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NEWS

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Cornerstone Ad for Spectera Voted Best Overall Advertisement Design

Cornerstone received the highest recognition and was awarded for Best Overall Advertisement Design in a recent ADview Reader Reaction Study. The full-page, full-color ad for Spectera, a UnitedHealth Group Company and vision and dental benefits provider, touts the ease and flexibility of Spectera's benefits packages to brokers and Human Resources managers.

Readers were asked to rate a series of ads from the July/August 2006 issue of *Employee Benefit Adviser*. By a wide margin, Cornerstone's Spectera ad received the highest average score for Overall Advertisement Design. The study was conducted by Litchfield Research, an independent firm that conducts research for business-to-business trade publications.