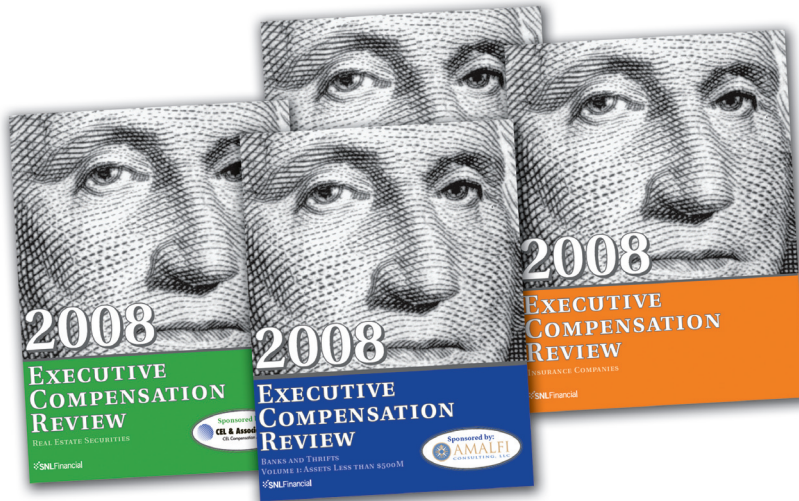
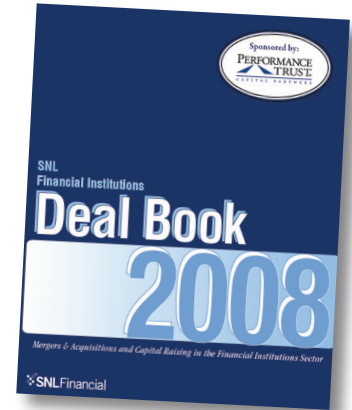


Promote Your Firm In The Print Publications That Still Matter To Top Financial Institutions

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.



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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.

Advertising Opportunities

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

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SNL Financial 2009-2010 Data Publications

Advertising Rates & Packages

	Title Sponsor	Enhanced Listing	Display Ads						
			Cover 2	Cover 3	Cover 4	Gatefold Cover	Full Page	Full Page (Premium Position)	2-Page Insert (One Sheet)
Deal Book	\$75,000	\$2,000	\$9,000	\$6,500	\$12,000	\$25,000	\$3,000	\$5,000	\$5,000
Compensation Reviews	\$25,000	N/A	\$4,000	\$3,000	\$6,000	\$12,000	\$2,000	\$4,000	\$4,000

Advertising Schedule:

	Space Reservation	Materials Deadline	Publication Date
Deal Book	January 26, 2009	February 23, 2009	March 2, 2009
Compensation Review Bank & Thrift Vol. 1	April 23, 2009	May 14, 2009	May 21, 2009
Compensation Review Bank & Thrift Vol. 2	April 30, 2009	May 28, 2009	June 4, 2009
Compensation Review Insurance	May 7, 2009	June 4, 2009	June 11, 2009
Compensation Review Real Estate	May 14, 2009	June 11, 2009	June 18, 2009

Deal Book Mechanical Requirements:

- Trim size – 7.5” x 10”
- Full Page non-bleed – 7.25” x 9.75”
- Full Page bleed – 7.75” x 10.25”
- Full Page insert – 7.5” x 10”

Compensation Review Mechanical Requirements:

- Trim size – 8.375” x 10.875”
- Full Page non-bleed – 8.125” x 10.625”
- Full Page bleed – 8.625” x 11.125”
- Full Page insert – 8.375” x 10.875”

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:

- 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:

Steve Goldberg, Advertising Sales Executive
 Tel. 434.951.7829 • Fax 434.977.4466 • sgoldberg@snl.com

