

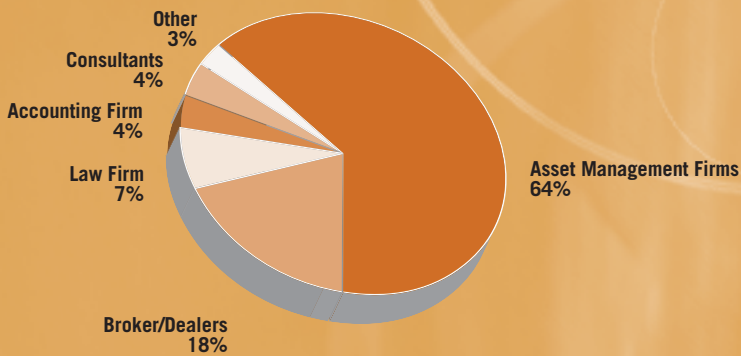


2010 MONEY management executive

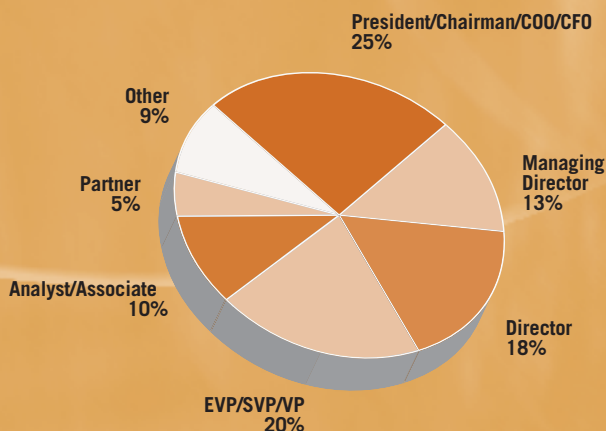
The Premier News Source for Asset Management Leaders

MEDIA PLANNER

Readership by Firm Type



Readership by Job Title



Quality over quantity. In a world of information overload and guerrilla marketing, the smart firms realize that distributing your message to the masses has limited value. But when you place your advertisement with **Money Management Executive**, you're reaching a select group of sales, marketing, operations and C-suite executives in the mutual fund, SMA, 401k and 529 industries. Two-thirds of our readers say they make or influence purchasing and investment decisions at their firm, which means **Money Management Executive** is reaching the people who matter.

With expert analysis from our editorial staff and outside contributors, 93% of readers rate our content as good or excellent, while 77% of those readers consider **Money Management Executive** as better than average, one of the best or the best publication of its kind.

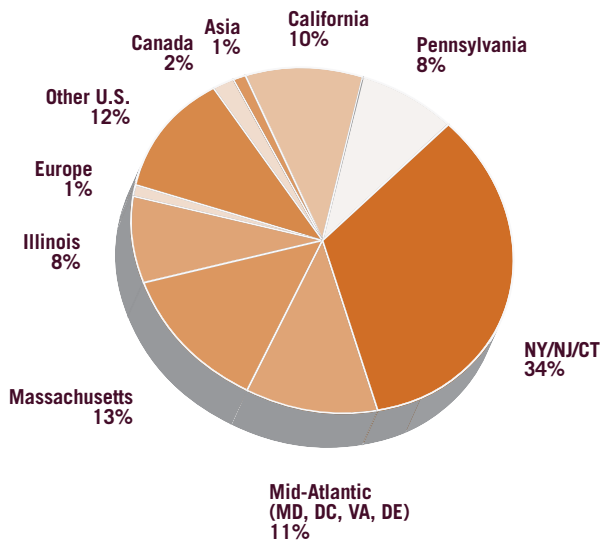
You'll notice that the 2010 editorial calendar includes several new features, including sponsored roundtables, which offer the chance for intimate networking and post-publication branding. Meanwhile, increased bonus distribution at the top conferences makes sure your message reaches the maximum audience of decision-makers.

