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NYSSA Finance Professionals Post | New York Society of Security Analysts  
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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 a newsletter layout for 'THE FINANCE PROFESSIONALS' POST'. The header includes navigation links: Home, Archive, Sponsorship, About Us, and Subscribe to. The main content area features three articles:

- 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" »](#)
- 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. [Continue reading "More Reasons You Can Be Optimistic" »](#)
- What's Your Risk? Single Name Security Exposure Analysis**: Single Name Security Exposures lets you look across all portfolios or a subset of portfolios to quantify your exposure to a security, an issuer, an industry, a country, or a specific set of securities. Simply put, it tells you how much you own and where you own it. [Continue reading "What's Your Risk?" »](#)

A Factset banner ad is positioned between the second and third articles, with a blue arrow pointing to it from the text box. The banner reads: 'THE DIFFERENCE BETWEEN PERFORM AND OUTPERFORM. FACTSET FACTSET.COM/RISK ▶ LEARN MORE'.

Below the Factset banner is an article titled '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. [Continue reading "The Economic Reincarnation of India" »](#)

On the right side of the newsletter, there are three promotional blocks:

- A KAPLAN logo with the text: 'The essential complement to the CFA® exam curriculum. [LEARN MORE >>](#)'
- A 'FEATURED EVENT' section with a background of stock market data: 'Market Forecast 2011: A Dynamically Complex World Thursday, January 6, 2011'.
- A 'Win Free! CFA® Exam Prep' section: 'Attend any of the following sample classes, and you will be entered in a drawing to win a complimentary 17-session review course.' It lists two classes: 'Free Level II Sample Class Monday, December 20, 2010' and 'Free Level III Sample Class Tuesday, December 21, 2010'.

At the bottom right, there is a section titled 'HIGHLIGHTS FROM THE eFINANCIAL JOBS FEED'.



To see the full article display page (highlighted at left) ,  
click here

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

After your Sponsored Editorial Runs, it will remain in our **SPONSORED PAPERS ARCHIVE** for at least 6 months. This is great shelf life and linkable from our homepage

Here's a link to Sponsored Papers if you'd like to see how other sponsors have handled this opportunity

<http://post.nyssa.org/nyssa-news/sponsored-papers/>

