DRIVERS IN TREASURY AND FINANCE
A Perspective on the Year Ahead

For the past two decades, the role of CFO has become increasingly strategic, in both U.S.-based and multinational corporations. As CFOs have begun adopting responsibilities that were once the domain of the company’s CEO, the corporate treasurer has taken on more strategic duties within the finance function. Leaders in treasury, finance, and risk management are all riding a sea change in their profession.

SCOPE OF RESPONSIBILITY: The corporate treasury function used to be tightly focused on paying the company’s bills. Cash management and cash forecasting are still core elements of the job, but now many treasurers are involved at a high level in mergers and acquisitions, in strategic decisions about corporate funding, in enterprise risk management, and in many other areas of the company. Some are even involved in decisions around pricing and supply chain management. As Bob Baldoni, national leader of the Global Treasury Services Practice at Ernst & Young, said in a recent Treasury & Risk article: “I think a company is at a competitive disadvantage if it does not give treasury, and the treasurer, a broader palette of responsibilities.”

TECHNOLOGY: Virtually every corporate function has been dramatically impacted by technology in the recent past. But even in this context, the effect of technological advancements on the finance function have been remarkable. By automating routine tasks, corporate treasury teams have freed up bandwidth to take on increasingly strategic positions in the organization.

GLOBALIZATION: Functioning as a multinational no longer means simply selling products abroad. Companies are becoming increasingly global in sales, marketing, operations, and all kinds of corporate functions. Escalating globalization is increasing risks, intensifying currency issues, and raising the stakes on a whole host of decisions within the treasury and finance space.

LIQUIDITY OPTIMIZATION: The end of quantitative easing and possible increases in interest rates around the world will shake up cash management in 2015.
Partner with Treasury&Risk in 2015

REACHING HIGH-LEVEL DECISION-MAKERS IN TREASURY, FINANCE, AND RISK MANAGEMENT WITH A MULTI-PLATFORM APPROACH

Treasury&Risk engages corporate treasurers, CFOs, VPs and directors of finance, and senior risk managers with strategic content published in a variety of digital formats including a website, weekly eNewsletter, webcasts and special reports. We provide the critical information that high-level finance executives need to lead their companies, covering topics that include:

• Cash Management / Cash Forecasting
• Financial Risk Management
• Bank Relationship Management
• Global Regulatory Landscape
• Working Capital Management
• Hedging / Foreign Exchange
• Technology Trends
• Pensions & Benefits
• And more

Delivered via multiple channels, including:

You can rely on Treasury&Risk as your trusted partner to engage with decision-makers in corporate finance and syndicate your content with a customer-centric approach.
PERFORMANCE DESIGNED WITH YOUR GOALS IN MIND
From Impressions to 1-on-1 Conversations...and Every Engagement in Between

Reach your target audience across multiple media touchpoints.

Engage the community via innovative content and thought leadership platforms.

Connect live with the best prospects to grow your business.

Reach Decreases, but Targeting & Level of Individual Data Gathered Increases
The Audience

AN AUDIENCE AT THE HEART OF THE FINANCE FUNCTION

Audience Demographics***

- Treasurer/Assistant Treasurer
- Treasury Manager/Director/Analyst/Cash Manager
- CFO
- Finance SVP/EVP/VP/Director
- Controller/Assistant Controller/Accounting Manager
- Finance Manager/Financial Analyst/Financial Risk Manager
- Chief Risk Officer
- Risk Manager
- President/CEO/COO/Chairman/Board Member
- Other Finance/Business Manager

53% growth in Twitter followers year-over-year†
24% growth in website visits and page views year-over-year****
13,750 average annual sales***
33,500 digital special report subscribers*
22,100 eNewsletter subscribers*
91% of subscribers think Treasury&Risk contains credible news and information***

*Publishers Own Data  **Average January-June 2014, via Google Analytics  *** 2014 Readex Research Study  **** March 2013 vs. March 2014  †June 2013 vs. June 2014
The Audience

SENIOR FINANCE EXECUTIVES ACTIVELY PURCHASING YOUR PRODUCTS

READERS TAKE ACTION, BOOSTING YOUR ROI. 70% have taken a purchasing action in the last year as a result of Treasury&Risk content or ads.*

Subscribers have some level of responsibility for a wide range of finance functions*:

- Treasury Management: 87%
- Risk Management: 61%
- Treasury Management Software System: 63%
- Cloud-based Treasury/Finance Solutions: 58%
- Other Tools/Technology: 71%

*2014 Readex Research Study
ABOUT TREASURY&RISK

Everything treasury and finance executives need to keep their business moving in the right direction.

