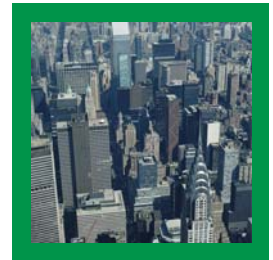


# New York Society of Security Analysts



**Reach an elite group of investment professionals 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 11,000 members**.
- **More than 80%** of NYSSA's members are CFA Charterholders.
- 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 our members and other financial professionals in their career development.

## Member Profile

NYSSA members represent the decision makers in the financial industry and our publications are received by:

- CFA Charter Holders
- Analysts
- Portfolio managers
- CEO's
- Bankers

**Contact your Naylor account executive today to put your company in front of this powerful audience.**

**For more information, please contact:**



## NYSSA ONLINE

Connecting you with NYSSA members throughout the year.

***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 **65,000 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.

To learn more about NYSSA, visit:

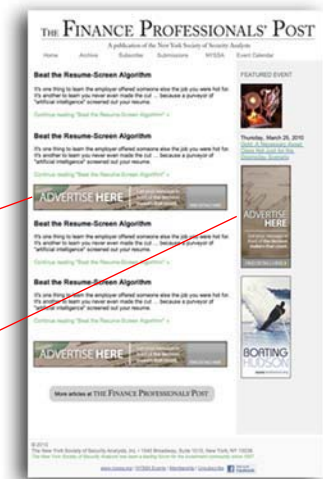
**[www.nyssa.org](http://www.nyssa.org)**

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

Visitors log on to <http://post.nyssa.org> to keep up-to-date with industry news, read country reports, white papers and book reviews related to the financial community. 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 65,000 recipients on the first and third Thursday of each month, allowing readers to stay informed of timely industry topics and association news. Positioning in the blog and eNewsletter is on a first-come, first-served basis.

### 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 65,000 finance professionals

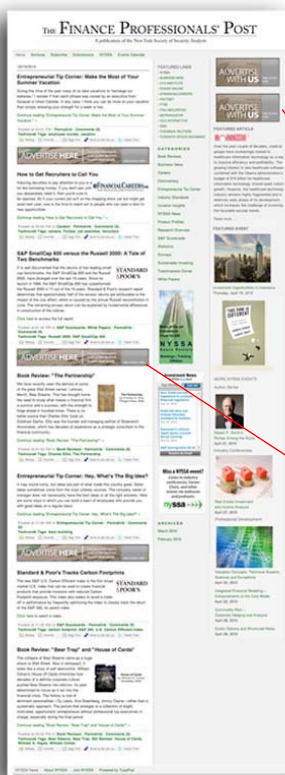


#### Horizontal Banner

- 568 x 60 Pixels
- Two available spot, no rotation.

#### Vertical Banner

- 120 x 240 Pixels
- Two spots available, no rotation.



### 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

#### Custom Rectangular Banner

- 225 x 100 Pixels
- Two available spots with four rotating advertisers each per page refresh.

#### Horizontal Banner

- 468 x 60 Pixels
- Three available spots with three rotating advertisers each per page refresh.

## Sponsors & CFA Testimonials



insights into emerging markets. Welcome Guest - Guest Settings

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A publication of the New York Society of Security Analysts

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03/14/2011

**Mental Aspects of Day Trading**

Throughout my years in the futures industry, I have come to a realization in regards to the difference between winning and losing as a trader. In my opinion, the primary characteristic of successful traders is the ability to stay calm through thick and thin. This means avoiding the panic-selling that overcomes logic when trades are going against the speculation, and realizing the over-confidence that can come with a few winning windows. Each of these symptoms can have a severely negative impact on future trading decisions and profitability.

Continue reading "Mental Aspects of Day Trading" »

Posted at 5:00 AM in Book, Investing | Markets | Comments (2)

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03/02/2011

**The Possible Misdiagnosis of a Crisis**

The crisis underlying the 2007-09 financial crisis might have been misdiagnosed, as is strongly suggested by some elementary principles of finance and development economics. Moreover, there is an explanation for the crisis that is fully consistent with rational beliefs and well-functioning markets. If this explanation is true, public policy

HELPFUL RESOURCES

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Kaplan courses offers resources, research, and seminars to university students and busy through our University Partnership Program.

