

**Web Advertising**  
**E-Newsletters**  
**Direct E-Mail**  
**Lead Generation**  
**Appointment Setting**  
**Webinars**

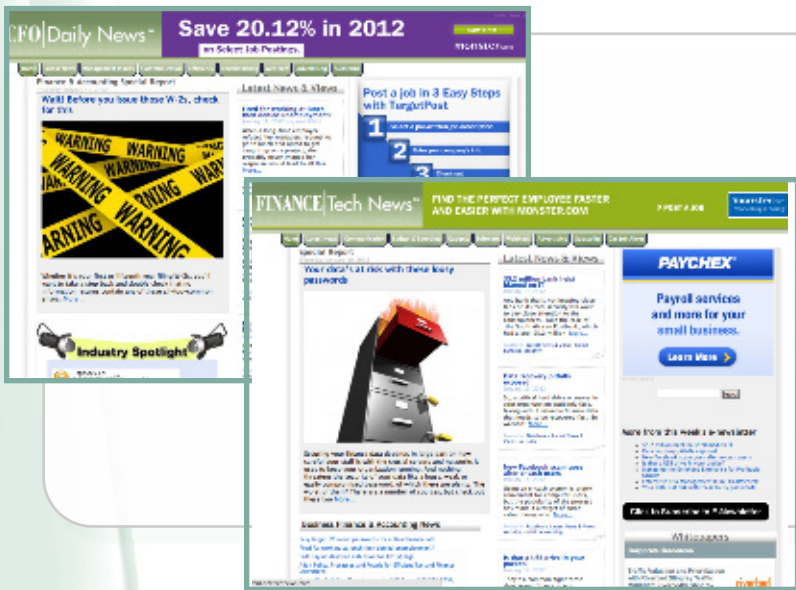
**CFO | Daily News<sup>sm</sup>**  
**FINANCE | Tech News<sup>sm</sup>**

**Fast and effective ways to reach  
CFOs, Controllers, and Finance Executives**

**MEDIA KIT**

**CFO Daily News & Finance Tech News** is an Industry Leading Network for Finance and Accounting topics for CFOs, Controllers, and Finance Executives.

A trusted publication covering the finance and accounting industries, CFO Daily News & Finance Tech News keeps subscribers up to date with actionable, quick read information designed to improve company performance.



Every Monday the CFO Daily News e-newsletter is sent to a **database of 154,000 opt-in subscribers**

Every Tuesday the FinanceTech e-newsletter is sent to a **database of 90,000 opt-in subscribers**

- Our readers are interested in the following products/services:**
- Finance Operations
  - SaaS
  - Mergers/Acquisitions/ Transactions/Investments
  - Insurance/Risk
  - Benefits
  - Office Supplies/Computer Equipment
  - Data Management
  - Payroll
  - Compliance
  - Collections, A/P, A/R
  - Document Automation /Management
  - Travel & Expenses
  - Credit Cards/ePayments
  - Management Accounting/ Audits
  - F/X & Capital Markets
  - Actuarial (Insurance)
  - Transport/Logistics
  - Purchasing & Leasing
  - Premises/Property Management
  - Banking & Financial Services

- TOP TITLES of subscribers to CFODaily News & Finance Tech News**
- Readers include:
- CFOs
  - Directors of Finance
  - Controllers
  - Finance Managers
  - Accounting Managers
  - Payroll Managers
  - Treasury Management
  - VP of Finance

