

Leverage the Power of  communications



**A GUIDE TO OUR
CONTENT EXPERTISE.**

It's our specialty.

our portfolio of writer expertise

Telling your story effectively requires a deep understanding of your target audience, your subject matter, your medium of choice, your message and your desired outcome. Our editorial content experts bring creative flair and skill — informed by substantive experience — to your marketing communications assignments. No learning curve or compliance headaches to worry about — we've got you covered.

EDITORIAL SPECIALTIES

Our expertise includes, but is not limited to, Investment Management, Brokerage, Insurance, Financial Planning, Personal Banking, Trust and Estate Planning Services.

- Global, domestic and international equities
- Global, domestic and international fixed income
 - Including government, corporate, municipal, and emerging market debt
- Cash management/Treasury services
- Closed and open-end mutual funds, UITs and ETFs
 - New product launches
 - Fund repositioning
 - Fund mergers
- Technical writing
 - Modern portfolio theory
 - Asset allocation
 - White papers
 - Futures
 - Options
 - Derivatives
- Alternative investments
 - Hedge funds
 - Market neutral
 - Real estate/REITs
 - Currency, precious metals and commodities
- Wrap, asset allocation and target date programs
- Corporate governance and industry regulation
- Retirement accounts and topics
 - IRA
 - Keogh
 - SEP-IRA
 - Roth
 - 401(k), 403(b) and 529s
 - Rollovers
 - Distributions
 - Retirement planning
- Tax-related subjects
- Insurance
 - Annuities – fixed and variable
 - Variable universal life
 - Whole life
 - Long-term care
 - Health insurance
 - Disability insurance

EDUCATIONAL AND SALES SUPPORT

- Dollar-cost averaging
- Fighting inflation
- Tax-free investing
- College investing
- Diversification
- Equity investing
- International investing
- Brokerage services: full service/discount
- Trust and estate planning

SEGMENT MARKETS/AUDIENCES

- Channels: institutional; independent, wirehouse and regional B/Ds; RIA; financial planners; banks, trust companies/departments, family offices
- Consultants
- Board members/trustees
- Client/consumer markets/retail
- Specialty markets
 - Women
 - Young investors
 - Cultural/heritage
 - Generation marketing
 - High net worth, ultra high net worth
 - Pre-retirees, retirees
 - Small business

PREFERRED WRITING TONE

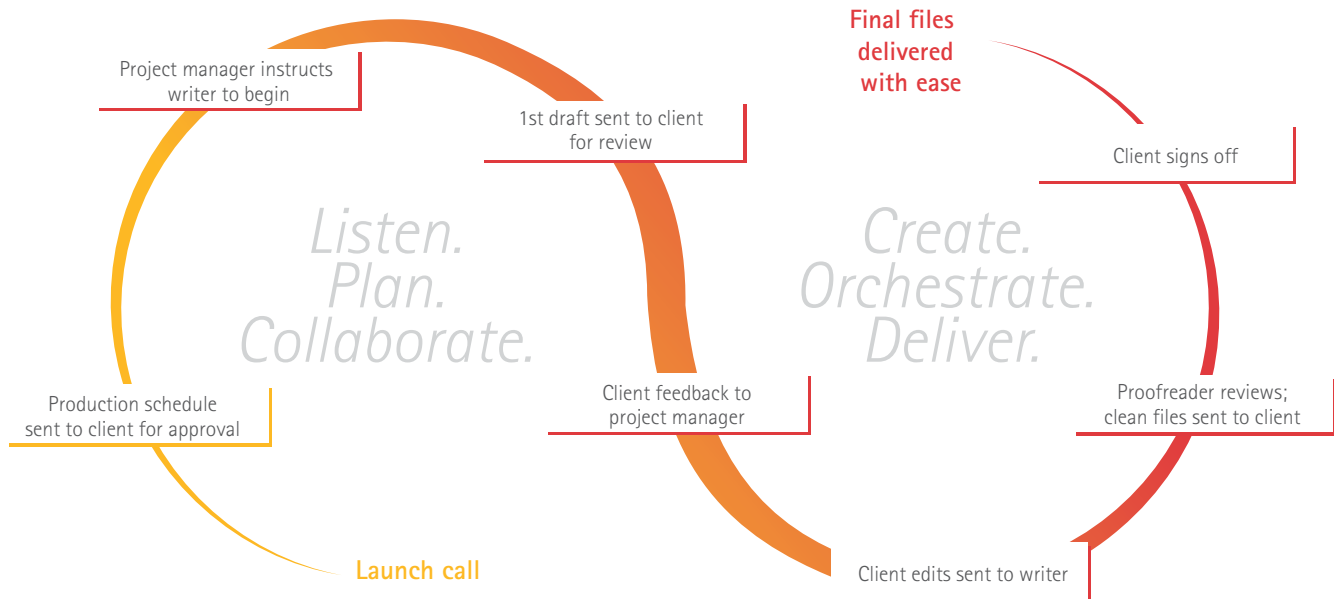
- Educational/informational
- Marketing/sales-oriented
- Institutional, technical, research-oriented
- Retail
- High-level, sophisticated investors
- Plain speak, novice investors
- Corporate styleguide

