x 10.875" h
Full page (with bleed) .................... 8.75" w x 11.125" h
(includes .125" bleed on all sides)
Binding: .................................................. Perfect
• There is no extra charge for full bleed ads.
• Keep reading and live matter a minimum of 1/4” from trim.

ADDITIONAL AD SIZES
• Spread (trim) ........................................ 17" w x 10.875" h
• Spread (with bleed) ............................. 17.25" w x 11.125" h
• 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

ADVERTISING MATERIAL REQUIREMENTS
We accept high resolution press-ready PDF (PDF/X-1a) files.
• Include/embed all fonts and artwork.
• Image resolution is 300 dpi. Avoid using JPEG images.
• CMYK colors are required. RGB elements must be converted to CMYK. We reserve the right to convert all spot, RGB and LAB colors to CMYK.
• Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter.

MAILING/DELIVERY INSTRUCTIONS
Email materials to:
Monica McLaughlin, Creative Director
monica@familybusinessmagazine.com
(215) 405-6073

MLR Media
1845 Walnut Street, Suite 900
Philadelphia, PA 19103

SUBSCRIPTION PRICE
U.S.: $325 for a one-year subscription
Outside U.S.: $350 (payable in U.S. dollars)
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 Directors & Boards 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/orAgency 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.