Features & Analysis
‘Deep dives’ into trends and best practices in treasury, finance, and risk management.

Case Studies
Conversations with treasurers, CFOs, and other practitioners who are spearheading innovation in their organizations.

News
The latest news affecting treasury, finance, and risk managers.

Special Reports
Digital issues featuring exclusive content focused on a single targeted topic, such as liquidity management, the regulatory environment, global expansion, or technology.

Awards Program
The prestigious Alexander Hamilton Awards recognize standout leaders in treasury and risk management.

Editorial Surveys
Original research exploring the ways in which corporations are managing treasury, finance, and risk management.
TREASURY & RISK DIGITAL SOLUTIONS

Create a digital program to meet your exact goals. Includes new high-impact and engagement units to increase awareness, drive more clicks and distribute content.

Depth of engagement, level of interactivity and degree of topic ownership/targeting increases

- **BRANDING & AWARENESS**
  - Standard Display
- **HIGH SHARE OF VOICE & TOPIC ALIGNMENT**
  - Standard Sponsorships
- **INCREASED VISIBILITY & PREMIUM POSITIONING**
  - High-Impact Units
- **HIGH-IMPACT CONTENT PROMOTION & ENGAGEMENT**
  - SMARTengage Units
- **CONTENT PROMOTION & EXCLUSIVITY**
  - SMART Sponsorships
- **THOUGHT LEADERSHIP & TOPIC OWNERSHIP**
  - Fully Customized to Sponsor

- ROS/ROC Banners (728x90, 300x250)
- eNewsletter Ads (728x90, 300x250)
- Half Page Unit 300x600
- Branded Solo Email
- Section
- Native Advertising
- Editorial Webcasts
- Interstitial
- SuperTakeover
- Billboard Unit
- SMARTnano Unit
- SMARTscreen Unit
- SMARTsection
- SMARTnewsletter
- SMARTsites
- Vendor Webcasts
- Spring Unit

New/Updated for 2015
Standard Display Advertising:
**RUN OF SITE (ROS) AND RUN OF CHANNEL (ROC)**

Get your message in front of the right audience. These standard IAB units are available as run of site to maximize visibility or targeted to specific topic channels to align your message to relevant editorial.

**AVAILABLE CHANNELS**

- Careers
- Corporate Finance
- Economy
- Governance, Regulation, & Compliance
- Green Strategies
- Retirement & Benefits
- Supply Chain Management
- Global/Emerging Markets
- Risk Management
- Tools & Technology
- Treasury Management

**AD POSITIONS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$4,200</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$4,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$4,400</td>
</tr>
<tr>
<td>Takeover†</td>
<td>$6,800</td>
</tr>
</tbody>
</table>

*Google Analytics, January - June 2014 Average †Available in 1-2 day flights only. Longer duration campaigns are available with Section Sponsorships only. Takeovers can be ROS or ROC.
eNEWSLETTER ADVERTISING

Latest news and analysis covering every facet of finance and treasury.

_T&R Express_ delivers to subscribers’ inboxes the most important stories from the past week on Treasury&Risk. The eNewsletter’s content ranges from strategic insights on trends in treasury and in-depth analysis of best practices to original research projects, case studies with corporate innovators, and news about regulatory changes around the world.

