

2012 Media Planner

BANKS & THRIFTS | FINANCIAL SERVICES | INSURANCE | ENERGY | REAL ESTATE | MEDIA & COMMUNICATIONS

Newsletters

Email Alerts

Data Publications



2012 MEDIA PLANNER

SNL Financial is the single best source for financial information on business sectors critical to the global economy, including Financial Institutions, Energy, Real Estate and Media & Communications. Leading investors and corporate decision-makers rely on SNL for data, news and analytics.

ADVERTISERS can either reach all our subscribers in all segments, or target specific industries. What differentiates SNL from other information providers is the depth and breadth of our sector coverage as well as our online platform for delivery of this proprietary data. SNL currently serves over 4,000 clients and more than 35,000 users, ranging from Wall Street institutions to top management at the companies we cover. Clients include leading investment banks, mutual funds, hedge funds, lending departments, M&A departments, equity and debt finance, financial analysts, consulting firms, law firms, government and trade associations. Client satisfaction is reflected in a subscription renewal rate of 93%.

Newsletters

Sector-specific electronic newsletters published daily, weekly and monthly



Daily Email Alerts

Briefings on the latest financial developments delivered three times daily



Data Publications

Annual reference books for financial institutions, real estate and media & communications



Newsletters

SNL publishes a wide range of sector-specific newsletters that will put your message directly in front of the key decision-makers on Wall Street and at America's top corporations.

Financial Institutions

BANKS & THRIFTS

- Bank & Thrift Daily
- Bank & Thrift Weekly
 - Midwest
 - Northeast
 - Southern
 - Western

Bank M&A Weekly

De novo Watch

European Financials Daily

ThriftInvestor (monthly)

FINANCIAL SERVICES

- Financial Services Daily
- Securities & Investments M&A (monthly)
- Specialty Finance M&A (monthly)

INSURANCE

- Insurance Daily
- Insurance Weekly
- Insurance M&A (bi-weekly)

Energy

COAL

- Coal Report (weekly)
- Daily Coal Report

NATURAL GAS

- Daily Gas Report
- FERC Gas Report (weekly)
- Gas Utility Week

POWER

- Electric Transmission Week
- Electric Utility Report (weekly)
- Energy Finance Daily
- FERC Power Report (weekly)
- Generation Markets Week
- M&A Review (monthly)
- Power Daily
- Power Week Canada
- Renewable Energy Week

Real Estate

Real Estate Daily

- Asia-Pacific Edition
- Europe Edition
- North America Edition

Real Estate Weekly

- North America Edition

Media & Communications

Broadband Technology (monthly)

Broadcast Investor: Deals & Finance (monthly)

Cable Program Investor (monthly)

Cable TV Investor: Deals & Finance (monthly)

Internet Media Investor (monthly)

Media & Communications Report (daily)

Motion Picture Investor (monthly)

VOD & ITV Investor (monthly)



RATES

ONE TITLE	12	32	62	92	122
Full-page	\$300	\$270	\$255	\$240	\$210
Half-page	\$200	\$180	\$170	\$160	\$140
Quarter-page	\$150	\$135	\$130	\$120	\$105

PRODUCTION REQUIREMENTS

Ad Dimensions

- Full-page: 7.5" × 10"
- Half-page: 7.5" × 5"
- Quarter-page: 7.5" × 2.25"

Ad Specifications

Please provide ads in PDF at a maximum file size of 200KB. All ads will be attached to electronic newsletter files so they should be created with Web settings. RGB colors. 72 minimum/150 maximum dpi images.

Materials Deadline

No less than two business days before the preferred issue date.

Electronic Ad Delivery

Please email PDFs to sgoldberg@snl.com. Specify your company, newsletter title of choice, issue date and any other special instructions.

Full-page ad
7.5" × 10"

Half-page ad
7.5" × 5"

Quarter-page ad
7.5" × 2.25"

SEND ALL INQUIRIES AND MATERIALS TO:

Steve Goldberg, Advertising Sales Executive • SNL Financial, One SNL Plaza, Charlottesville, VA 22902

Tel. 434.951.7829 • Fax 434.977.4466 • sgoldberg@snl.com

Daily Email Alerts



Three times a day we alert our subscribers to the latest financial developments. Your message can be right in front of them while they're reviewing valuable summaries of news, data, documents and events that affect their business.

As the top corporate decision-makers are deciding what's important on SNL today, your message can be front and center in a vital context: our Morning, Mid-Day and End-Of-Day Email Alerts. Our subscribers look to SNL as a single source for the data, news and analysis they need to make critical decisions. They pay a premium price per year for this access, and Email Alerts are one of the main gateways.

