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Here's how Factset executed its Sponsored Editorial + Banner ad campaign.....It displays like this in the newsletter face

The screenshot shows the newsletter layout with several articles and promotional banners. Annotations with blue lines point from the text box to specific elements:

- One line points to the "KAPLAN" banner at the top right.
- Another line points to the "Market Forecast 2011" featured event section.
- A third line points to the "Win Free! CFA® Exam Prep" banner.
- A fourth line points to the Factset banner at the bottom left.

**THE FINANCE PROFESSIONALS' POST**  
A publication of the New York Society of Security Analysts

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### James Bullard's Five Easy Pieces of Quantitative Easing

The Fed has drawn intense criticism for its decision to purchase \$800 billion in long-term Treasuries over the next eight months. Speaking at NYSSA, James Bullard, the president and chief executive officer at the Federal Reserve Bank of St. Louis, explained the rationale behind the Fed's decision.

[Click here to listen to "James Bullard's Five Easy Pieces" »](#)

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### More Reasons You Can Be Optimistic About Your Compensation

The eFinancialCareers global bonus survey found half of Wall Street's professionals expect their bonuses to grow this year. No surprise that a third of them credit their own performance for the uptick.

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### The Economic Reincarnation of India

For those who grew up with images of India as a land of poverty, recent news would seem veritable proof of economic reincarnation. Indian poverty still exists, of course, and in a land of more than one billion people, a 25% poverty rate means that at least 250 million people live in highly precarious conditions. It will be a long time before its poverty can be eradicated, but India can boast of many recent achievements, and there are good reasons to expect that the country will continue to grow and develop rapidly as it has over the last decade.

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<http://post.nyssa.org/nyssa-news/2010/12/whats-your-risk-single-name-security-exposure-analysis.html>

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