COLLATERAL

- Shareholder reports
- Fact sheets
- Training materials
- Web site content
- Capabilities/image brochures
- Client seminars
- Annual reports
- Speeches, scripts
- Sales and conference presentations
- White papers
- HTML

ADDITIONAL OFFERINGS

- Accounting
- Legal
- General business
- Quantitative analysis
- Independent fact checker
- Web site writing
- Multi-media scripts
- Strategic project management
- Editorial and brand strategy
- Healthcare

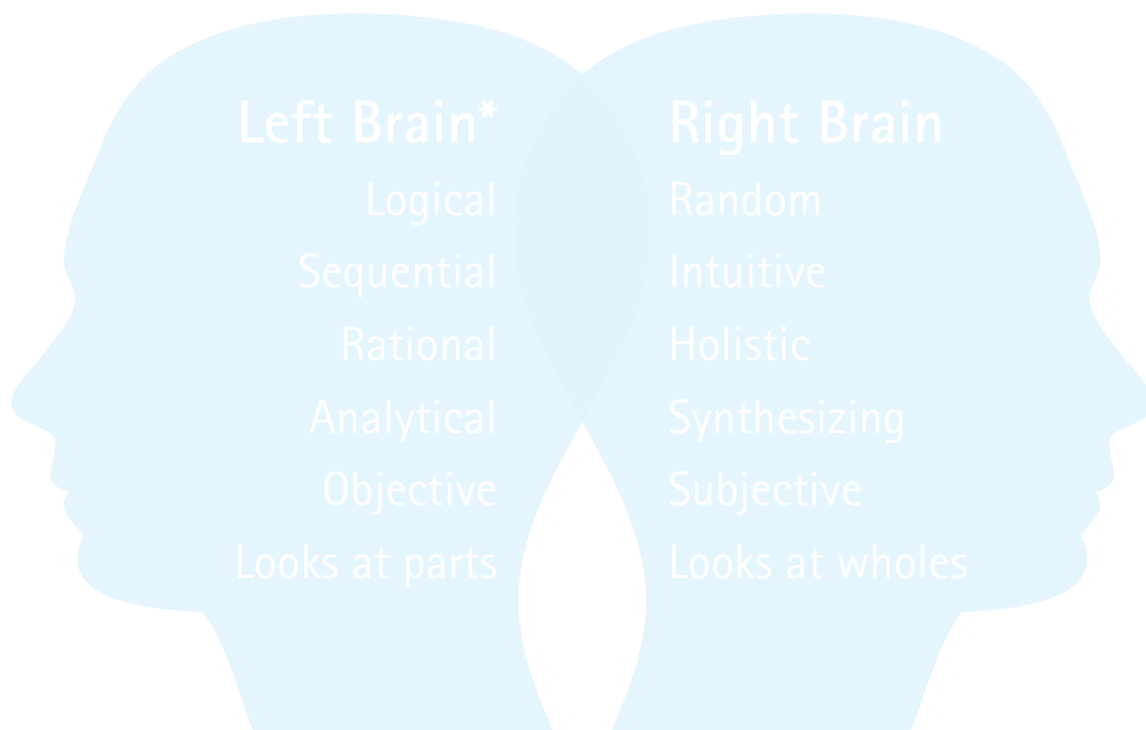


We will gladly provide more information about our associates, including biographies and writing samples, to help you select the specialist that best suits your needs. Asset Communications will present the most qualified experts based on the precise needs of your project. Please contact your account executive or:

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...We tap some of the industry's brightest and most creative resources – knowledgeable financial professionals who keep pace with current trends and industry developments.



*Source: Funderstanding.com, Inc., New Jersey