For more information on advertising or sponsorships, contact:

Louis V. Fugazy
 National Account Manager
 Phone: 212.803.8773
 Fax: 212.803.8646
 Email: louis.fugazy@sourcemediacom.com

READERSHIP & PURCHASE POWER

Readership by Geography



- > **95%** of our readers consider MME's content 'excellent' or 'good'.
- > **75%** of readers rank MME as one of the best or the best publication of its kind, and another 18% call it 'better than average'.
- > **60%** of readers read the advertisements.
- > Almost two-thirds of our readers (**64%**) keep back issues for future reference.
- > **65%** of our readers influence purchasing and investment decisions at their firm.

Money Management Executive, Publisher's Own Data

Testimonials:

"The breaking news in *Money Management Executive's* daily newsletter and the more comprehensive articles in its weekly print edition are a great source of valuable information for us and for our customers in the mutual fund and managed accounts industries, particularly in its coverage of operations and compliance issues."

Ann Bergin, *Managing Director & General Manager, Wealth Management Services*
The Depository Trust & Clearing Corporation

"*Money Management Executive* is a great means of staying on the latest edge of market news without having to scour larger publications, and the daily news is delivered expediently to my inbox."

Brett Wiebke, *Legacy Program Administrator*
OppenheimerFunds Legacy Program

"*Money Management Executive* has its finger on the pulse of the industry it serves. As a marketer to the industry, I look to the publication for information that focuses our sales efforts, leads our product management efforts, and keeps us on the edge of industry needs."

Christopher P. Willis, *Executive Vice President, Marketing and Strategic Alliances, Pyxis Mobile*

"*Money Management Executive* keeps me up to date on everything important in the money management industry, without all the noise from investment areas that I don't care about."

Dan Ahrens, *Portfolio Manager*
Ladenburg Thalmann Gaming and Casino Fund

"Concise, timely coverage of the dynamic asset management industry makes *Money Management Executive* rewarding and required reading."

Burt Greenwald, *President, B.J. Greenwald Associates*

Mutual Fund Scorecard
Top 50 Fund Groups — August 2008
Long-Term Open-End U.S. & U.S. Money Market Funds

Rank	Company	Assets	Assets %	Assets \$B	Assets %	Assets \$B	Assets %	Assets \$B	Assets %	Assets \$B	Assets %
1	Investment Company of America	1,101,000	100%	1,101,000	100%	1,101,000	100%	1,101,000	100%	1,101,000	100%
2	Investment Company of Wisconsin	1,000,000	91%	1,000,000	91%	1,000,000	91%	1,000,000	91%	1,000,000	91%
3	Investment Company of Pennsylvania	800,000	73%	800,000	73%	800,000	73%	800,000	73%	800,000	73%
4	Investment Company of New York	700,000	63%	700,000	63%	700,000	63%	700,000	63%	700,000	63%
5	Investment Company of Massachusetts	600,000	55%	600,000	55%	600,000	55%	600,000	55%	600,000	55%

Executive Moves
Needles New President
OppenheimerFunds Tests AI Desktops
State Street Global Top

MONEY management executive
The Premier News Source for Asset Management Leaders
August 17, 2008 | Volume 14 Number 21 | www.moneymanagementexecutive.com

Companies Gear Up For XBRL Reporting
As an industry leader, the Securities and Exchange Commission could make the use of XBRL (eXtensible Business Reporting Language) in its financial statements a reality. The Commission is currently working on the first phase of the project, which is to require public companies to provide more detailed financial data in XBRL format.

Wealthy Investors Grow Pessimistic
Many investors are becoming more pessimistic about the future of the U.S. economy. This is due to the current market conditions and the uncertainty surrounding the future of the U.S. economy.

Overpay Projects Proceed Amid Downturn
Despite the current market downturn, many infrastructure projects are still proceeding. This is due to the fact that these projects are often funded by government or private entities that are not as affected by the market downturn.