Reach 40,000 top corporate deal and decision makers when they are in alert mode.

PRODUCTION REQUIREMENTS

Advertisers must provide both "Web Ready" HTML art and a text-only version.

HTML ads:

Dimension: 150 x 250 pixels

File size: 20K

Resolution: 72 dpi

3 rotations maximum for animated ads

File formats: Finished art should be saved in GIF format

URL: Specifying link to the appropriate page on your Website or landing page

Text ads:

Provide a maximum of 50 words.

Deadline for materials:

No later than 48 hours or two business days in advance of desired insertion.

Monthly Packages

Your ads will run in both HTML and text formats, depending on how each individual user views their Email Alerts. Rates include both formats.

Three daily emails, one low price no matter the ad size: Only \$10 CPM!

RATES (\$10 CPM)			
	Impressions per month	CPM	Cost per month
Morning	660,000	\$10	\$6,600
Mid-Day	660,000	\$10	\$6,600
End-of-Day	660,000	\$10	\$6,600
Total	1,980,000		\$19,800

Data Publications



SNL Financial Institutions Deal Book

The definitive source of information on M&A deals and capital markets activity for the previous year. This valuable reference is read and kept by all the deal-makers, with a readership of more than 6,000 heavy-hitters in the FIG space: CEOs and CFOs of banks, thrifts, insurance companies and other financial services companies, along with the investment bankers and lawyers who grease the wheels to make deals happen.

SNL Executive Compensation Reviews for Banks & Thrifts, Insurance and Real Estate

The standard compensation reference tools for each industry. Each Review is an unbiased resource comparing historical executive compensation figures and their institutional performance against peers. These are the only books naming names when it comes to executive comp, and each claims a readership of 2,000 senior executives at the largest banks, insurance groups and real estate companies.



SNL Kagan Databooks & Research Studies

SNL Kagan is the leading resource for proprietary research on the entire media business. SNL Kagan's databooks and research reports, posted online, are key strategic references for investors and other key players in each media sector. Flagship titles available for advertising include: *Economics of Basic Cable Networks*, *Broadband Cable Financial Databook*, *Media Trends*, *Economics of Motion Pictures*, *The State of Home Video* and *TV Station Deals Databook*.

Promote your firm in the print publications that still matter to top organizations.

Advertising Opportunities

TITLE SPONSOR	ENHANCED LISTING	DISPLAY ADS
<ul style="list-style-type: none"> • Logo on the front cover • Customized message inserted in all copies • 4-color, full-page ads on the back cover, inside back cover and inside front cover • Full-page B&W ad inside • One Enhanced Listing • 25 FREE printed copies 	<ul style="list-style-type: none"> • Company logo • Main and additional office locations with contact info • Principal contacts listing • Company description • A list of deals or company highlights you select • Two FREE printed copies 	<ul style="list-style-type: none"> • Back Cover • Inside Front Cover • Inside Back Cover • Full-Page Inside • Two-Page Insert

Rates & Packages

	TITLE SPONSOR	ENHANCED LISTING	DISPLAY ADS						
			Inside Front Cover	Inside Back Cover	Outside Back Cover	Gatefold Cover	Full Page	Full Page (Premium Position)	2-Page Insert (One Sheet)
Deal Book	\$25,000	\$2,000	\$7,000	\$5,000	\$10,000	\$10,000	\$3,000	\$5,000	\$5,000
Compensation Reviews	\$15,000	N/A	\$4,000	\$3,000	\$6,000	\$7,500	\$2,000	\$4,000	\$4,000
SNL Kagan Datasets	\$10,000	N/A	N/A				\$1,500	\$2,500	N/A

ADVERTISING SCHEDULE	SPACE RESERVATION	MATERIALS DEADLINE	PUBLICATION DATE
Deal Book	February 12	February 19	March 1
Compensation Review Bank & Thrift	April 29	May 27	June 3
Compensation Review Insurance	May 6	June 3	June 10
Compensation Review Real Estate	May 13	June 10	June 17
Economics of Basic Cable Networks	July 1	July 29	August
Broadband Cable Financial Databook	July 22	August 26	September
Media Trends	July 22	August 26	September
Economics of Motion Pictures	August 12	September 9	October
The State of Home Video	August 26	September 23	November
TV Station Deals Databook	August 26	September 23	November

