



The Global Interactive Community for Securities Trading and Operations

MEDIA INFORMATION

Company Profile

Financial Technologies Forum (FTF) is a leading provider of executive-level events and training focused on trends and initiatives in securities trading and operations. Our global database of over 100K names provides a client base consisting of senior level securities professionals from over 30 countries.

FINANCIAL TECHNOLOGIES FORUM (FTF) - SECURITIES TRADING & OPERATIONS NEWSLETTER

Earlier this year, FTF launched an online newsletter, which is focused on securities trading and operations. It offers a global interactive community where readers can find original editorial content, daily news, in-depth analysis and industry research. Our website is www.ftfnews.com. We are already receiving an excellent response with over 10,500 qualified people registering as subscribers since our launch.

Our early 'issues' have included exclusive interviews with SunGard's then President & CEO, Cristóbal Conde; Omgeo's President & CEO, Marianne Brown and Chris Chruch, Chief Executive Americas and Global Head of Securities at SWIFT. Each week, we are adding original editorial content with news, articles, interviews with leading industry figures and special reports, surveys and whitepapers. On the editorial side, our Editor, Eugene Grygo is always looking for insightful contributions and of course news stories. We also accept press releases.

There are multiple advertising opportunities to reach our readership - a highly targeted audience of qualified industry professionals. FTF has a large contact database of over 100K individuals and we are now receiving over 12,000 unique qualified visitors a month to our website, a figure that has doubled in the last month. Subscription to the newsletter is free to qualified users and our online registration list is growing daily.

FTF is always pleased to work with clients to provide a tailored solution that works within a specified budget. We work with clients to understand their specified needs, messaging and targets. And we are able to offer generous discounts on agreed packages and multiple add-ons to provide additional value. We look forward to the opportunity of working with you.

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Content

Our news content enhances our offering of events and training with timely coverage that reflects our market focus on securities trading and operations. Our areas of coverage include:

- Clearing & Settlement • Corporate Actions Processing • Risk Management • Performance Measurement
 - Reconciliation & Exceptions Management • Regulation & Compliance • Derivatives Operations
 - Hedge Fund Operations • Enterprise Operations

EDITORIAL FOCUS – 2011/2012

- OCT – SEF's
- NOV – Derivatives/Collateral Management
 - DEC – 2011 in Review/ 2012 Update
 - DEC - Hedge Funds
 - JAN –Cloud Computing
 - FEB – Mobile Technology
 - FEB – Performance Measurement

Readership

The FTF website currently receives over 12,000 unique qualified visitors a month. Our news alerts are sent out to our database of 100K industry professionals. Our client base includes the following - COO, CIO, CTO, Directors of Operations, Heads of Technology, Managing Directors, SVPs, Senior IT Professional, General Counsel.

Institutional • Buy-Side: 42% • Sell-Side: 24% • Banks: 18% • Vendors: 14% • Other: 2%

Geographic • North America: 65% • Europe: 30% • Asia: 5%



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Online Advertising & Sponsorship Rates

FTF News - Homepage/News Homepage :

1. Flash Banner (top) - \$2,000.00 for 4 weeks (leader board - 728 x 90 pixels) - *limited to 4 rotating*
2. Rectangle (center) - \$1,600.00 for 4 weeks (large - 336 x 280 pixels) - *limited to 2 rotating*
3. Tile (right hand side) - \$1,200.00 for 4 weeks (rectangle - 180 x 150 pixels)
4. Skyscraper (right hand side) - \$2,000.00 for 4 weeks (wide - 160 x 600 pixels)

News Alerts:

1. Flash Banner (top) - \$2,000.00 for 1 week (full - 468 x 60 pixels) - *exclusive*
2. Tile (right hand side) - \$1,000.00 for 1 week (square button - 125 x 125 pixels)
3. Up to 150 words plus URL (body of text) - \$2,000.00 for 1 week - *exclusive*

• Banners and tiles available on all pages • Discounts for multiple insertions • Alternative sizes available

Special Report

Sole or lead sponsorship in a comprehensive special report (up to 5,000 words) fully branded and tagged and made available for 3 months live, then archived for minimum of 2 years (*copy supplied by client or written by FTF editorial staff at additional cost of \$2.00 per word*) - \$8,500

Online Sponsorship

Sponsorship of a dedicated 'Forum' page - designed as a proprietary section of pages on the FTF News website, carrying thought leadership editorial produced by or for the sponsor, whitepapers and contributed articles (*FTF can provide full editorial support for writing and editing if required*) - \$POA