**Frequency:** Weekly, on Thursday

**Circulation:** 22,100

**Positions & Pricing (net per week):**

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
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<tr>
<td>Leaderboard 728x90</td>
<td>$3,500</td>
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<tr>
<td>Medium Rectangle 300x250</td>
<td>$3,500</td>
</tr>
<tr>
<td>Text + Logo 88x31</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

eMail newsletters are in the top 3 types of media subscribers turn to for business-related information. In fact: 74% use eNewsletters to gather important work updates.**

*Publisher's Own Data  **2014 Readex Research Study
SOLO BRANDED EMAILS

Extend your reach when you email top financial executives who subscribe to our special reports and eNewsletters.

Build trust by aligning your brand with a brand financial executives already trust.

Increase response rate when readers receive an email from the trusted Treasury & Risk brand.

Enjoy complimentary creative consulting with all emails.

3rd Party Subscriber list: 18,250
Net cost per email: $5,000

Inventory is limited to two emails per week.
TOPIC SPONSORSHIPS

Highly targeted placements for maximum relevance to your target audience. Choose the section that aligns with your campaign goals.

• 100% Share of Voice (SOV) on the section main page and related article pages (up to the total impressions reserved per month) *
• “Sponsored by” logo attribution

Ad Configurations:

OPTION 1 (shown):
2x Leaderboards (728x90) and 2x Medium Rectangles (300x250)

OPTION 2 (not shown):
Half Page (300x600) plus 2x Leaderboards (728x90) and 1x Medium Rectangle (bottom 300x250)

All advertising units seen here are included in sponsorship at $3,750 net/month.

*Topic Sponsorships are NOT exclusive and are not guaranteed to run for the full month. Sponsors receive 100% Share of Voice (SOV).
TREASURY&RISK SPECIAL REPORTS

Demonstrate your organization’s thought leadership via targeted digital issues and corresponding cross-platform content delivery

The format of Treasury&Risk special reports provides a unique marketing opportunity. Each special report focuses on a very specific topic of interest to treasury, finance, and/or risk managers. Each special report sponsor may provide an advertorial that presents your organization’s marketing message within the context of high-quality editorial on the same topic. In addition, each sponsor may provide an expert source to be quoted within the feature articles discussing the key issues addressed by the Special Report.

Exclusivity (4 sponsors per report)

• 2-page advertorial (sponsored statement)
• Your chosen expert interviewed and quoted in the content of the special report (thought leadership)

Topics

- Liquidity Management
- Cash Forecasting
- Global Outlook
- Regulatory Update
- Trends in Insurance
- Tools & Technology
- Bank Relationships

Exclusive Sponsorship
Net Cost per Report:
$15,000

REPORTS WILL BE SENT TO SUBSCRIBERS IN AN INTERACTIVE, DIGITAL FORMAT. THEY WILL ALSO BE POSTED ON THE TREASURY&RISK WEBSITE, AND THEY MAY BE FEATURED IN THE T&R EXPRESS ENEWSLETTER.
## 2015 TREASURY & RISK SPECIAL REPORTS CALENDAR