MONEY management executive 2010 EDITORIAL CALENDAR

	ISSUE DATE	SPACE CLOSE	MATERIALS DUE	EDITORIAL FEATURES	BONUS DISTRIBUTION
JANUARY	Jan 4	12/21/09	12/22/09	2010 Outlook	<ul style="list-style-type: none"> • Opal Public Funds Summit (January 6–8) Scottsdale, AZ • NICSA East Coast Regional Meeting (January 14) Boston, MA • FRA 2010 NY Sub-Advised & Multi-Managed Funds Forum (TBD)
	Jan 11	12/30/09	1/4	12b-1 Fees	
	Jan 18	1/7	1/7	Roundtable: Asset Management M&A Improving Customers' Website Experience	
FEBRUARY	Feb 1	1/21	1/21	Making Wholesalers More Efficient	<ul style="list-style-type: none"> • NCSA 28th Annual Conference & Expo (February 14-17) Miami, FL • Opal Investment Education Symposium (February 8-10) New Orleans, LA • Opal Institutional Investors' Congress (February 22-23) Vienna, Austria • FRA 8th Annual Managed Accounts Technology & Operations Summit (TBD) • FRA 6th Annual Target Date Funds Forum (TBD) • Opal Global Asset Allocation Summit (TBD)
	Feb 8	1/28	1/28	Alternative Assets	
	Feb 15	2/4	2/4	Roundtable: Outsourcing Compliance	
	Feb 22	2/11	2/11	Fair Value Pricing	
MARCH	Mar 1	2/18	2/18	Marketing to Boomers	<ul style="list-style-type: none"> • ICI Mutual Funds & Investment Management Conference (March 14-17) Phoenix, AZ
	Mar 8	2/25	2/25	Marketing Hedge Funds to the Mass Affluent	
	Mar 15	3/4	3/4	NICSA News Supplement	
	Mar 22	3/11	3/11	Roundtable: Shareholder Communications Retirement Income Products	
APRIL	Mar 29	3/18	3/18	Roundtable: Mutual Fund Governance	<ul style="list-style-type: none"> • MFDF 10th Annual Policy Conference (April 28-29) Washington, DC • Opal Alternative Investing East (TBD) • SRI College Savings Plan Summit (TBD)
	Apr 5	3/25	3/25	Controlling Regulatory Costs	
	Apr 12	4/1	4/1	Marketing to Gen X & Y	
	Apr 19	4/8	4/8	Transfer Agent Selection	
	Apr 26	4/15	4/15		
MAY	May 3	4/22	4/22	Fund Distribution	<ul style="list-style-type: none"> • ICI General Membership Meeting (May 5-7) Washington, DC • ICI Mutual Funds Compliance Programs Conference (May 5-7) Washington, DC • IBA/NICSA Globalization of Investment Funds (May 16-19) Boston, MA • Opal Emerging Managers Summit (May 19-21) Chicago, IL • IFIA/NICSA Annual Global Funds Conference (TBD) • Opal Institutional Investor Education Benefit Forum (TBD)
	May 10	4/29	4/29	European Supplement	
	May 17	5/6	5/6	SEC Update	
	May 24	5/13	5/13	CRM	
JUNE	May 31	5/20	5/20	Developments in European Distribution	<ul style="list-style-type: none"> • NCSA General Membership Meeting (TBD) • FRA 2010 Investment Advisors' Exchange Traded Funds Summit (TBD)
	Jun 7	5/27	5/27	8th Annual Fund Operations Awards	
	Jun 14	6/3	6/3	Online Shareholder Communications	
	Jun 21	6/10	6/10	The Top 10 Bestselling Fund Categories Roundtable: Developing New indexes for ETFs	
JULY	June 28	6/17	6/17	Marketing to Boomers	<ul style="list-style-type: none"> • Opal Public Funds Summit East (TBD) • FRA 4th Annual Defined Contribution Investment Only Forum (TBD)
	Jul 5	6/24	6/24	Using Internal Wholesalers	
	Jul 12	7/1	7/1	Portfolio Managers' Use of XBRL	
	Jul 19	7/8	7/8	529 Plan Outlook	
	Jul 26	7/15	7/15		
AUGUST	Aug 2	7/22	7/22	Selling Funds in Canada	
	Aug 9	7/29	7/29	Top 50 Broker-Sold Funds	
	Aug 16	8/5	8/5	401k Asset Allocation	
SEPTEMBER	Sep 6	8/26	8/26	NICSA News Supplement	<ul style="list-style-type: none"> • ICI Tax & Accounting Conference (TBD) • Opal Emerging Managers Summit West (TBD) • NCSA East Coast Regional Meeting (TBD) • FRA 10th Annual Boston Sub-Advised Fund Forum (TBD) • NCSA 19th Annual Global Investment Funds Forum (September 28-29) Luxembourg • FRA 9th Annual Managed Account & UMA Summit (TBD)
	Sep 13	9/2	9/2	Banks & SMAs	
	Sep 20	9/9	9/9	Roundtable: ETFs	
	Sep 27	9/16	9/16	Fulfilling the Needs of Financial Advisers	
OCTOBER	Oct 4	9/23	9/23	Selecting Custodians	<ul style="list-style-type: none"> • ICI Operations & Technology Conference and Service Provider Expo (TBD) • Opal Global Institutional Investment Gathering (TBD)
	Oct 11	9/30	9/30	Technology Supplement	
	Oct 18	10/7	10/7	Roundtable: Proxy Voting	
	Oct 25	10/14	10/14	Marketing to Boomers	
NOVEMBER	Nov 1	10/21	10/21	Fall Advertising Campaigns	<ul style="list-style-type: none"> • NCSA Technology Summit 2010 (TBD)
	Nov 8	10/28	10/28	Selling SMAs as a Process, Not a Product	
	Nov 15	11/4	11/4	NICSA News Supplement	
	Nov 22	11/11	11/11	SMA Back-Office Technology Moving Investors from Accumulation to Distribution	
DECEMBER	Nov 29	11/18	11/18	What Fund Boards Need to Ask of Outside	<ul style="list-style-type: none"> • Opal Investment Consultants Forum (TBD) New York, NY • Opal Alternative Investing Summit (TBD)
	Dec 6	11/25	11/24	Vendors	
	Dec 13	12/2	12/2	Year-End Retrospective	