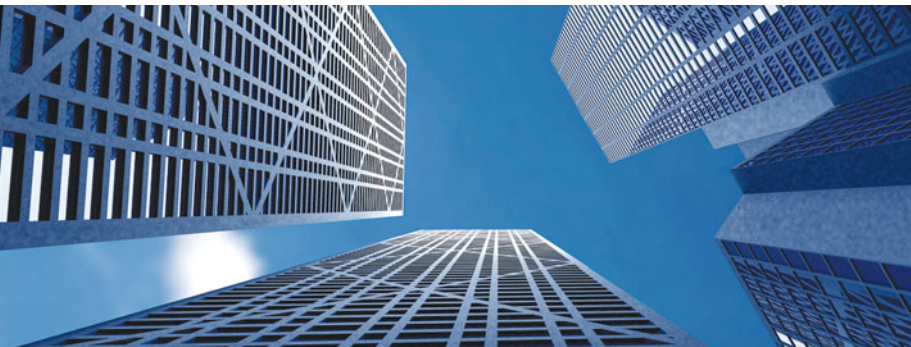
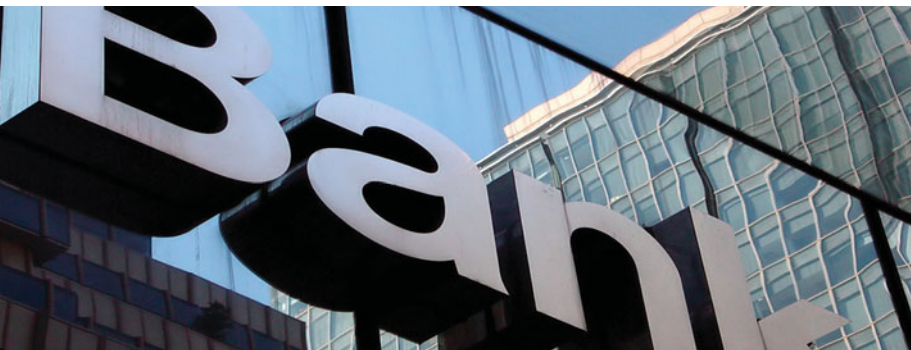
PRODUCTION REQUIREMENTS

Deal Book Trim size – 7.5" × 10" Full Page non-bleed – 7.25" × 9.75" Full Page bleed – 7.75" × 10.25" Full Page insert – 7.5" × 10"	Compensation Reviews Trim size – 8.375" × 10.875" Full Page non-bleed – 8.125" × 10.625" Full Page bleed – 8.625" × 11.125" Full Page insert – 8.375" × 10.875"	SNL Kagan Datasets Full Page – 7.5" × 10" Half Page – 7.5" × 5"
Preferred file format All files must be submitted in PDF format. No Microsoft Word, Power Point or Excel files, native or embedded, will be accepted.	Preparing a PDF for Submittal <ul style="list-style-type: none"> • All files should be saved as CMYK • Embed all fonts within file • Images used must have a resolution of at least 300 dpi 	

SEND ALL INQUIRIES AND MATERIALS TO:

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Current and Past Advertisers Include:

Cavalry Portfolio Services, LLC
Cedar Shopping Centers
CEL & Associates, Inc.
Crowe Horwath LLP
Crown Exploration, Ltd.
Debevoise & Plimpton, LLP
Dewey & LeBoeuf
Financial Guaranty Insurance Company
Fletcher Financial, Inc.
Foley & Lardner, LLP
Fortress Partners Capital Management, Ltd.
Freeman & Co. LLC
Frost Brown Todd, LLC
Goodwin Procter LLP
Grady & Associates
Granado Communications Group
Haute Marketing
Hilton Displays
Horizon Media
Houlihan Lokey, Inc.
Hovde
Howe Barnes Hoefler & Arnett, Inc.
Husch Blackwell LLP
Infinity Insurance Company
Janney Montgomery Scott LLC
Jenkins & Gilchrist, PC
Jones Walker
Keefe, Bruyette & Woods, Inc.
Kelliher Samets Volk
Locke Lord Bissell & Liddell LLP
Luse Gorman
Manatt, Phelps & Phillips, LLP
Margolin & Associates, Inc.
McColl Partners, LLC
McLagan
Milestone Merchant Partners, LLC
Morrison & Foerster LLP
Nautilus Capital
Performance Trust Capital Partners, LLC
PHH Corporation
Piper Jaffray & Co.
PPL Corporation
Preston Kelly
RBC Capital Markets Corporation
Robeco USA, LLC
Rodman & Renshaw
Sandler, O'Neill & Partners, L.P.
Scotia Capital, Inc.
Silver, Freedman & Taff, LLP
Silverton Bank
Southwest Power Pool, Inc.
State Street
Sterne Agee
Stifel, Nicolaus & Co., Inc.
Sutherland Asbill & Brennan, LLP
Thacher Proffitt & Wood, LLP
United Bankers' Bank
Wells Fargo Capital Finance