### February-May

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Description</th>
<th>Reservation Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>REGULATORY UPDATE</td>
<td><strong>FEATURE:</strong> Companies that use derivatives had to adjust to a slew of new rules over the past few years, including those stemming from Dodd-Frank in the U.S. and EMIR in Europe. With the regulations in place, we’ll look at the current state of derivatives trading. Have the differences in U.S. and EU regulations resulted in market fragmentation? To what extent have the new rules increased the cost of hedging for treasurers or caused them to alter the way they hedge their risks? <strong>SIDEBARS:</strong> • Treasurers’ current regulatory concerns • Preparing for FBAR</td>
<td>12/10/14</td>
</tr>
<tr>
<td>March</td>
<td>LIQUIDITY MANAGEMENT</td>
<td><strong>FEATURE:</strong> The focus on optimizing liquidity in the wake of the financial crisis left treasurers grappling with the challenge of improving working capital management. The effort of wringing more cash out of a company’s payables and receivables is complicated by the fact that those operations are still mired in paper. What technologies are treasurers using to gain transparency into payables and receivables and enhance their working capital management? <strong>SIDEBARS:</strong> • Treasurers prepare for money funds that float • Cutting-edge short-term investing</td>
<td>1/14/15</td>
</tr>
<tr>
<td>April</td>
<td>GLOBAL OUTLOOK</td>
<td><strong>FEATURE:</strong> European corporates’ traditional reliance on bank financing rather than bond issuance was challenged during the financial crisis, when banks became less willing to lend. Over the past few years, corporate issuance has picked up in Europe, particularly issuance by non-investment-grade companies. Where is Europe’s corporate bond market heading, and how can multinationals benefit? <strong>SIDEBAR:</strong> Best practices in managing foreign exchange (FX) risks</td>
<td>2/11/15</td>
</tr>
<tr>
<td>May</td>
<td>TRENDS IN INSURANCE</td>
<td><strong>FEATURE:</strong> Insurers are relying on data more and more as they price the coverage they offer to customers. Now risk managers are turning to analytics to assess their risks and claims data, figure out ways to limit their losses and strengthen their bargaining position as they negotiate new coverage. Which lines of coverage offer the most reward for such analysis? <strong>SIDEBAR:</strong> • Latest developments in cyber insurance • What telematics can bring to fleet management</td>
<td>3/11/15</td>
</tr>
</tbody>
</table>
## 2015 TREASURY&RISK SPECIAL REPORTS CALENDAR

### June-November

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Description</th>
<th>Reservation Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>BANK RELATIONSHIPS</td>
<td><strong>FEATURE:</strong> With the advent of electronic bank account management, corporate treasurers can eliminate the load of paperwork associated with the company's bank accounts. Now that big banks have rolled out their eBAM offerings, we'll look at the work that treasuries must do in order to adopt eBAM and the efficiencies they can realize. What technical issues remain to be resolved? <strong>SIDEBAR:</strong> Trade finance technology</td>
<td>4/15/15</td>
</tr>
<tr>
<td>September</td>
<td>CASH FORECASTING</td>
<td><strong>FEATURE:</strong> Treasuries are constantly seeking to fine-tune their cash forecasting, and the pressure will only increase over the next couple of years as parking their short-term cash is complicated by new regulations affecting banks and money funds. The article will round up suggestions for improving forecasts from finance executives, bankers, and consultants. <strong>SIDEBARS:</strong> • Best KPIs for treasury dashboards • Building business intelligence functionality</td>
<td>7/15/15</td>
</tr>
<tr>
<td>October</td>
<td>TOOLS &amp; TECHNOLOGY</td>
<td><strong>FEATURE:</strong> Software-as-a-service offerings are increasingly dominating the market for treasury technology. The article will consider the pluses and minuses of cloud technology, including such aspects as data as a service and connectivity as a service, and what treasuries should look at when they’re shopping for a SaaS system. <strong>SIDEBARS:</strong> • Cloud applications and data security • Update on SWIFT</td>
<td>8/12/15</td>
</tr>
<tr>
<td>November</td>
<td>GLOBAL OUTLOOK</td>
<td><strong>FEATURE:</strong> The BRICS–Brazil, Russia, India, China and South Africa–saw their economies grow by leaps and bounds over the last decade, attracting investments from companies around the world. Now that those countries are battling headwinds, corporations are looking for the next promising emerging markets. Jim O’Neill, the Goldman economist who coined the term BRICS, has suggested the MINTs–Mexico, Indonesia, Nigeria, and Turkey–will be the next group to see outsized growth, while others point to countries such as the Philippines, Colombia, and Peru. What is it about economies that enables the type of growth seen in the BRICS, and which emerging markets offer that environment? <strong>SIDEBAR:</strong> Update on Chinese financial deregulation</td>
<td>9/16/15</td>
</tr>
</tbody>
</table>
2015 EDITORIAL
RESEARCH SPONSORSHIP

Elevate your company’s credibility and showcase your brand alongside invaluable survey findings that senior-level finance, treasury, and risk management professionals rely on to maintain a competitive edge. Original research projects from Treasury&Risk explore the real-world impacts on companies of the ever-changing external environment.