For more information regarding advertising opportunities, please contact:

Louis V. Fugazy

National Account Manager

Phone: 212.803.8773 | Fax: 212.803.8646

Email: louis.fugazy@sourcemedia.com

Editorial Calendar is subject to change.

Insertion Orders/Contracts: We require agency generated Insertion Orders to be issued, or space reservation contracts to be signed, before 3pm EST on the space reservation deadline of the issue in question.

Cancellation Policy: All insertions must be cancelled/rescheduled in writing with your sales representative before 12:00 noon EST on the space reservation deadline of the issue in question. 90 days' notice required for Cover/Premium Positions.

Ad Materials are due on the "material due" deadline; please send all ad materials to Gregg Silverman at gregg.silverman@sourcemedia.com.

2010 DISPLAY ADVERTISING RATES

Print Rates / Regular Editions (All rates are gross)

Full Page	Open	5X	10X	15X	25X
Black & White	\$4,850	\$4,375	\$3,920	\$3,230	\$2,725
2-Color	\$5,930	\$5,365	\$5,070	\$4,190	\$3,625
4-Color	\$6,800	\$6,170	\$5,685	\$4,465	\$3,910
Half Page					
Black & White	\$3,410	\$3,055	\$2,740	\$2,385	\$2,055
2-Color	\$4,130	\$3,710	\$3,425	\$2,950	\$2,510
4-Color	\$4,725	\$4,255	\$3,940	\$3,655	\$2,990
One-Third Page					
Black & White	\$2,570	\$2,330	\$2,115	\$1,911	\$1,617
2-Color	\$3,180	\$2,865	\$2,575	\$2,230	\$1,911
4-Color	\$3,910	\$3,585	\$3,135	\$2,770	\$2,350
One-Third Page					
Tombstone	\$2,635				

Tombstone Advertisements: Copy may run a maximum of three times. Tombstone rates are net and do not receive or contribute toward frequency discounts. Ads may include firm's logo and are black and white only. Not subject to agency commissions.

All rates listed are commissionable by agency-of-record.

Guaranteed position premiums: Cover 4, add 20%; covers 2 & 3, add 15%; pages 5 & 7, add 15%; all other positions, add 10%.

Bleeds: Billed at additional 10% premium of earned rate. Money Management Executive is three-hole punched.

Frequency: Weekly (48 issues per year); e-mail is delivered daily.

Rate Calculation: Based on a calendar year beginning with the first insertion and concluding with the last issue of the year. Spreads count as two insertions.