## Audience Breakdown

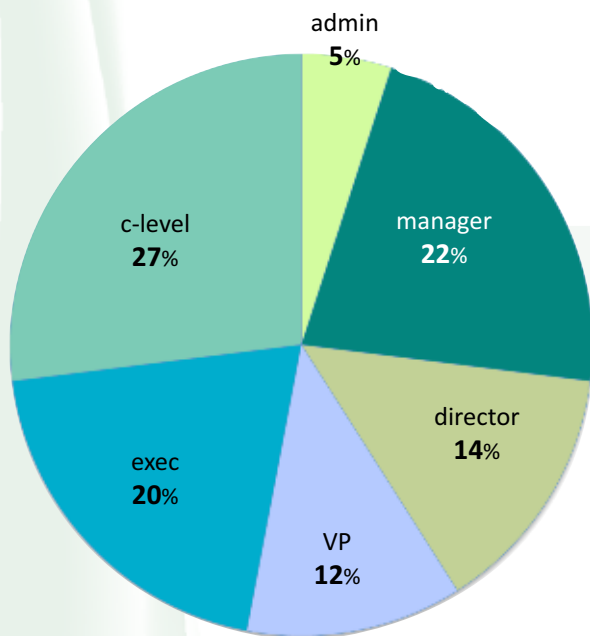
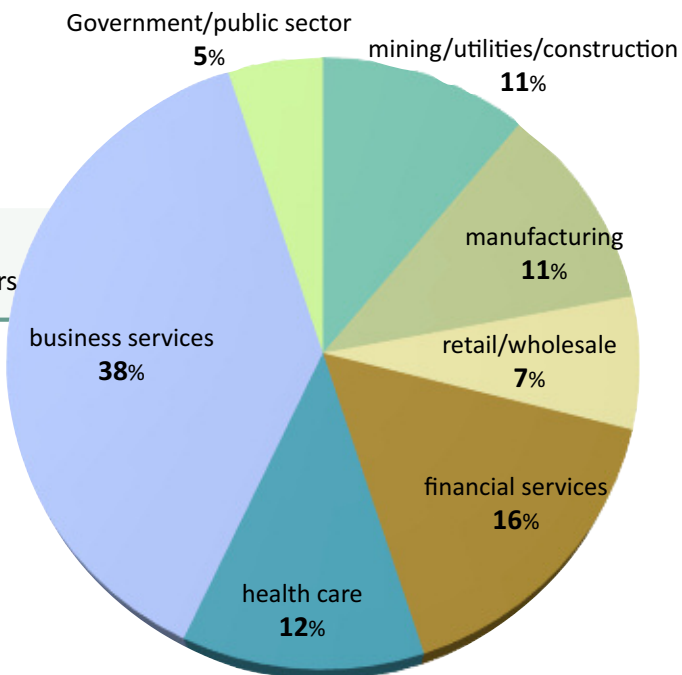
**CFO Daily News and Finance Tech News** together have **244,000** opt-in e-newsletter subscribers

What follows is a breakdown of that readership.

### Industries

that employ CFODailyNews.com readers

our audience is made up of high level professionals in a wide range of industries including healthcare, finance, and business services.



### Titles Held

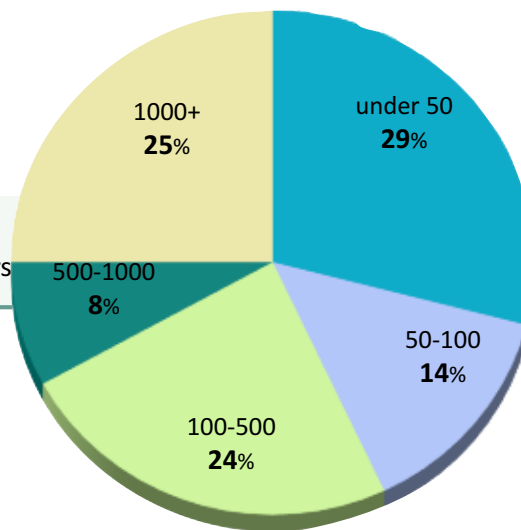
by CFODailyNews.com readers

With nearly 60% of our readership at a VP or higher level, you can reach key financial decision makers.

### Company Size

that employ CFODailyNews.com readers

Target your ideal prospects, whether small business or medium-large companies.



# Advertising Opportunities

## Display Advertising

- E-newsletter sponsorship and banner ad placements available
- Increase brand exposure
- Drive clicks and traffic to your site
- Reach targeted audience of industry decision makers
- Instant feedback, measurable results
- Associate your brand with a trusted industry authority



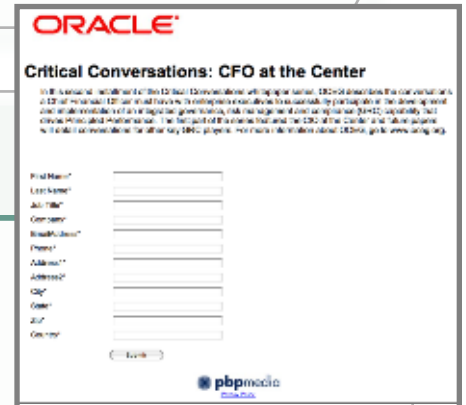
## E-Mail Blasts

- Market to a targeted audience – filter off of title, industry, company size, etc.
- Fully customizable message to increase effectiveness
- Drive clicks and traffic to your site
- Instant feedback, measurable results