Sponsor Benefits:

• **Thought leadership**
  Associate your brand with leading-edge research on a topic of particular interest to corporate treasury and finance professionals—including recognition as sponsor of the survey within an exclusive feature article exploring the results written by the editor-in-chief of Treasury&Risk.

• **Fully turnkey solution**
  All logistics, content, and creative executed by Treasury&Risk.

• **Input on survey questionnaire/general direction**
  Sponsor will be involved in discussions on the overall purpose of the survey and will be allowed to contribute up to five proprietary questions.

• **Exclusive access to crucial data**
  The sole sponsor of each research project will receive a comprehensive survey report, and will have the option to retain exclusive access to survey responses to certain proprietary questions.

• **Long-term visibility**
  Survey will be promoted in research section of Treasury&Risk.

**FEATURED TOPICS – EACH EXCLUSIVELY OWNED BY ONE PARTNER:**

**Trends in Global Treasury.**
How good are companies at wringing cash out of operations, how much do they have on hand, and how do they plan to utilize that cash over the next year?

**Treasury in the Cloud.**
How are treasurers using cloud-based technologies to improve the efficiency and resiliency of key systems?

**Is Treasury Becoming More Strategic?**
Considering how the role of the treasury function is changing within the organization.

**Global Currency Decisions.**
Which currencies are global businesses settling transactions in, and what benefits are they achieving?

**State of Treasury Technology.**
How are companies using various technology solutions, including treasury management systems, ERP modules, spreadsheets, etc.?
2015 EDITORIAL RESEARCH SPONSORSHIP

How it works
Sponsor selects desired topic and participates in discussions shaping the general direction of the survey. Sponsor can provide up to 5 proprietary questions to be included in the questionnaire; sponsor may have the option of retaining exclusive access to this data. Aside from the vendor's proprietary questions, survey questionnaires are driven by the Treasury & Risk editorial staff. Each survey's results are explored in depth in a feature article written by the editor-in-chief of Treasury & Risk.

Extensive marketing campaign to promote findings:

| FEATURE ARTICLE | One feature article will be written by the editor of Treasury & Risk to highlight the survey's findings. The article will be promoted on the Treasury & Risk website. |
| SURVEY REPORT | Exclusive access to the final survey report that includes full set of data collected (respondent contact information not included). |
| eNEWSLETTER | Article exploring the survey findings will be featured in an issue of the weekly eNewsletter T&R Express. Sponsor will receive all ad units in the issue. |

| 100% SHARE OF VOICE | Get all ad units on the Treasury & Risk Surveys page during the time that the article is featured. |
| OPTIONAL CUSTOM PROGRAM | Broaden your reach to the Treasury & Risk audience by extending the survey results into a custom program - sponsor a webcast or custom eNewsletter that further discusses the findings. |
ALEXANDER HAMILTON AWARDS
The Premier Contest for Treasurers and Senior Finance Executives

Every year, pioneers in treasury and risk management best practices from some of the world’s largest companies enter the Alexander Hamilton Awards. The competition recognizes excellence in three categories: cash management and liquidity optimization, financial risk management, and enterprise risk management. Winners in each category describe their projects, present their lessons learned, and answer questions in a series of live webcasts (one webcast for each category of awards). The webcasts attract leading corporate treasurers, chief financial officers, chief risk officers, vice presidents/directors of finance, risk managers, and other managers in treasury and finance.

Each AHA sponsor gets a speaking slot on one of the webcasts, during which the sponsor’s representative may describe the environment and trends shaping that area of finance and then announce the winners in the appropriate award category. Not only does AHA sponsorship provide the opportunity to align your organization with treasury and risk management innovators from some of the world’s most respected businesses, but it positions your company as a thought leader in the field.

In 2015, the Alexander Hamilton Awards will celebrate their 20th anniversary. Contact your sales representative today to learn how you can sponsor what has become one of the industry’s premier awards programs.