Pricing for Roundtable Sponsorships and Sponsored Reports varies between \$10,000 - \$15,000 NET.

Please email louis.fugazy@sourcemedia.com for further information / sponsorship details.

Ad Dimensions

AD SIZE	WIDTH X HEIGHT
Full Page	
Trim	8 1/2" x 11"
Bleed	8 3/4" x 11 1/4"
Live	7 1/2" x 10"
1/2 Page (Horizontal)	7" x 4 5/8"
1/2 Page (Island)	4 5/8" x 6 1/2"
1/3 Page (Square)	4 5/8" x 4 1/2"
Tombstone	2 1/4" x 4 1/2"



2010 ONLINE ADVERTISING RATES

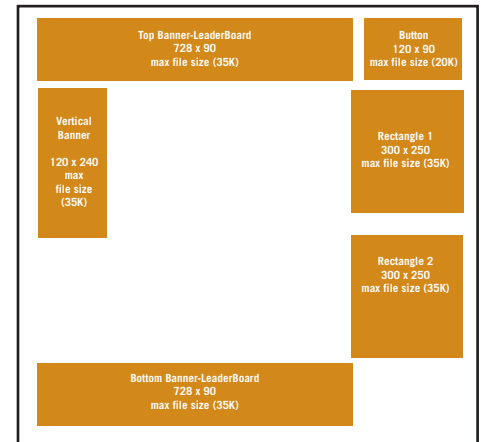
In addition to breaking news in the investment and asset management market and investment banking, **MMExecutive.com** features an extensive people database, Mutual Fund Sales Scorecards, blogs and commentary, reader polls, as well as content updated weekly.

mmexecutive.com

Format	1 Month	2 - 4 Months	5 - 8 Months	9 - 12 Months
Rates are per Month /NET				
Leaderboard	\$3,200	\$2,880	\$2,720	\$2,560
Vertical Banner	\$3,200	\$2,880	\$2,720	\$2,560
Rectangle	\$3,200	\$2,880	\$2,720	\$2,560
Button	\$2,000	\$1,800	\$1,700	\$1,600



Online Ad Specifications		
Format	Size	File Size
Leaderboard	728w X 90h pixels	Max File Size: 23k GIF or JPG
Vertical Banner	120w X 240h pixels	Max File Size: 15k GIF or JPG
Rectangle	300w X 250h pixels	Max File Size: 25k GIF or JPG
Button	120w X 90h pixels	Max File Size: 10k GIF or JPG



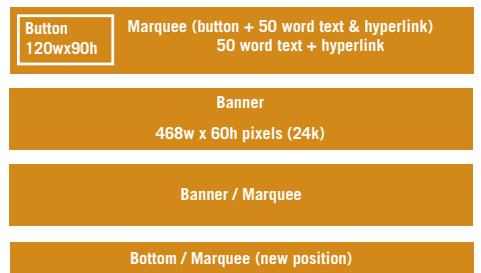
2009 Weekly eNewsletter & E-Alerts Sponsorship Rates

mmexecutive.com | DAILY UPDATES

Everyday, the industry stays abreast of market news with the **MMExecutive.com Daily Update eNewsletter**. Sent to financial services professionals eager for the latest news and job opportunities, the **MMExecutive.com Daily Update eNewsletter** stories are always up-to-the-minute, reliable and often exclusive. Leverage this opportunity to expand your brand's reach. You can include your logo and a 50 word description or a banner at the top of the eNewsletter.

Format	1 Month	3 Months	6 Months	9 Months	12 Months
Rates are per Month /NET					
Banner	\$2,750	\$2,625	\$2,500	\$2,400	\$2,250
Button	\$2,600	\$2,500	\$2,350	\$2,250	\$2,100
Text Ad	\$2,450	\$2,350	\$2,200	\$2,100	\$2,000

eNewsletter Ad Specifications		
Format	Size	File Size
Banner	468w x 60h pixels	Max File Size: 30k GIF or JPG
Button	120w x 90h pixels	Max File Size: 15k GIF or JPG
Text Ad	Limited to 50 words + link	



* Please note animated .gif images will not display correctly for users of Outlook 2007. We recommend advertisers supply static images for all newsletter ads.