Contributed Article

Sole sponsorship of a contributed article on an industry topic of choice (cannot be direct sales collateral or be about sponsor's product offerings) fully branded and tagged and made available for 2 months live, then archived for minimum of 2 years. Article can be 2-3 pages in length and copy to be supplied by client or written by FTF editorial staff at an additional cost of \$2.00 per word) - \$7,500

Survey

Sole or lead sponsorship of a survey on an industry hot topic of choice fully branded and tagged and made available for 3 months live, then archived for minimum of 2 years. Survey questions to be sent to subscribers and FTF's 100K database of financial services professionals. Sponsor has input on questions but will be reviewed and approved by the editorial team. - \$6,500



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FORMAT AND PRODUCTION

- Email products are in HTML format
- Images should be supplied in GIF or JPEG format with the file size under 150kb
- Please supply the URL required for the tile to link to and any text (ALT tag) to be displayed
- Text products - up to 150 words of text and link will appear within text of broadcast e-mail alert.



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Example Sponsorship Packages

Events

- A proprietary briefing, roundtable or seminar - perhaps during Sibos week
- Lead sponsorship in a similar event or conference

Webinars

- A series of three or four highly targeted webinars or roundtables (*FTF regularly produces audiences of 300-400 participants, with over 700 being the highest achieved*)

Special Report

- Sole or lead sponsorship in a comprehensive special report (*example of FTF Special Report available on request*)

Online Sponsorship

- Sponsorship of a dedicated 'Forum' page - designed as a proprietary section of pages on the FTF News website, carrying thought leadership editorial produced by or for the sponsor, whitepapers and contributed articles (*FTF can provide full editorial support for writing and editing if required*)

Online Advertising

- Sponsorship of FTF News alerts - sent to 100K database of industry professionals
- Banner, expandable banner or large tile on FTF homepage and/or FTF News homepage

eCampaign

- Dedicated eCampaign to our database of 100K financial services professionals promoting an upcoming webinar or industry thought piece such as a whitepaper, eBook, article or case study (email cannot promote a specific product or be a direct sales message)

NOTE

The above examples are provided to represent a sample menu of options from which any package can be selected. We always work with clients to fully understand their marketing objectives and to provide a tailored solution that best supports their marketing objectives. We provide generous discounting and add-ons for advertising, when selected within a package that includes events.



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Client List - Sample

• Advent • Algorithmics • Aite • BI-SAM Technologies • Broadridge • Calypso • Capco • Caswil Corporation • CIPM • Clearing Corporation • Cobb & Associates • Corero • DST Global Solutions • DTCC • Eagle Investment Systems • Electra Information Systems • Ernst & Young • Eze Castle • Fidelity ActionsXchange • FinTrack Systems • Fiserv • Full360 Finance • Fund Associates • G2 Systems • GBP Financial Solutions • i365 • Infogix • Information Mosaic • Interactive Data Corporation • InvestEdge • Investor Flow • MarketAxess • Markit • Microsoft • NumeriX • Omgeo • OpenLink Financial • Oracle • Orbis Solutions • OTC Valuations • PacketMotion • PriceWaterhouseCoopers • Progress Software • QED Financial Systems • RIMES • Sadis & Goldberg • Scivantage • Six Telekurs • Softagon • SS&C Technologies • Sterci • SunGard • SuperDerivatives • SYBASE • Syntel • TCS • TriOptima • Wolters Kluwer • World-Check • XAND Corporations • XSP

Readership - Sample

• AIG Global Investment Group • Asset Control • Bank of America • BlackRock • Blackstone Group • Bloomberg • BNP Paribas • Capco • Credit Suisse • Deutsche Asset Management • Fidessa • Fifth Third Bank • Fortis Securities • General Motors Asset Management • GM Asset Management • Goldman Sachs • Hartford Investment Management • HSBC Global Asset Management • LPL Financial • Man Investments • MetLife • Morgan Keegan & Co • Morgan Stanley Investment Management • Neuberger Berman Alternatives • New York Life Investment Management • NYSE Technologies • Omgeo • Oppenheimer Asset Management • Prudential Investment Management • Raymond James • RBC Capital Markets • Russell Investments • SEC • SIG • SunGard • SWIFT • TDAM • Thomson Reuters • UBS • Wachovia Capital Markets