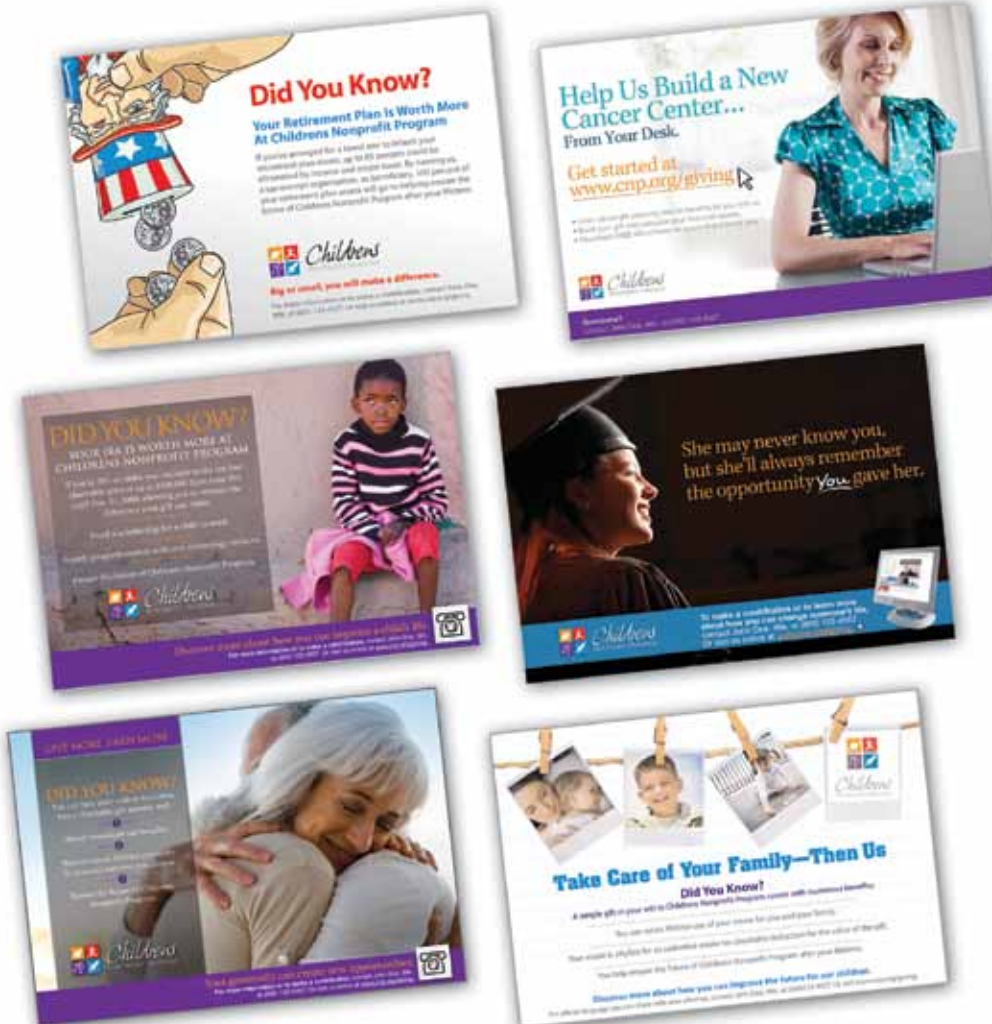


Custom Advertisements

Extend your reach by incorporating compelling gift planning messages into any of your print or online materials.

Product Code: KAD



Your Competitive Edge

As a Stelter client, you enjoy full access to these resources and benefits:

- » **Ongoing Donor Research:** Scientific insights about what works and what doesn't.
- » **Data-Driven Messaging Strategies:** Editorial content that really hits the mark and reaches out to different generations of donors and prospects.
- » **Trackable Metrics:** Measurable calls-to-action to help you determine the success of your marketing efforts.
- » **Multichannel Strategy:** Connect the dots with a fully integrated marketing approach: direct mail, Web and e-marketing.
- » **Gift Planning Attorney:** FREE telephone consultations with gift planning attorney, Johni Hays J.D.
- » **Webinars:** A curriculum of online learning opportunities for marketing and technical support.

Recommended Uses

You'll receive all four advertisements at one time. Place them:

- In your organization's newsletters, pamphlets, brochures and reports.
- On buckslips or other inserts.
- In e-mail messages and e-newsletters.
- On your Web site.
- In local newspapers and magazines.

Key Features

Designed as a series of four ads

Pick four of our six concepts, or submit your own copy.

- Bequests
- CGAs
- IRAs
- Web
- Retirement Plan Assets
- General Gift Planning

100% custom design

Available in any size or combination of sizes