

2015 Media Planner

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

Newsletters

Email Alerts

Data Publications



2015 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, Media & Communications and Metals & Mining. 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 6,500 clients and more than 60,000 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



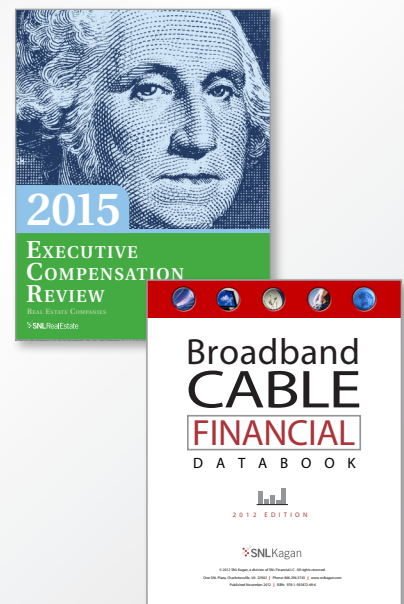
Daily Email Alerts

Briefings on the latest financial developments delivered three times daily



Data Publications

Annual reference reports 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

Asia-Pacific Financials Daily
Bank & Thrift Daily
European Financials Daily
Latin American Financials Daily

FINANCIAL SERVICES

Financial Services Daily

INSURANCE

Insurance Daily

Real Estate

Real Estate
– Asia-Pacific Edition
– Europe Edition
– North America Edition

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

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*)

Metals & Mining

SNL Metals & Mining Daily:
East Edition
SNL Metals & Mining Daily:
West Edition

RATES (based on a single insertion)

| ONE TITLE | 1 × | 12 × | 32 × | 64 × | 96 × |
|--------------|-------|-------|-------|-------|-------|
| Full-page | \$400 | \$360 | \$320 | \$280 | \$240 |
| Half-page | \$300 | \$270 | \$240 | \$210 | \$180 |
| Quarter-page | \$225 | \$200 | \$175 | \$150 | \$125 |

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 60,000 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.

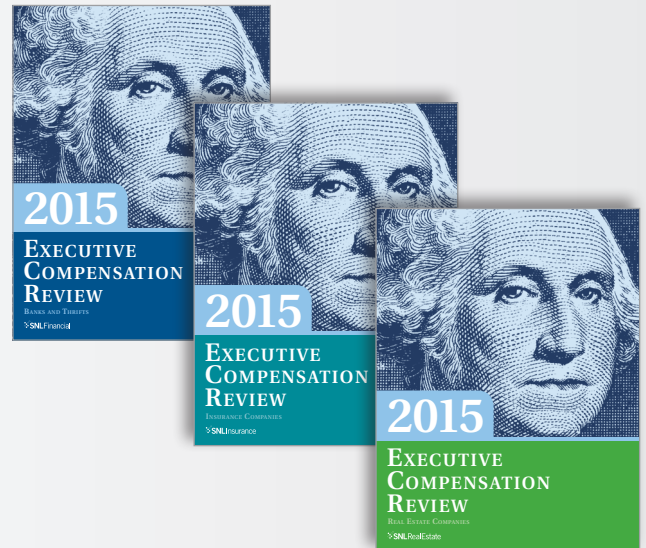
Three daily emails, one low price no matter the ad size: Only \$10 CPM!

| 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 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 reports 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. Titles available for advertising include:

- Broadband Cable Financial*
- Economics of Basic Cable Networks*
- Economics of Broadcast TV Retransmission Revenue*
- Economics of Internet Music and Radio*
- Economics of Location-Based Services*
- Economics of Mobile Music*
- Economics of Mobile Programming*
- Economics of Outdoor & Out of Home Advertising*
- Media Trends*
- Radio Station Deals & Finance*
- Radio/TV Station Annual Outlook*
- State of Home Entertainment*
- State of Home Video*
- State of Mobile Startups*
- State of Online Video Delivery*
- TV Station Deals & Finance*

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

ADVERTISING OPPORTUNITIES

| TITLE SPONSORSHIP | RATES |
|---|---|
| <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 | <p>Compensation Reviews \$15,000</p> <p>SNL Kagan Datasets \$10,000</p> |

| 2015 ADVERTISING SCHEDULE | Space Reservation | Materials Deadline | Publication Date |
|--|-------------------|--------------------|------------------|
| Compensation Review Bank & Thrift | 4/24/15 | 5/22/15 | June |
| Compensation Review Insurance | 5/1/15 | 5/29/15 | June |
| Compensation Review Real Estate | 5/8/15 | 6/5/15 | June |
| Economics of Mobile Programming | 2/2/15 | 2/20/15 | March |
| Economics of Internet Music and Radio | 3/2/15 | 3/20/15 | April |
| Economics of Broadcast TV Retransmission Revenue | 4/1/15 | 4/17/15 | May |
| Economics of Location-Based Services | 4/1/15 | 4/17/15 | May |
| Economics of Outdoor & Out of Home Advertising | 5/1/15 | 5/15/15 | June |
| Radio Station Deals & Finance | 5/1/15 | 5/15/15 | June |
| Economics of Mobile Music | 6/1/15 | 6/19/15 | July |
| State of Mobile Startups | 7/1/15 | 7/24/15 | August |
| State of Home Video | 8/3/15 | 8/21/15 | September |
| State of Online Video Delivery | 8/3/15 | 8/21/15 | September |
| TV Station Deals & Finance | 8/3/15 | 8/21/15 | September |
| Radio/TV Station Annual Outlook | 9/1/15 | 9/18/15 | October |
| State of Home Entertainment | 9/1/15 | 9/18/15 | October |
| Broadband Cable Financial | 10/1/15 | 10/23/15 | November |
| Economics of Basic Cable Networks | 11/2/15 | 11/20/15 | December |
| Media Trends | 11/2/15 | 11/20/15 | December |

| PRODUCTION REQUIREMENTS | |
|---|--|
| <p>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"</p> <p>SNL Kagan Datasets Full Page – 7.5" × 10"</p> | <p>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.</p> <p>Preparing a PDF for Submittal</p> <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