

# THE FINANCE PROFESSIONALS' POST.

A publication of the New York Society of Security Analysts

**Reach an elite group of investment professionals in the New York metro area.**

## The NYSSA Advantage:

- NYSSA is the largest of the more than 135 societies worldwide that comprise CFA Institute with more than 9,000 members.
- More than 80% of NYSSA's members are CFA Charter-holders.
- NYSSA has a regional presence in the New York metro area, including Manhattan, Long Island, Westchester County, Northeast New Jersey and Fairfield County.

## Who We Are

The New York Society of Security Analysts (NYSSA), was founded in 1937 with a commitment to the promotion of best practices and the highest professional and ethical standards in the investment industry. NYSSA strives to assist its members and other financial professionals in their career development.



**The Finance Professionals' Post Blog**  
<http://post.nyssa.org>

The Finance Professionals' Post blog features coverage of the latest topics, trends and reports. Financial community leaders rely on the blog to stay up-to-date about the investment industry.



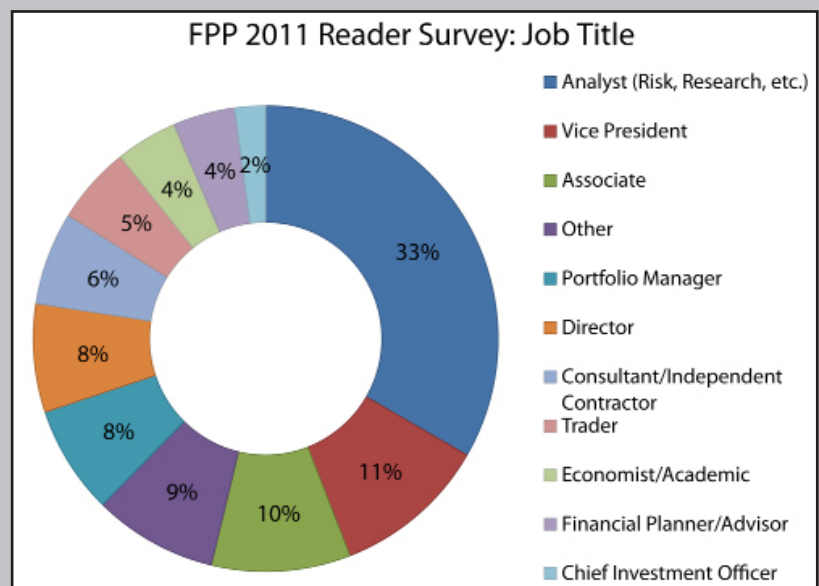
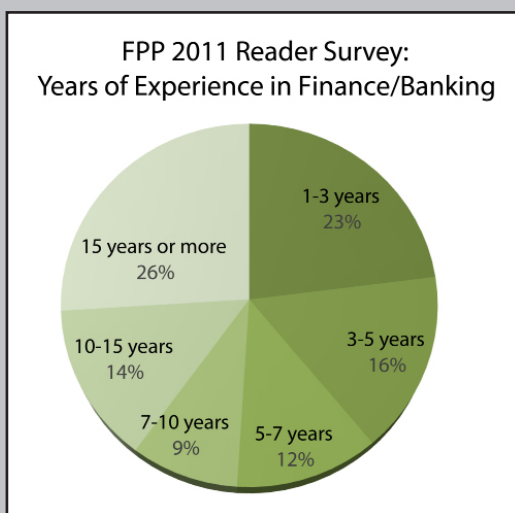
## The Finance Professionals' Post eNewsletter

Distributed on the first and third Thursday of each month to more than 30,000 recipients, The Finance Professionals' Post eNewsletter is a compilation of FPP blog posts from the previous two weeks, informing members and non-member subscribers of the latest industry developments and association news.



## Reader Profile

NYSSA members represent the decision makers in the financial industry.



**For more information, contact Veronica Brown at [vbrown@nyssa.org](mailto:vbrown@nyssa.org).**

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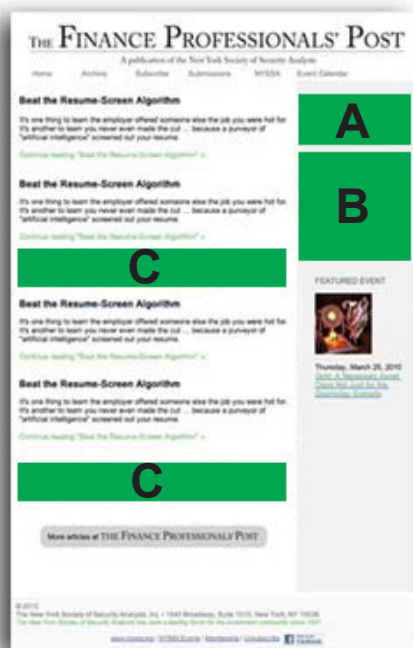
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## Advertising on the The Finance Professionals' Post & eNewsletter

Advertising on <http://post.nyssa.org> offers several cost-effective opportunities to position your company as a leader in front of an influential group of finance professionals. Popular stories from the blog are compiled every two weeks to create the FPP eNewsletter. The eNewsletter is distributed to more than 50,000 recipients on the first and third Thursday of each month.

