



# Advisorpedia

## The Advisorpedia Media Center Offer Sheet

[Advisorpedia](#) and Integrated Partners have joined forces to create a dynamic media hub within the **T3 Advisor Conference 2022** in Denton, Texas, May 2-4. We are pleased to offer you an exclusive opportunity to have your executives interviewed in the Advisorpedia Media Center at our conference.

The Advisorpedia Media Center – powered by Integrated Partners – features industry veterans and media hosts Matt Ackermann and Douglas Heikkinen recording podcasts and videos with conference attendees and speakers. Their goal is to capture some of the most exciting thoughts and solutions represented at T3.

Advisorpedia will record an interview with your executive in the format of your choice in the Media Center at the conference. After the show ends, we will professionally edit all podcasts and videos, publish them to Advisorpedia, and promote them across their newsletter and social media. They will also provide links you may use to republish the content to your own website and social media.

### Interview formats:

#### **Long Video - Interviews with Innovators** (12 – 15 minutes). **Cost: \$10,000 (limit of 2)**

Advisorpedia shoots a two-camera interview with your innovator, covering a pre-selected list of questions that you help design. We also break it down into three shorter video clips for your social media and marketing purposes. Your video is published to Advisorpedia and promoted via our newsletter and social media. Media center video interviews are averaging over 1000 views.

#### **Short Video** (2 – 4 minutes). **Cost: \$2,500 (limit of 8)**

Advisorpedia shoots an interview with one of your executives, covering two to three of your company's key themes. Your video is published to Advisorpedia and promoted via our newsletter and social media. Media center video interviews are averaging over 1000 views.

#### **Podcast** (18 – 22 minutes). **Cost: \$2,500 (limit of 5)**

Record an episode of the *Power Your Advice* podcast at the T3 Advisor Conference. We cover who you are, what your firm does and how it benefits financial advisors. Your podcast is published to Advisorpedia and promoted via our newsletter and social media. This popular industry podcast averages over 2000 downloads per episode.

### **About Advisorpedia**

Advisorpedia creates, curates, publishes & promotes multimedia content focused on helping financial advisors be more successful ... in whatever way they define for themselves and their practices. Our content is divided equally between asset management and practice management topics, with some inspiration thrown in for good measure.

Monthly Audience: 100K+ visitors, 320K+ page views  
Audience: 66% Independent RIA, 19% IBD, 15% Wirehouse  
Newsletter: 54K+ opt-in subscribers  
Social Media: 21K+ followers

**Interested in an Interview at T3?** Please contact Douglas Heikkinen; [douglas@advisorpedia.com](mailto:douglas@advisorpedia.com)