For more information on advertising or sponsorships contact:
Louis Fugazy, National Account Manager at **212.803.8773** or **louis.fugazy@sourcemediacom**

For production related questions / inquiries please contact: **Gregg Silverman** at **gregg.silverman@sourcemediacom** or **212.803.8364**.

INTEGRATED MARKETING SOLUTIONS

Are you leveraging all the right marketing tools for your campaign?

Money Management Executive offers a diverse array of options to help take your campaign to the next level. Try one of our creative solutions to raise brand awareness, to promote your firm's expertise and to generate leads in an authoritative, exclusive and cost-efficient way.

Roundtable Discussions

Join an elite group of advertisers who have taken advantage of this brand building opportunity. We bring together a panel of industry experts to discuss a compelling topic. You, as the sponsor, receive a seat on the panel that will be moderated by our editorial team. Following the roundtable, an excerpted version will be published, along with color photographs, in a six to eight-page section of a selected issue.

Executive Roundtable Sponsorship Benefits Include:

- A unique format that presents your firm as a thought leader in the selected topic.
- The chance for face-to-face, intimate networking with a group of experienced industry professionals.
- A sponsorship package including a full page color ad, 100 copies of the issue the Roundtable appears in and rights to post Roundtable discussion online for a limited time.



Past SourceMedia Roundtable Participants

AIG Highstar Capital	GTCR	Paradox Capital
Atlas Venture	Harris Williams & Co.	Pembridge Capital Management
Barrington Capital Group	Harvard Business School	Platinum Energy Resources
Benesch, Friedlander, Coplan & Aronoff LLP	Heritage Partners	Probitas Partners
Calibre	Houlihan Lokey Howard & Zukin	River Associates
Carlyle/ Riverstone Holdings	Jefferies & Co.	Riverside Co.
CIT Group	Kirkland & Ellis	Sun Capital Partners
Deloitte & Touche	Lincolnshire Management	The Halifax Group
Energy Investors Funds	Linsalata Partners	Thompson Street Capital Partners
FdG Associates	McDermott Will and Emery	Wells Fargo Foothill
Florida Capital Partners	Merrill Corporation	
Fulbright & Jaworski	Merrill Lynch & Co.	
Goodwin Procter LLP	Morgan Keegan & Co.	
Greenberg Traurig	National City	

Additional Integrated Marketing Solutions

Custom Events

As leaders in providing top-notch events for attendees, sponsors and exhibitors, SourceMedia Conferences now offer Custom Events. You will have access to an expert team who will produce targeted custom meetings and conferences based on your needs to help build relationships with top clients and prospects.

eBooks

This powerful sponsorship opportunity provides a customized online platform constructed in an interactive format. eBook sponsorship programs incorporate a complete marketing package, providing an additional online channel to generate powerful leads.

White Papers

Attract and retain clients with a white paper that offers valuable business intelligence while serving as an effective sales and marketing tool. A perceptive, in-depth analysis on a subject in your area of expertise establishes your company's authority and credibility while showcasing your capabilities.

Web Seminars

Web Seminars are a successful method of generating qualified sales leads and portraying your company as an industry thought-leader. Sponsors find that Web Seminars are an effective way to interact with their target audiences and effectively communicate with a wide array of industry leaders.

For further information and samples, please visit <http://solutions.sourcemediacom> or contact:

Louis V. Fugazy

National Accounts Manager

Phone: 212.803.8773 Fax: 212.803.8646 Email: louis.fugazy@sourcemediacom

PRINT AD SPECIFICATIONS

GENERAL RATE POLICY

1. Advertising copy, including illustrations, is subject to approval of the publisher.
2. Advertising which, in the opinion of the publisher, simulates editorial format will be labeled "Advertisement."
3. Advertisers will be short-rated if the contract space is not used within the period upon which their billing is based.
4. Cancellations received after the 5th day of the month will incur a 25% cancellation fee.
5. All cancellations must be in writing prior to the advertising date.
6. The publisher is not responsible for errors in reader service numbers or in the advertiser index.
7. The publisher is not responsible for failure to publish or to circulate all or part of any issue or issues, because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances outside the publisher's control.
8. The publisher reserves the right to reject or cancel any advertisement any time before publication date.
9. Pre-payment required for first-time advertisers.