AWARDS
Recognizing innovation in treasury, finance, and risk management in the following categories:

- Cash management & liquidity optimization
- Financial risk management
- Enterprise risk management

PAST WINNING COMPANIES

- General Motors
- Honeywell International
- Google
- Microsoft
- Ford Motor Company
- Siemens
- Mayo Clinic
- University of California
SMARTsections

Take your Section Sponsorship to the next level!

SMARTsections swap the Top Medium Rectangle for a high-impact SMARTnano unit to maximize visibility for your resources, videos and other valuable content. Add an optional Site Skin for more high-impact attention to your message.

- SMARTnano content unit (300x600) features multiple tabs for your resources, videos, and links
- Takeover of display advertising in section (2 leaderboards, 1 medium rectangle)
- Logo sponsorship on section home page
- Site Skin (optional)
- Every click on every component is tracked

Price: $8,300
NATIVE ADVERTISING

Expanded Program for 2015

Connect your content with our website audience in the context of the editorial user experience. Native Advertising includes multi-platform content placements in the flow of our editorial stories. The result is higher visibility and engagement for your thought leadership content.

Visibility

Sponsor Post appears just like editorial content except for “Sponsor Post” label and “Presented by” text with the sponsor’s logo. Includes:

1. **Homepage & Topic Section Homepage:**
   - Runs in one of the top story spots for 48 hours – including mobile and tablet*

2. **T&R Express eNewsletter:**
   - Runs in a fixed story position just below top story for 3 weeks**

3. **Social Channels:**
   - Sponsored content promoted via our editorial social channels***

4. **Run of Site Article Module:**
   - Sponsor post will run in related article modules across the website

Price: $5,850

Engagement

The Sponsored Post Page – clicked through from all placements – includes roadblock of standard banner units.

ACCEPTED FORMATS:

ARTICLE
BLOG POST
VIDEO
AUDIO PODCAST

Subject to Native Content Guidelines and approval.

NEED CONTENT? Our custom team can help.
High-Impact Advertising:

BILLBOARD UNIT—NEW FOR 2015

Premium positioning and large ad format – the biggest in-banner unit we offer – provides increased visibility

A massive 970x250* display ad provides maximum brand boost and ensures your message will be seen.

- Takes the place of the Top Leaderboard position, right above the navigation bar
- Can be collapsed by user (to 970x90)
- ROS or Channel Targeted (ROC)

Price: $6,300
High-Impact Advertising:

INTERSTITIALS & SUPERTAKEOVERS

Get proven performance from these high-impact favorites.

Interstitials

Engage users as soon as they enter the site. Flexible design can combine branding with multimedia content.

Price: $6,000

SuperTakeovers

Customized Site Skin (background graphic) surrounds the user experience with your message and call to action.

- Site Skin plus takeover of standard banners: (2) 728x90 and (2) 300x250
- Can be ROS (frequency capped) or Channel targeted (ROC)*
- Available in 1-2 day flights only**

*Subject to availability, will not run on Sections owned by other sponsors  **Longer duration campaigns are available with SMARTsection Sponsorships.
SMARTengage Units:

**SMARTnano**

High visibility and multimedia distribution.

A content-rich 300x600 unit – takes the place of the Top Medium Rectangle on targeted pages.

- Features multiple tabs (up to 4) to promote multimedia content – PDFs, videos, social streams, etc.
- Tabs can be arranged by content type, topic or whatever makes sense for your content
- Incorporates 300x250 ad or customized promotion above tabbed content area (does not change with tabs)
- ROS or Channel Targeted (ROC)

Price: $6,900
SMARTengage Units:

**SMARTscreen—NEW FOR 2015**

The newest member of our SMARTengage suite provides the ultimate in content engagement via a two-part, user-activated unit promoting your resources and social streams.

- A 300x600 display unit previews 3 pieces of content with a call-to-action to expand unit.
- Expands to the right of the website – 400x1000 to promote:
  - Campaign message
  - 1 video
  - 3 featured articles or blog posts (with preview blurb)
  - Social feed/handles
- ROS or Channel Targeted (ROC)

“...”
SMARTNewsletter

100% share of voice and content distribution in four editorial eNewsletters of your choice. Includes exclusive advertising, sponsor logo attribution, and a large content-promotion unit.

