

# CFO.com 2009 RATE CARD

## Banner Advertisements

### 728x90 (30k max)

Homepage.....	\$130 CPM
Presence on CFO.com homepage	
Today in Finance Column.....	\$120 CPM
Targeted ad position within Today in Finance and article detail pages	
Targeted Channel .....	\$110 CPM
Includes a banner throughout a specific channel	
Run of Site.....	\$100 CPM

### 336x280 (30k max) or 300x250

Homepage.....	\$130 CPM
Presence on CFO.com homepage	
Today in Finance Column.....	\$120 CPM
Targeted ad position within Today in Finance and article detail pages	
Targeted Channel .....	\$120 CPM
Includes a banner throughout a specific channel	
Run of Site .....	\$120 CPM

### 160x600 (30k max)

Homepage.....	\$130 CPM
Presence on CFO.com homepage	

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## Sponsorships

### Full Page Take Over

From CFO.com's homepage, 800x480 (50k max)..... \$200 CPM

### Today in Finance Sponsorship

Homepage logo sponsorship, 88x31 (3k max) ..... \$7,500/month

### Permission-Based Marketing (PBM)

Stand alone emails specifically targeted to CFO.com's opt-in audience (40k max), subject line max of 60 characters ..... \$400 CPM

### White Paper Library

**Featured White Paper:** \$4,000 per month. Maximum of 5 featured white papers are displayed on the Library homepage at a time, and papers will rotate regularly to keep the page fresh. This puts the vendor's white paper above the fold on the gateway page to the library. Priced per white paper.

**Featured Vendor:** \$5,000 per month. Maximum of 10 vendors can be displayed in the box on the Library homepage at a time. Featured vendors will have a profile page that includes company information, contact information, and a full listing of all of the company's white papers. Featured vendors will be highlighted in a box on the gateway page to the Library, above the fold.

**Cost per-lead:** \$70 per-lead. This includes full contact information for all users who download vendor's reports. The report may be narrowed based on vendor's requirements.

### Sponsored Links

Includes a text-based paragraph (maximum of 250 characters including spaces), plus linking URL on the bottom of homepage.

Homepage..... \$50 CPM

### Fixed Channel Sponsorship

88x31 'Sponsored by' ..... \$3,000 per month

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## Alert Sponsorship (468 x 60 Banner) (.gif or .jpg only)

Targeted by Topic..... \$75 CPM  
Over 40 topics including Accounting, Benefits, Careers, Compensation, etc.

## Homepage Road Block

Impressions tbd .....\$15,000 daily

## Rich Media

Eyeblaster or PointRoll .....25% Premium

## Targeting

Geo Targeting.....25% Premium

## Landing Page Sponsorship

Basic landing page- co-branded sponsor and *CFO* editorial content.....\$15,000  
Advanced/multimedia page/ RSS/ podcast..... \$25,000 per month  
(3 month minimum – must be bough in conjunction with a banner campaign)

## Microsite

Custom designed/ delveloped, up to 7 pages  
Active for 3 months.....\$50,000

## Homepage Poll- Question of the Day

Logo on poll – 3 month minimum.....\$36,000

## FirstLight Contextual Advertising with SEO

12 month sponsorship, up to 15 pages.....\$60,000

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## Webcasts

### Editorial Webcast (created by CFO.com editorial staff)

The editorial department conceives of a topic and creates all content.

Advertiser receives all leads..... \$50,000

### Advertiser Webcast (created by advertiser)

The advertiser purchases a webcast and supplies the content, with some production assistance from CFO.com.

Advertiser receives all leads.....\$50,000

\*All buys are \$5,000 monthly minimum. All rates are listed as net.

## Newsletters

**Today in Finance:** Our roundup of accounting practices, government initiatives and investigations, capital-raising, credit ratings, investor relations, personnel shuffles — and what it means for your company, and the companies you do business with. (Delivered every business day.)

- Reaches 24,040 subscribers per drop
- Top position sponsorship cost per drop: \$6,000 net
- Middle position sponsorship per drop: \$4,200 net

**This Week in Finance:** Our roundup of accounting practices, government initiatives and investigations, capital-raising, credit ratings, investor relations, personnel shuffles — and what it means for your company, and the companies you do business with, plus our interactive poll of the week. (Delivered every Friday.)

- Reaches 22,940 subscribers per drop
- Top position sponsorship cost per drop: \$5,813 net
- Middle position sponsorship per drop: \$4,069 net

**Accounting:** Recent articles include: how government agencies fumble audits; bribes and the balance sheet; a tax-shelter shocker on "sham" transactions; regular updates from the Financial Accounting Standards Board on expensing stock options, booking corporate income-tax benefits, and more. (Delivered every Monday.)

- Reaches 14,600 subscribers per drop
- Top position sponsorship cost per drop: \$3,000 net
- Middle position sponsorship per drop: \$2,100 net

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**Risk:** Recent articles include: Internal Auditors: Mission Unaccomplished?; Insurance Mergers: Many Buys, Scarce Financing; PCAOB Proposes New Risk Rules; Will Audit Firms Go Public with Financial Results? (Delivered 2nd Thursday of each month.)

- Reaches 10,600 subscribers per drop
- Top Position Sponsorship Cost per drop: \$2,375 net
- Middle Position Sponsorship Cost per drop: \$1,662 net

**Benefits:** Recent articles include: Loosen Pension-Funding Rules, Consultants Ask Congress; More Firms Quit the 401(k) Match Game; A Chicken and Nest-Egg Problem; Know Your Severance Rights and Risks. (Delivered 4th Thursday of each month.)

