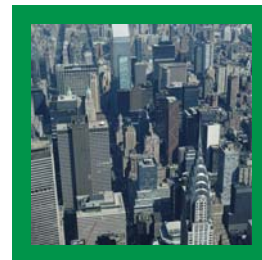


New York Society of Security Analysts



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
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The Finance Professionals' Post Blog
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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:

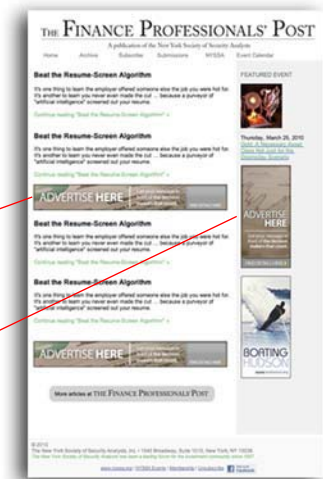
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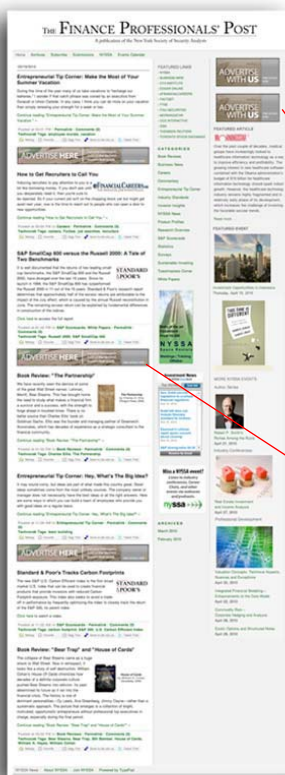


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Enjoy the benefits of advertising on the blog:

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THE FINANCE PROFESSIONALS' POST
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 feeling 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

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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](#)")

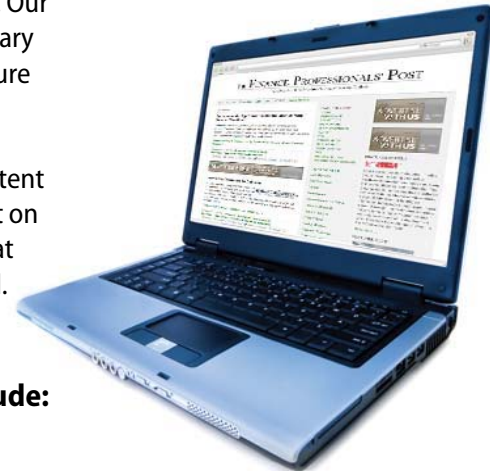
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12 months | **\$28,000** 6 months | **\$15,600** 3 months | **\$8,400** 1 month | **\$3,000**

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

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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.*

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Package 1 - Sponsored editorial

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Package includes:

- Blog post
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- All sponsored editorial submissions include a display ad on the blog and eNewsletter at no additional cost.

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

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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

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- 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[†] accepted

[†]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.