The InvestmentNews Content Strategy Studio specializes in creating co-branded or private-labelled white papers and research briefs that are designed to educate, engage and inform financial advisers. White paper development can be combined directly with a tailored distribution program through InvestmentNews to help raise awareness of your thought leadership – and ultimately generate impactful branding and lead generation campaigns.

The InvestmentNews Content Strategy Studio acts as a ghost writer for a white paper on a theme or topic that is identified by the client. With this option, the InvestmentNews Content Strategy Studio will:

• Co-develop an outline for the white paper that successfully meets clients’ objectives and content needs
• Author a 2,000-2,500 word draft of white paper or research brief (typically 6-8 pages post-production)
• Edit and finalize underlying content for white paper, including raw data for any charts/graphs referenced in the report, after two client reviews
• Layout and design white paper proofs and final white paper, with client approvals, after two reviews and revisions
• Provide final private-labelled PDF for client to distribute

Note: This option does not include distribution to the InvestmentNews audience, nor does it permit the sponsor to leverage InvestmentNews brand.

$15,000

All projects can be customized and pricing will vary based on branding/co-branding, length of white paper and extent of distribution, among other factors.
b// CO-BRANDED WHITE PAPER & DISTRIBUTION PROGRAM

The IN Content Strategy Studio authors a co-branded white paper or research brief with the client, and positions final report as IN-centric content for consumption by the IN audience. Allows the sponsor to leverage unparalleled distribution through the InvestmentNews platform and audience. Benefits include:

- Co-develop an outline for the white paper that successfully meets clients’ objectives and content needs
- Author a 2,000-2,500 word draft of white paper or research brief (typically 6-8 pages post-production)
- Edit and finalize underlying content for white paper, including raw data for any charts/graphs referenced in the report, after two client reviews
- Layout and design white paper proofs and final white paper, with client approvals, after two reviews and revisions
- Sponsor logo on white paper cover
- Sponsor acknowledgment and logo in white paper
- Sponsor logo on all dedicated promotions encouraging downloads over 2 months
- One dedicated email promo sent to 175K subscribers encouraging downloads
- White paper placement in two Featured Intel newsletters, sent to 100K subscribers
- Two white paper excerpts featured as IN Research blog and distributed through The Adviser’s Consultant newsletter
- All leads generated by downloads of co-branded white paper

$25,000

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c// CO-BRANDED WHITE PAPER, DISTRIBUTION PROGRAM & WEBCAST

All the benefits of Option B as well as the opportunity to host an InvestmentNews Profitable Practices webcast. Sponsors may provide a firm executive or adviser to participate as a speaker and get an additional opportunity to distribute the co-branded white paper to a broader, live audience of financial advisers.

$40,000

All projects can be customized and pricing will vary based on branding/co-branding, length of white paper and extent of distribution, among other factors.