

Media Kit

Advertising Rates 2011

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About

FSO Pubs are the oldest (1996) and one of the largest (4,000,000+ deliveries a month) publishers of e-zines for the financial services industry.

The published content comprises a selection of news articles issued by government agencies, industry press releases, as well as trusted press agencies. Articles are focused on legislation updates, financial regulations, and hot topics in the field.

This media kit describes our advertising packages. Indicated advertisement rates are valid for orders placed in 2011. For additional information, please contact us.

Currently we publish:

Solo Mailings

Are delivered as inventory allows. Ad copy is provided by the client and we test the subject, email structure, and content with our spam analysis software. Send a copy of your advertisement to sales@fsonline.com and we'll provide a free analysis.

Financial E-News Daily

Delivered twice a month, an executive summary of the previous two weeks' financial industry news, as well as marketing and tax updates of interest to financial advisors.

Financial E-News

Delivered every work day and has a summary from news sources such as National Underwriter, Insurance News-Net, and our very own editor at FSO.



Deliverability

A Word About Deliverability The Key to Email Marketing Success

Success in email marketing is not as easy as it used to be. Consider:

- The explosion of pure spam on the Internet.
- The explosion of legitimate newsletters from all sources. Many insurers, vendors, broker-dealers, mutual funds and IMOs now possess their own, often very large, databases.
- The advent of "spam blockers" that can often "throw the baby out with the bath water."

Many email marketers have responded by attempting to increase the quantity of their "sends." This really just magnifies the problem by triggering more spam blockers from multiple Internet Service Providers (ISPs).

The result is complete "blacklisting" from many major ISPs, like AOL, Hotmail and Google. It sounds good to say you are mailing to 250,000 plus advisors, but the real issue isn't the gross number of advisors in your database...instead, it is how many of those advisors actually receive your message... deliverability.

If your email advertising isn't making it to the subscriber's inbox, it will not be seen. Our cutting edge address management system ensures the highest delivery rates possible, making sure your ads are seen by the largest number of potential customers.



Advertising Opportunities

The most cost effective industry advertising available!

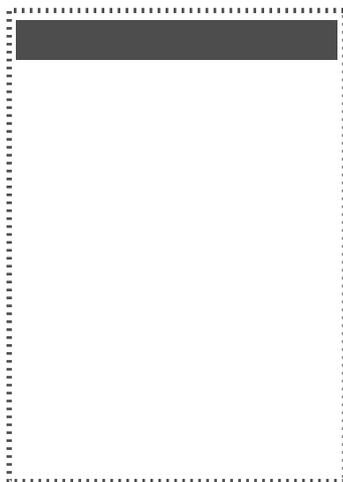
We offer advertising opportunities in our daily and biweekly newsletters which we send to about 200,000 financial services professionals.

We strictly limit the number of advertisers per issue so that competition is reduced to a minimum in the same database.

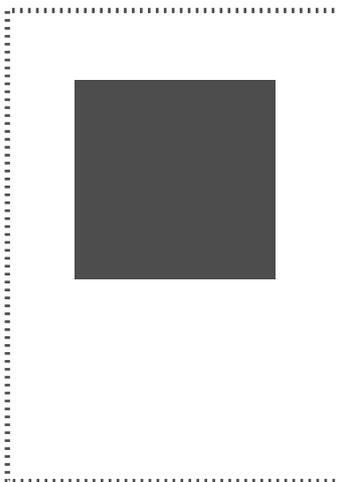
Advertising opportunities consist of banner ads, feature text ads and/or e-mail blasts, as pictured below. Ad copy can be changed repeatedly, provided the required format is preserved.

Banner Ads

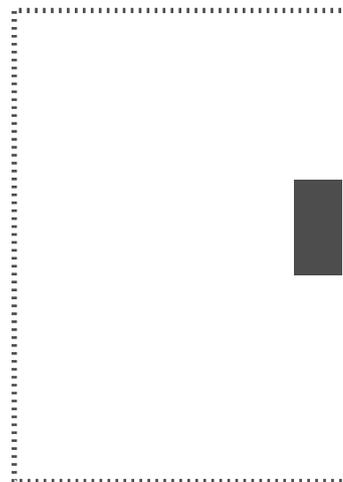
lead banner ad
728 x 90 px



feature text ad
500 x 500 px



side banner ad
120 x 240 px



FSO Pubs reserves the right to refuse an advertisement deemed inappropriate for our readers.



Advertising Packages

Solo Blast Ad Packages (Standalones)

Your full page ad is sent "standalone," with no other ads or content, to at least 200,000 advisors per solo blast. These ad "blasts" generally get more immediate results and that fact is reflected in the pricing.

Package	Solo Blasts	Price (USD)
BASIC	3 solo blasts, one per week for 3 weeks	\$ 3,300
STANDARD	6 solo blasts, one per week for 6 weeks	\$ 6,000
GOLD	12 solo blasts, one per week for 12 weeks	\$ 10,000
PLATINUM	24 solo blasts, one per week for 24 weeks	\$ 17,000

Branding Ad Packages

"Branding ads" are those included with other ads in our two Financial E-News publications. These ads have a longer "shelf life," but generally produce less immediate results and the price reflects this. However, much like Coke and Pepsi ads, **"branding ads" also help keep your company "first in mind" when a producer needs your product or services.**

Package	Feature Text Ads	Side Banner Ads	Price (USD)
BASIC	3 feature ads	3 months / 71 insertions	\$ 1,450
STANDARD	6 feature ads	6 months / 142 insertions	\$ 2,450
GOLD	12 feature ads	12 months / 284 insertions	\$ 3,950
PLATINUM	24 feature ads	12 months / 284 insertions	\$ 6,950

Lead Banner Branding Ad Packages

The lead banner appears at the top of our Financial E-News publications... the first ad seen by a reader. **All Lead Banner Ad Packages also include the Platinum Branding Ad Package above.**

Publication	Lead Banner Opportunities	Price (USD)
Financial E-News Daily	Top ad delivered every other day for a year; two slots available.	\$ 21,950 annually
Financial E-News	Top ad delivered every other day for a year; two slots available.	\$ 12,950 annually