

Trust accounts have a long, profitable life.

There's a huge market and a big opportunity for corporate trustees!

There is over \$2.5 trillion in assets currently managed by trustees. And baby-boomers will be transferring trillions more in the coming years. Yet only about one-third of trust assets are managed by corporate trustees.

Increase your share of this very profitable business with *Choosing the Right Trustee*.

This new two-color brochure achieves these core marketing objectives:

- Create more awareness of your trustee services;
- Explain your unique credentials;
- Emphasize the value of your services;
- Overcome potential objections.

Choosing the Right Trustee is ideal for hand-outs, rack distribution, sales calls, seminars, statement enclosures and targeted direct mailings.

Custom designs and formats. *Choosing the Right Trustee* can be produced to meet your exact corporate specifications in design and copy. Call us for more information and to receive a no-obligation quote.

Web site use. You can purchase the rights to post *Choosing the Right Trustee* on your Web site. The fee is \$250 annually. Please call for more information.



Name _____ Title _____

Institution _____ Phone _____

Address _____ E-Mail _____

City _____ State _____ Zip _____

Please enter my order for _____ copies of *Choosing the Right Trustee*.

- I would like to purchase the right to post the brochure on our Web site.
- Please send me finished samples to review.
- I am sending you my imprint information by e-mail fax mail
- Use the same imprint as you do on my current Merrill Anderson publications/brochures.
- I'll need a custom design or format. Please call me with more information.
- I have questions. Call me.

Pricing

Quantity	Price
500	\$ 432
1,000	654
2,000	1,194
3,000	1,668
4,000	2,142
5,000	2,580
6,000	2,934
7,000	3,288
8,000	3,642
9,000	3,996
Each add'l 1,000	354

Plus shipping.

The prices include imprinting the front and back cover in black ink. There is a \$70 charge to create an imprint plate. If typesetting is required, it will be billed at cost.

See a proof online at www.merrillanderson.com

MERRILL ANDERSON

Financial Marketing Communications

The Merrill Anderson Company
 1166 Barnum Avenue • Stratford, Connecticut 06614-5402
 (203) 377-4996 • Fax (203) 378-0122 • www.merrillanderson.com