Commission: Agency commission to recognized advertising agencies:
15% of gross billing for space, color and special position.

Publisher Services: Preparation of all ads will be billed to the advertiser at cost; i.e., shooting of negatives from veloxes or mechanical, pulling a match print from film, etc.

Binding & Tipping

Glue tip-in, inserts: **\$45 per thousand, non-commissionable.**

Glue tip-in, BRCs: **\$35 per thousand, non-commissionable.**

Hand tip-in: **\$125 per thousand, non-commissionable.**

Machine binding: **\$25 per thousand, non-commissionable.**

Business Reply Cards: Advertiser-supplied business reply cards will be charged the open 1/2 junior page rate. Minimum Size: 3 1/2" x 5", 75# stock preferred.

Special Nonprofit Discount: A discount of **20% off** space and color rates is available for nonprofit institutions. The nonprofit discount is given in lieu of the agency commission.

Inserts: General information as to space, size and mechanical charges will be quoted upon request and/or receipt of dummy or sample in publisher's office. Inserts are non-cancellable.

Binding and tipping charges (see above) will be added to net quantities.

Discount for advertiser-supplied inserts are as follows:

2 full pages (4 or more magazine pages): **10%**

4 full pages (8 or more magazine pages): **15%**

6 or more full pages (12 or more magazine pages): **25%**

Discount applies to black and white rates only.

Split Run: Split run (A/B split or zip code sort) will be charged **\$2,500** additional (non-commissionable).

Payment Terms: Billed upon publication; net 30 days.

■ PUBLISHER RESERVES THE RIGHT TO CHANGE RATES UPON THIRTY (30) DAYS NOTICE.

Short Rate: Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space (frequency) upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed. Rebates will be offered as a credit toward future advertising scheduled or as a cash reimbursement.

Cancellation: Cancellations are accepted only before final date for reservation and must be in writing. 90-day advanced written notice is required for preferred positions and 120-day advanced written notice is required for all custom publishing projects. Cover positions are noncancellable. Advertisers will be responsible for late cancellations.

Online: *Money Management Executive* does not guarantee impressions on its website. Impressions quoted are based off of a historical average as provided by a third party vendor.

Send files with proofs to: SourceMedia/Money Management Executive • One State Street Plaza, 27th Floor • New York, NY 10004 • Attn: MME: Trafficking

DIGITAL & ONLINE AD SPECIFICATIONS

PDF Specifications:

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from PostScript files utilizing Adobe Acrobat Distiller, but PDFs created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark, or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

Creating PDFs from InDesign

From the File → Adobe PDF Presets menu, choose PDF/X-1a:2001. Then choose Export from the File menu.

Creating PDFs from Quark

First you will need to create a PostScript file from Quark and then create the PDF with Acrobat Distiller.

There are two files you should download and utilize in the creation of both your PostScript and PDF files from our FTP site:

PostScript Printer Description File

The PostScript Printer Description (PPD) file is used by Quark and the PostScript for the creation of your PostScript file. Download this file, uncompress, and then place in the following folder for your respective operating systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/DDAPv3_PPD.sit
OS 9: Macintosh HD/System Folder/Extensions Folder/Printer Descriptions Folder/
OS X: Macintosh HD/Library/Printer/PPDs/Contents/Resources/en.proj/
Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/DDAPv3_PPD.zip
Windows: C:\WINNT (or WINDOWS in XP)\system32\spool\drivers\w32x86\3

Adobe Acrobat Distiller Setting File

This Adobe Acrobat Distiller job profile will automatically set up Distiller with the correct settings to create PDFs from your PostScript files. Download this file, uncompress, and then placed in the following folder for your respective operating systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/SourceMedia.joboptions.sit
OS 9: Macintosh HD/Application/Adobe Acrobat X/Distiller/Settings/*
OS X: Macintosh HD/Users/Shared/Adobe PDF X/Settings/*
Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/SourceMedia.joboptions.zip
Windows: C:\Program Files\Adobe\Acrobat X\Distillr\Settings*

* X denotes the Adobe Acrobat version. The installation location of your Adobe Acrobat may vary.

