

# Sponsorships

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## Targeting the Retail Investor

**BetterInvesting** understands that institutional investors represent a significant focus for investor relations professionals. However, we urge you not to forget the power of the retail investor! Retail investors can assist your company in creating a more balanced and diverse shareholder base. Their awareness and support can engender stability, promote liquidity and provoke upside pressure to your company's stock.

You can reach the retail investor by sponsoring 36 e-mail blasts and a host of unique, time saving tools that help retail investors make the most of their investment opportunities. Your company name, logo and website URL will appear on our e-blasts and online tools.

### Stock Analysis Tools

The Stock Selection Guide (SSG) has always been the centerpiece of BetterInvesting's stock analysis philosophy. Our online stock analysis tools offer a quick and easy way to apply the SSG and identify, analyze and compare quality growth stocks. The SSG is powered by data on over 6,000 stocks. Available 24/7 from any PC or Mac with Internet access, updates are automatic, with no software to buy or install — ever.

### Mutual Fund Tools

The same ease of use and advanced technology that drives the online Stock Selection Guide and Stock Comparison Guide is put to work for mutual funds. Powered by a data feed on over 20,000 funds — including exchange-traded funds — this online tool makes mutual fund selection faster and easier than you ever thought possible.