• Exclusive sponsorship of 3 eNewsletters (minimum)*
• Includes 728x90 and 300x250 display advertising PLUS a 300x350 area to promote up to 4 content assets
• Each content link is tracked
• Sponsor logo attribution

Price: $8,000

*Minimum buy applies. Do not have to be consecutive but must be same eNewsletter title.
SMARTsites

Leverages our editorial reach, recognition and influence to provide sponsors with brand awareness, thought leadership and engagement.

Editorially-driven, sponsored sites – based on specific topics – that integrate our third-party editorial with your thought leadership resources to provide a deep dive into the topics most relevant to our audience. Maximize your marketing effectiveness and engagements.

**BENEFITS**

- Own a topic of your choosing – 100% share of voice*
- Editorial content enables traffic promotion via editorial channels not available to other sponsors – significantly boosting pageviews above standard microsites**
- Fulfill the information needs of your target and establish your company as a preferred solution provider
- Turnkey: Includes page design, hosting and maintenance PLUS full traffic-driving campaign and guaranteed traffic

*Sponsor approves site topic and areas of focus but does not review or approve editorial content prior to publishing. **Editorial promotions are not sponsor branded.
# DIGITAL SPECS

## Website

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DIMENSIONS (PIXELS)</th>
<th>MAX. FILE SIZE*</th>
<th>FILE FORMATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>35K</td>
<td>Flash (.SWF) GIF (static or animated)</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>35K</td>
<td>JPG</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>60K</td>
<td>PNG</td>
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<tr>
<td>Small Square</td>
<td>125x125</td>
<td>35K</td>
<td>HTML</td>
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<tr>
<td>Interstitial</td>
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<tr>
<td>Logo Placements</td>
<td>88x31</td>
<td>10K</td>
<td>Static GIF or JPG</td>
</tr>
<tr>
<td>SuperTakeover**</td>
<td>1270px wide by 1000px high; site width 970px (plus 2x 728x90 &amp; 2x 300x250)</td>
<td>100K</td>
<td>Single static image (JPG or PNG)</td>
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<tr>
<td>Billboard**</td>
<td>970x250 (open); 970x90 (collapsed)</td>
<td>Initial: 100K; Subsequent: 1MB</td>
<td>JPG or PNG, 3rd party tags</td>
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<tr>
<td>Spring Unit**</td>
<td>1080x100 (closed); 1080x600 (open)</td>
<td>50K (Closed); 400K (Open)</td>
<td>JPG or PNG, 3rd party tags</td>
</tr>
<tr>
<td>SMARTnano</td>
<td>300x600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMARTscreen</td>
<td>300x600 (closed), 400x1000 open</td>
<td></td>
<td>Built by our Digital Creative team based on client’s components. For details, visit engage.summitpronets.com</td>
</tr>
</tbody>
</table>

*Static or rich media  **Creative services available, fees/higher CPMs apply.

## Approved Third Party Vendors:
Bluestreak, DoubleClick DART Motif, Eyeblaster, PointRoll, Unicast In-Page Enliven, Viewpoint, Atlas, Flashtalking, Mediaplex and Mediamind

## Rich Media Options:
Expandable, Audio and Video, In-Banner Streaming and Transitional

## Send Materials and/or Questions to:
Lorrie Allen, Client Services Manager
lallen@SummitProNets.com
PH: 859-692-2216

For full specs or for Native, Video and other sponsorships visit our ad specs website: engage.SummitProNets.com

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## eNewsletter

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DIMENSIONS (PIXELS)</th>
<th>MAX. FILE SIZE*</th>
<th>FILE FORMATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>15K</td>
<td>Static GIF or JPG</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>15K</td>
<td>Static GIF or JPG</td>
</tr>
<tr>
<td>Text Ad</td>
<td>88x31; Text: 200 Character Limit</td>
<td>10K (Logo)</td>
<td>Logo: Static GIF or JPG</td>
</tr>
</tbody>
</table>

*Static or rich media  **Creative services available, fees/higher CPMs apply.
WEBCASTS

Two webcast formats — editorial and vendor — offer thought leadership opportunities and engagement with highly qualified registrants who have demonstrated interest in the topic.

