



For more than 10 years, Linda Ferentchak wrote and published a client newsletter called “*The Investment Advisor*” for use by the members of SAAFTI – the Society of Asset Allocators and Fund Timers, Inc. In March of 2004, she left her position as editor to begin a new client newsletter - “*The Thoughtful Investor™*” - which would become available to the full universe of registered investment advisors who believe in active investment management, from dynamic asset allocation to strategies that trade more frequently.

As a specialist in marketing materials for investment advisors, Linda is familiar with SEC and NASD marketing restrictions and has created NASD reviewed materials for over a decade. Each issue of *The Thoughtful Investor* is NASD reviewed and a copy of the NASD letter provided to all subscribers for their compliance records.

The Thoughtful Investor is designed for customization by individual investment advisors. The standard printed newsletter features your photograph and contact information. We also produce an email version of the newsletter that can be linked to your site.

Individual articles from *The Thoughtful Investor* are available for purchase for use in advisors’ in-house newsletters, marketing pieces or web site.

Printed newsletters are priced as follows:

- First time set up charge for photograph and contact information - \$60
- Minimum 250 newsletters - 95¢ per newsletter
- 251 to 500 newsletters - 90¢ per newsletter
- 501 to 1000 newsletters - 85¢ per newsletter
- 1001 and up - 75¢ per newsletter

Email newsletters:

\$300 per issue plus Constant Contact distribution fee (this cost varies based on the number of subscribers).

This cost includes customization of the email newsletter, including company specific information, creation of an html-coded page to be posted to the advisor’s web site to which the email links, sending of all emails and list management.

Articles are available for purchase at the following costs:

- Less than 250 words - \$40
- 250-500 words - \$80
- More than 500 words - \$100

If you are interested in using *The Thoughtful Investor* in your marketing efforts, please call today and let’s discuss! Article summaries are provided via email quarterly with complete articles available upon request should you wish to preview an issue.

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