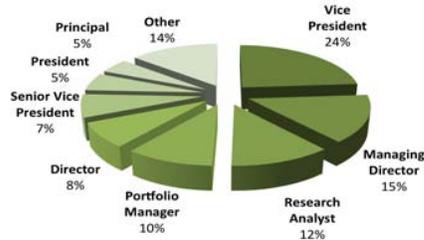




New York Society of Security Analysts

The NYSSA Advantage

- With close to 10,000 members, NYSSA is the **largest** of the more than 135 societies worldwide that comprise CFA Institute.
- 70% of NYSSA's members are CFA Charterholders.
- NYSSA has a regional presence in the New York metro area, including Long Island, Westchester County, Northeast New Jersey and Fairfield County.
- NYSSA members hold the following job titles:



Who We Are

The New York Society of Security Analysts (NYSSA), the leading forum for the investment community, was incorporated in 1940. As a not-for-profit educational organization, NYSSA is committed to the promotion of best practices and the highest professional and ethical standards in the investment industry. NYSSA also strives to assist our members and other financial professionals in their career development.

Member Profile

NYSSA members represent an elite segment of the financial industry. The association's top employers include:

- J.P. Morgan Chase
- Citibank
- Banc of America/Merrill Lynch
- UBS Financial
- Goldman Sachs

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

For more information, please contact:

Eric L. Wynne
212-869-1410
ericwynne@wynnedia.com

Hank Berkowitz
203-852-9200
hberkowitz@naylor.com



NYSSA ONLINE

Connecting you with NYSSA members throughout the year.

The Finance Professionals' PostBlog
<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 **45,000 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

The Finance Professionals' Post Blog

<http://post.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 45,000 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 45,000 finance professionals



Horizontal Banner

- 568 x 60 Pixels
- Two available spots, 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.

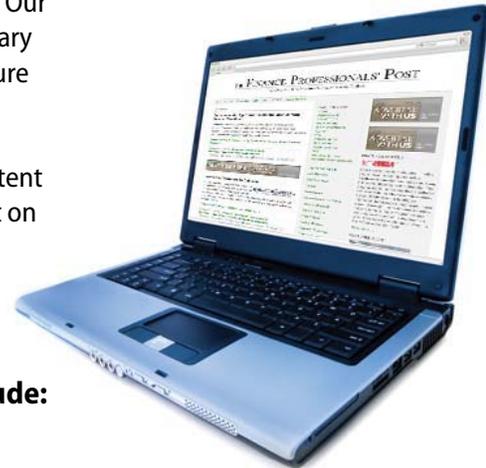
The Finance Professionals' Post Blog and eNewsletter

<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. 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 | **\$14,000** 6 months | **\$7,800** 3 months | **\$4,200** 1 month | **\$1,500**

Package includes:

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