Choose to control the content or sponsor our editorial events:

**VENDOR:** Sponsor creates the content to align with their messaging.
Sponsor is responsible for all content — chooses topic, supplies speakers and presentation.

**EDITORIAL:** Our content, focusing on the hottest issues and challenges relevant to our audience.
Sponsor receives a short speaking opportunity (5-7 minutes) and participates in Q&A.

**Price:** $15,000

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**CUSTOMIZED CONSOLE BACKGROUND**

Fully integrate your brand into user experience

**CUSTOMIZABLE VIEWING**

Each attendee can configure their own console and control their viewing experience

**SOCIAL NETWORKING**

Extends the audience beyond the attendees through integration with Twitter, Facebook, LinkedIn & more

**MOBILE VIEWING**

Every webcast can be viewed on tablets and smartphones

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*Ranges are for informational purposes only. Final registration dependent on topic and timing for promotions*
SUMMIT CUSTOM SOLUTIONS: TELL YOUR STORY

**Content Creation**
Our subject matter experts create content to educate and engage your target audience.
- Whitepapers & Case Studies
- Infographics
- Video
- Articles
- Inserts
- Blogs & Social Media
- Newsletters
- Collateral
- Direct Marketing

**Research**
Our custom market research informs your planning, content creation and overall marketing strategy.
- QuickPulse Studies
- Custom Research
- Editorial Research Sponsorships

**F2F Events**
Build thought leadership and develop prospects with small event formats customized to your marketing priorities.
- Roundtables
- Executive Forums
- Lifestyle Events

For our full Marketing Services and Content capabilities, as well as Best Practices and other Resources, visit activate.SummitProNets.com
PREMIUM LEAD GENERATION

Whether you need to recruit new talent, open new distribution channels or deliver prospects to sales, our lead generation solutions will deliver the results you need today at a higher return on your investment.

1. We build a CUSTOMIZED SPONSOR STOREFRONT to showcase multiple offers and host your registration form

2. We drive traffic to your storefront & promote offers through a MULTI-PLATFORM MARKETING CAMPAIGN (targeted email, eNewsletters, banners, alerts, Resource Library)

Includes Sponsor Company logo and Sponsor Company’s complete contact information
PREMIUM LEAD GENERATION cont’d

3. Prospect registers to become a lead via a CUSTOMIZED REGISTRATION FORM* tailored to each of your content resources

4. REAL-TIME LEAD DELIVERY plus instant email communication sent to leads on your behalf, enables the quick follow up that increases conversions

5. Track and monitor your campaign activity with a CLIENT DASHBOARD, including storefront views, content/promotion effectiveness and all lead data.

*Standard Lead Information (Name, Email, Phone and Address). Premium fields available. Contact your account executive to learn more.
THINK TANK

Generate a multimedia portfolio of thought leadership content by gathering your top experts/executives in a closed-door meeting with our custom editor.

EXECUTIVE MEETING

We gather 4-8 of your executives to capture information as the basis for content:

• Moderated by our subject matter expert; discussion guide built in collaboration with sponsor.
• Held at your office or nearby 4-star hotel — we handle venue acquisition, food & banquet and on-site logistics.

CONTENT CREATION & DISTRIBUTION

• Discussion transcribed
• Photographer onsite to capture candid photos and executive head shots
• Videographer records three, 5-minute interviews with executives

8-PAGE PDF

Distributed on Treasury&Risk via custom 300x250 unit for 1 month.

3-PART VIDEO INTERVIEW SERIES

Hosted on Treasury&Risk and within Pushdown Unit

HIGH-IMPACT PUSHDOWN UNIT

Highlighting the sponsor’s executives and promoting the PDF and videos. Launches when PDF goes live.

BENEFITS

Increase exposure for your thought leaders — in their own words
Gain several months worth of content in one session
Fully turnkey
Sponsor owns all content
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