**MASTER OF SCIENCE IN RISK MANAGEMENT FOR EXECUTIVES**

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Take our reader survey and enter to Win an Amazon Kindle

SEARCH

eFinancialCareers has found the *Financial Professionals' Post* to be very effective at driving qualified traffic to our site. We see traffic to the featured content jump 10 fold on the day the FPP is sent out. And because it's from NYSSA, we know these are highly desirable clicks. –

**Maria Slabaugh, U.S. Marketing Director at eFinancial Careers (Dice Holdings, NYSE: DHX)**

- I like that 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](#)")

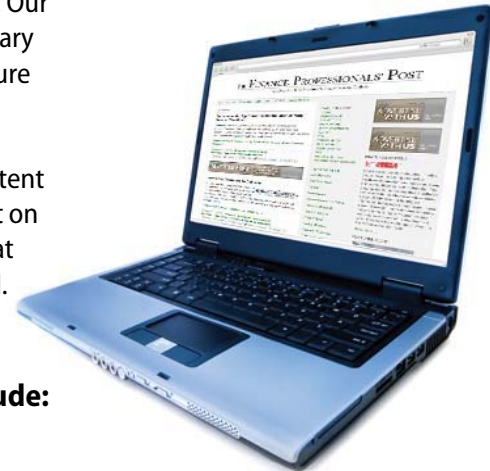
# The Finance Professionals' Post Blog and eNewsletter

<http://post.nyssa.org> | <http://post.nyssa.org/nyssa-news>

## 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 association'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:

FTSE  
eFinancialCareers.com  
Standard & Poor's  
Cash Flow Analytics  
Morningstar  
Value Investor Insight  
Quantitative Services Group, LLC  
Capital IQ



### 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

# The Finance Professionals' Post Blog and eNewsletter

<http://post.nyssa.org> | <http://post.nyssa.org/nyssa-news>

## 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**

*All rates are net and per insertion.*

## 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 \_\_\_\_\_ Date: \_\_\_\_\_

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. (NSS-W0011)

**Please sign and return to:**



## The Finance Professionals' Post Blog Features and Articles

### Regular Features Include:

**Careers** -Advice on career development and job searches.

**Worldview** -Analysis of investment opportunities in a specific country. Previous countries include Vietnam, Egypt and Brazil.

**Education for Practice** --These articles are focused on information that is more practical than theoretical. Previous examples include "A Primer on VaR" and "Creating a Z-Score Calculator on Your PDA."

**Sustainable Investing** -Investment-related environmental topics.

**Research Overviews**

**Book Reviews**

**Commentary**

### Popular Articles from the Past Year:

- Five Things NOT to do if You Want to Pass the CFA Exam
- Whither Efficient Markets? Efficient Market Theory and Behavioral Finance
- Six Reasons Why Wall Street's Hiring Recovery Bypassed You
- The Three Most Common Biases of Hedge Fund Managers
- Human Collateral: Older Job Hunters, Steered Away From Career Slots, Turn to Consulting
- Why Hedge Funds Don't Call You Back and What You Can Do About It
- A Comparison of Professional Designations
- Cluster Analysis as a Funds of Hedge Funds Portfolio Tool
- Book Review: The Wall Street Professional's Survival Guide
- Reprogramming the Mind: A Cognitive View of Stress, Performance, and Treatment for Wall Street's Wounded
- REITS: Real Estate With A Return Premium
- Distressed Real Estate Assets on the Rise -And So Is Investor Interest
- Proceed with Caution: The Pitfalls of Value at Risk
- Are All Components of ESG Scores Equally Important?
- A New Indicator for Predicting Market Corrections
- Returning as a Tiger: The Economic Reincarnation of India

### Upcoming Features Include:

- **The Arithmetic of Reading and Writing:** The Paradox of the College Savings Account
- **Tragedians in the Workplace:** Three Flaws Fatal to Career Survival
- **Worldview** articles on Poland, Hungary, Peru and Mexico.
- **The Future of Nuclear Reactors in the US**
- **Current State of the Metals and Mining Industry**
- **High-Yield Bonds**
- **A Comparison of the Broker-Dealer and RIA Models**

# The Finance Professionals' Post

## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### eNewsletter

#### Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)

#### Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

## Blog

#### Custom Rectangular Banner

- 225 x 100 pixels
- JPG, GIF or Flash/SWF\* accepted

#### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF<sup>†</sup> accepted

#### <sup>†</sup>Website/Online Buyers' Guide/Online Directory Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be "button"
2. Set action script code exactly as below:

```
on (press) {  
    getURL(url, "_blank");  
}
```

**NOTE: Do not type your intended URL in the code.**

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.