- Reaches 10,600 subscribers per drop
- Top Position Sponsorship Cost per drop: \$2,375 net
- Middle Position Sponsorship Cost per drop: \$1,662 net

**Capital Markets/Banking:** Recent articles include: A ranking of the credit strength of America's top debt issuers (and why some may not be as worthy of praise as you think); Why recent signs of revival in the financial markets may be largely illusory; Why asset-backed commercial paper is getting more expensive; How companies are using natural hedges to juggle currency risks; and How credit derivatives may harm the interests of borrowers. (Delivered 1st and 3rd Thursday of each month.)

- Reaches 21,070 subscribers per drop
- Top Position Sponsorship Cost per drop: \$5,000 net
- Middle Position Sponsorship Cost per drop: \$3,500 net

**Smaller Businesses:** Smaller businesses often find that they must do more with less. CFO.com examines the special concerns of these companies as they deal with issues involving capital markets, software and technology, risk management, benefits, accounting, and more. (Delivered 1st Wednesday of each month.)

- Reaches 7,200 subscribers per drop
- Top position sponsorship cost per drop: \$1,250 net
- Middle position sponsorship per drop: \$875 net

**Financial Software and Technology:** Recent articles include: building a more business-minded CIO; measuring the business benefit of IT; why secure systems start with your employees; how the right technology can help you get your seat at the "strategy table." Recent articles include: building a more business-minded CIO; measuring the business benefit of IT; why secure systems start with your employees; how the right technology can help you get your seat at the "strategy table." (Delivered every Tuesday.)

- Reaches 16,900 subscribers per drop
- Top position sponsorship cost per drop: \$4,750 net
- Middle position sponsorship per drop: \$3,325 net

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**Careers:** Find out who's climbing up the corporate ladder and who's moving on (or being pushed out) in our weekly roundup of "CFOs on the Move." Plus much more on everything that affects you and your career. (Delivered every Friday.)

- Reaches 15,600 subscribers per drop
- Top position sponsorship cost per drop: \$4,250 net
- Middle position sponsorship per drop: \$2,975 net

**CFO magazine Online:** A roundup of the features, columns departments and much more from each issue of *CFO* magazine and archived issues of *CFO IT* – all available before the print edition arrives on subscribers' desks. You'll also find out about the latest features available exclusively on CFO.com. (Delivered 1st day of each month.)

- Reaches 23,900 subscribers per drop
- Top position sponsorship cost per drop: \$6,250 net
- Middle position sponsorship per drop: \$4,375 net

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## Ad Specifications

### **Non-Rich Media Skyscrapers (160x600), Super Banners (728x90), Large IMUs (336x280), 160x600 and 300x250**

Format: Standard ads which are either .gif or .jpg. Animation not to exceed 30 seconds. Banners should not contain rapid animation or include strobing sequences.

File Size: Maximum 30k

### **Non-rich Media Buttons**

Format: Standard buttons (88x31 pixels) which are either .gif or .jpg. No looping or animation allowed.

File Size: Up to 3k.

### **Rich Media Skyscrapers (160x600), Super Banners (728x90), Large IMUs (336x280)**

Format: Interactive Marketing Units that use rich media technologies such as HTML, Flash and Java. Animation not to exceed 30 seconds. Banners should not contain rapid animation or include strobing sequences.

Rich Media File Size: Up to 30k initial load (25k for 336x280). Up to 3 additional loads of up to 50k each may be initiated after a user clicks on the creative.

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### **Sponsored Links**

Format: Standard text that includes a header, body and URL. Basic HTML formatting is accepted (bold, italics, hyper-linked phrases). Please send all text-based creative in a MS Word or Notepad file.

File Size: The text should be a maximum of 250 characters including spaces and a hyperlink. The body of the text may not exceed 4 lines.

### **E-Mail**

Format: Standard text body followed by a URL. Basic HTML formatting is accepted (bold, italics, hyper-linked phrases). Please send all text-based creative in a MS Word or Notepad file.

File Size: The text should be a maximum of 400 characters including spaces and a hyperlink. The body of the text may not exceed 7 lines.

### **Dedicated Promotion**

Format: HTML and text

File Size: The email should not exceed 60k. The subject line may be no greater than 60 characters.

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## Additional Rich Media Guidelines:

- **Flash:** Flash ads should be trafficked with an .swf file and a .gif alternate to be served to non-Flash enabled browsers. All .swf files should contain a command to open a new browser window upon click. All .gif alternates should adhere to the specifications of a non-rich media ad of the same shape.
- Flash ads must include click tag tracking:  
on (release) {  
  getURL (\_level0.clickTag, "\_blank");}
- All non-Flash Rich Media creative is reviewed on a case-by-case basis.
- **Audio/Video:** An ad may play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins. The audio should cease as soon as the user leaves the page.

## Testing Guidelines

Ads must be tested for stability in a variety of browser and platform combinations. Stability is defined as not causing error messages, dialog windows, browser crashes or system crashes. All rich media creative requires 5 business days for testing. All non-rich media requires 2 business days for testing.

## All prices are net and are subject to change without notice

Banners\* run until buy is filled. Ad tracking provided by DoubleClick with monthly reports. Standard agency discounts apply. Net 30 Days.

## Cancellation Policy

A two-week cancellation is required in writing.

\* We reserve the right to refuse any advertisement that we deem inappropriate or an infringement on our trademark or other intellectual property rights.

## Contact

To find an account manager in your region please visit [CFO.com/advertise](http://CFO.com/advertise), or contact Lissa Short, SVP of Advertising at 212.541.0512 or [lissashort@cfo.com](mailto:lissashort@cfo.com)