PostScript Checklist

Prior to making the PostScript file, please check your file to make sure that it meets the following SourceMedia specifications:

Check Page Size

- Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17" H.
- All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. The trim sizes for our publications are detailed in our rate card.

Check Colors Used

- Ensure all color NOT intended to separate as a spot color is defined as process color (CMYK)

Check Fonts

- Ensure that all fonts used are PostScript type 1 fonts. We do not accept TrueType or MultipleMaster fonts.

Check Images

- All images must be CMYK or Grayscale TIFF or EPS between 200 & 300 DPI.
- Do not nest EPS file into another EPS file.
- Do not embed ICC profile with images.
- Total area density should not exceed SWOP standard of 300%.

Creating PDF Ads in Acrobat Distiller:

- Create a PostScript file from your page layout application, using the DDAP PPD that you downloaded. Make sure you only output 1 page per PostScript file.
- Launch Acrobat Distiller.
- Select the SourceMedia Distiller Job Option.
- Drag your PostScript file on to the Distiller window to create your PDF file.

Proofs

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

Files can be sent on CD-DVD ROM or FTP

FTP Information: (with proofs sent to the indicated address)

Set your FTP Client software to the following configuration:

FTP Site Address: ftpfiles.sourcemedia.com

User Name: AdDrop

Password: rainbow

Upload files to: /dropbox/AdMaterials

When files are uploaded, please notify Production Department.

Send files with proofs to: SourceMedia/Money Management Executive • One State Street Plaza, 27th Floor • New York, NY 10004 • Attn: MME: Trafficking

ONLINE AD SPECIFICATIONS

SourceMedia uses DART for Publishers to serve ads to its websites. DART for Advertisers clients are encouraged to send Internal Redirects to expedite the ad traffic process.

Accepted Banner Formats:

- Static GIF
- Animated GIF
- JPEG
- Flash (see instructions below)
- SourceMedia also accepts redirects from a variety of DART approved third-party Rich Media Agencies such as Atlas, Mediaplex, Point Roll, EyeBlaster, etc.
- All files must be 30K or less.
- Please note for e-newsletters we cannot serve any rich media redirect tags, 1x1 tracking pixels, or Flash files.

Adobe Flash: (We support up to Flash version 9)

Please include the following:

- Compressed Flash file (*.swf)
- A backup GIF or JPEG image file

Compiling your *.fla file into a *.swf file.

1. Create the Flash ad in the form of a button.
In the button object Action (TOP LAYER):
 - Use clickTag command as part of the getURL and check the URL Expression box.
The clickTag variable means that you do not need to hard code a click through URL or click command into the .swf file. The clickTag variable is given a value in the Rich Media code in DART, which is passed into the clickTag variable in the .swf file once the ad is clicked on.
 - Set the target Window as blank. Do not check the Window Expression box.
 - Set the Variables as "Don't Send."

2. Use a single click-through URL for your campaign.
Button Object Action getURL example:
on (release) {
getURL (_level0.clickTag, "_blank");
}
3. All files should begin with the same file name and may not exceed 12 characters excluding the extension name. (for example, abc468x60 fla, abc.468x60.swf, and abc468x60.gif)
4. In order to preview the background color of your .swf file in DART for Publishers, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so no matter what the background color is set to, the user will always see the background color.

Note: When submitting a Macromedia Flash banner(s), you must supply a compiled .swf file and a standard GIF or JPEG image file used as backup for non-Rich Media enabled browsers. Please include the URL for each ad campaign.

Submission Information

One-pixel border: SourceMedia highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able distinguish it from white background areas of the site.

Referring URL/link and Tracking: SourceMedia will not schedule any campaigns with inactive referring URL/link (destination page/site) or 1x1 tracking pixels.

Email or FTP Information: Send materials and files using the following FTP. Please use the name of the folder or the subject line of the email to specify the name of the product where your ad will run. Email to your online ad traffic coordinator at gregg.silverman@sourcemedia.com.

FTP Site Address: ftpfiles.sourcemedia.com

Username: aduser

Password: fulcrum29