### Enjoy the benefits of advertising on the blog:

- Content updated daily encourages increased site traffic
- Directs visitors to the landing page of your choice
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



### Enjoy the benefits of advertising on the eNewsletter:

- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Circulated to more than 30,000 finance professionals

### FPP Ad Sizes

**A – Rectangular banner.** 225 x 100 pixels. Two positions available with up to four advertisers rotating on each page refresh.

**B – Square banner.** 250 x 250 pixels. Two positions available with up to four advertisers rotating on each page refresh.

**C – Horizontal banner.** 225 x 100 pixels. Three positions available with up to four advertisers rotating on each page refresh.

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## Sponsor & Reader Testimonial

I like the frequency of the publication, about twice a month, which is not too frequent allowing for some time to read/digest the info and not too rare to contain stale info or irrelevant discussions.”

—E.K. Vice President and CFA at Lazard Asset Management

You have written a very impressive post providing highly valuable information. You have a very good feel for getting the right information out to the people through blogs. I am also very impressed with the website as a whole. Keep up the good work.

—John Ray (commenting on “Book Review: Making Sense of the Dollar”)

I’ll definitely forward your article to advisors considering a switch to the RIA business model from the broker-dealer structure . . . Thank you, Susan, for writing this article.

—Richard Emmons (commenting on “Steps for Implementing the RIA Business Model”)

Congratulations to the author on this excellent article. It is encouraging to see the beginnings of a sustainable economy in the examples . . . Thanks for the article!

—Steve Jordan (commenting on “Moving Toward a Steady-State Economy”)

This is a well written article and one which would have helped me 18 months ago when I set up an advisory firm.

—I. Braunstein (commenting on “Steps for Implementing the RIA Business Model”)

I must say this is by far one of the best articles I have read . . . Hi-Five\* for a well written article.

—Karen (commenting on “Outsiders and Outperformers: Women in Fund Management”)

Great piece that shows the breadth and depth of Lee’s thinking.

—Mike Lipper (commenting on “The Great Divide: Talking to Lee Cooperman”)



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## Sponsored Editorial Package

The Finance Professionals' Post is your connection to the finance and banking sectors. Our new sponsored editorial package allows you to include your white papers, commentary or industry-related editorial on the FPP blog and eNewsletter, increasing your exposure to the financial community. The package includes one blog post with automatic inclusion of that post in the FPP eNewsletter, as well as your organization's logo prominently displayed next to your post. Sponsored editorial includes unlimited content and the option to link a PDF or website to your blog post. When you sponsor content on the FPP blog, you also receive a horizontal banner on the FPP blog and eNewsletter at no additional cost. Display advertising may also accompany your sponsored editorial.



*\* All sponsored editorial is subject to NYSSA approval.*

## Past sponsored editorial contributors include:

New York University, Stern School of Business  
Instituto de Empresa Business School  
Zicklin School Of Business, Baruch College, City University of New York  
FTSE  
eFinancialCareers.com  
Standard & Poor's  
Morningstar



## Sponsored Editorial Package Rates:

12 months | \$28,000    6 months | \$15,600  
3 months | \$8,400    1 month | \$3,000

Package includes:

- Blog post
- Unlimited text or PDF link
- Display ad on the *FPP* blog
- Display ad on the *FPP* enewsletter

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## Advertising Packages

Highlight your company with The Finance Professionals' Post's online advertising opportunities. Choose from any of the discounted packages below to put your company in front of the finance industry's key decision-makers. All positions are based on availability and assigned on a first-come, first-served basis.

### Please choose from the following options:

- **Package 1** - Sponsored editorial  
12 months | **\$28,000**      6 months | **\$15,600**  
3 months | **\$8,400**      1 month | **\$3,000**

#### Package includes:

- Blog post
- Unlimited text or PDF link
- Blog content runs in the next issue of the eNewsletter
- All sponsored editorial submissions include a display ad on the blog and eNewsletter at no additional cost.

- **Package 2** - Display ad in blog & eNews (Based on availability)  
12 months | **\$13,800**      6 months | **\$7,800**  
3 months | **\$4,200**      1 month | **\$1,500**

- **Package 3** - Custom rectangle ad on FPP blog  
12 months | **\$6,400**      6 months | **\$3,600**  
3 months | **\$1,950**      1 month | **\$800**

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract.

**Please sign and return to: Steven Frasier, 212-541-4677 (fax)**

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## Online Specifications

### eNewsletter

#### Horizontal Banner

- 468 x 60 pixels
- JPG, PNG, GIF accepted

#### Vertical Banner

- 225 x 100 pixels or 250 x 250 pixels
- JPG, PNG, GIF accepted

### Blog

#### Custom Rectangular Banner

- 225 x 100 pixels or 250 x 250 pixels
- JPG, PNG, GIF accepted

#### Horizontal Banner

- 468 x 60 pixels

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