## Lead Generation

- Promote your whitepaper or marketing collateral through our e-newsletter or trained call center team.
- Increase conversion rates – target ideal customer profile: title, industry, company size, etc.
- Generate qualified leads – those who download the whitepaper and match your profile are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Reduced risk - only pay for leads matching your target profile
- Manual quality check - each lead generated is individually scrubbed for quality purposes



## Advertising Opportunities (continued..)

### Appointment Setting

- Take your lead generation efforts to the next level with our appointment setting services
- Increase conversion rates - target ideal customer profile: title, industry, company size, etc.
- Generate opportunities, not leads - prospects are carefully prescreened by our trained call center team.
- Sales-ready - those who agree to an appointment are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Get past the gatekeeper - appointments are only set with decision makers
- Reduced risk - only pay for appointments matching your target profile
- Manual quality check - each appointment generated is individually scrubbed for quality purposes



### Webinars

- Allow our team to develop, host, promote, and run a targeted webinar to generate sales-ready opportunities deeper through the sales funnel.
  - Topic, audience, and speaker chosen in collaboration to maximize number of qualified leads and ROI
- 
- Increase conversion rates – prospects are significantly more qualified than traditional lead generation efforts
  - Sales-ready – list of webinar attendees are delivered to your sales team for follow up
  - Shorten sales cycle – eliminate multiple steps in funnel, ensuring prospects have interest in your products/services
  - Build personal relationships with prospects
  - Showcase your organization as an industry expert
  - Create remarketing opportunities by recycling webinar recordings

## 2012 Advertising Rates

### Web Banner Ads

Ad Type		CPM	CPC
Leaderboard	728x90 1 per page view prioritized location	\$20-\$30	\$7-\$9
Rectangle	300x250 per page view sidebar location	\$20-\$30	\$7-\$9
In-Story-Banner	468x60 1 per page view in story location	\$20-\$30	\$7-\$9
High-Impact	Interstials peel offs, extendables pop-unders, prioritized location/data rich	call for details	

### E-Newsletters

Ad Type		Rate
Leaderboard	728x90	\$1,500 per week
Rectangle	300x250	\$1,500 per week
Combo package	leaderboard & rectangle	\$2,495 per week
Multi-week package	pricing reflects 2 weeks; Call for details on extended runs	Discounts available for extended advertising: Call for Details
Text offer	30-50 word promotion in sponsored content section of e-newsletter	\$7 - \$9 CPC

### E-Mail Blasts

Selects	Rate
Open Database	\$200/CPM
Select targeting (geo, industry, title, company size)	\$250/CPM
a/b testing	\$150 per split
Suppression Fee	\$150

### Industry Spotlight Package

Highlight your newest products and services on our website and e-newsletter

Package Includes:	Rate
2-Week Homepage feature	Full Package: \$2,395
1 week enewsletter text offer	
1 week rectangle or leaderboard ad	

**Lead Generation** — Starts at \$30 CPL. Call for details.

**Webinars** — Call for details.

**Appointment Setting** — Call for Details.

## Material Requirements & Guidelines

---

### Web Banner Materials:

---

- 728x90 Leaderboard, flash, .gif or jpeg, 50 max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max
- 468x60 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max

### Rich Media Web Advertising:

---

- SWF files and 3rd Party Ad Tags.
- Video can initiate, without audio, upon page load up to 10 seconds.
- User initiation is required to restart video with audio.
- File Size: Alt image GIF/JPG = 50k | Initial flash = 450k | Total File Size = 2.5 mb (with video)
- Format: Streaming
- Length: 30 seconds max
- Audio: On click or mouse-over with 1 second delay.
- Expandable In-Banner video on mouseover of 1 second only – expandable to 728x280pixels
- Ads may not contain persistent rapid or “strobing” animation.

### Industry Spotlight:

---

- scalable product logo
- Approximately 35-50 words of text describing product or service.
- url link to company or product.

### E-Newsletter Materials:

---

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- Sponsored Content" Approximately 35-50 words of text, scalable product logo or image optional

### E-Mail Blasts:

---

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

### Lead Generation:

---

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

## Design Guidelines

---

**cfodailynews.com & financetechnews.com** reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. cfodailynews.com and financetechnews.com prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content as news, rather than advertising. Fonts and text elements may not resemble cfodailynews.com and financetechnews.com content.

Prior approval from cfodailynews.com & financetechnews.com must be given for use of the following rich media types.