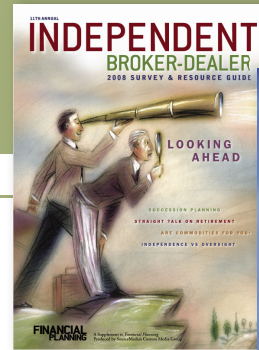


# FINANCIAL PLANNING



## 2009 Guides & Supplements ▶

| TITLE  | PUBLISHES | AD CLOSE | MATERIALS DUE | GROSS RATES                              |                                     |  |
|--|-----------|----------|---------------|--|-------------------------------------|--|
| <b>PRACTICE MANAGEMENT &amp; TECHNOLOGY</b>  | April     | Feb. 2   | Feb. 9        | <b>FP4C</b><br>\$14,690                  |                                     | <b>SPREAD</b><br>\$22,750              |
| <b>SOCIALLY RESPONSIBLE INVESTMENTS</b>  | May       | Mar. 2   | Mar. 9        | <b>FP4C</b><br>\$14,690                  |                                     | <b>SPREAD</b><br>\$22,750              |
| <b>BROKER-DEALER GUIDE</b>   | July      | Apr. 27  | May 4         | <b>CORPORATE SPONSORSHIP</b><br>\$23,305 | <b>FULL SPONSORSHIP</b><br>\$19,450 | <b>PARTIAL SPONSORSHIP</b><br>\$15,050 |
| <b>ETFs</b>  | September | July 2   | July 10       | <b>FP4C</b><br>\$14,690                  |                                     | <b>SPREAD</b><br>\$22,750              |
| <b>SCHWAB IMPACT SHOW DAILY</b>  | September | Aug. 10  | Aug. 17       | <b>JUNIOR PAGE</b><br>See Below          |                                     | <b>FULL PAGE</b><br>See Below          |
| <b>REITs &amp; REAL ESTATE</b>   | October   | Aug. 3   | Aug. 10       | <b>FP4C</b><br>\$14,690                  |                                     | <b>SPREAD</b><br>\$22,750              |
| <b>INSURANCE</b>   | November  | Sept. 2  | Sept. 9       | <b>FP4C</b><br>\$14,690                  |                                     | <b>SPREAD</b><br>\$22,750              |
| <b>WEALTH MANAGEMENT 2010</b><br><small>Published with <i>On Wall Street</i> and <i>Bank Investment Consultant</i></small> | December  | Oct. 2   | Oct. 9        | <b>FP4C</b><br>\$22,780                  | <b>1/2 PAGE 4C</b><br>\$12,050      | <b>SPREAD</b><br>\$41,080              |



| SCHWAB RATES             | FULL PAGE | JUNIOR PAGE |
|--------------------------|-----------|-------------|
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| <b>GOLD SPONSORS</b>     | \$15,830  | \$11,075    |
| <b>SILVER SPONSORS</b>   | \$16,890  | \$11,825    |
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