

# InvestorPlace.com

## Overview & Opportunities

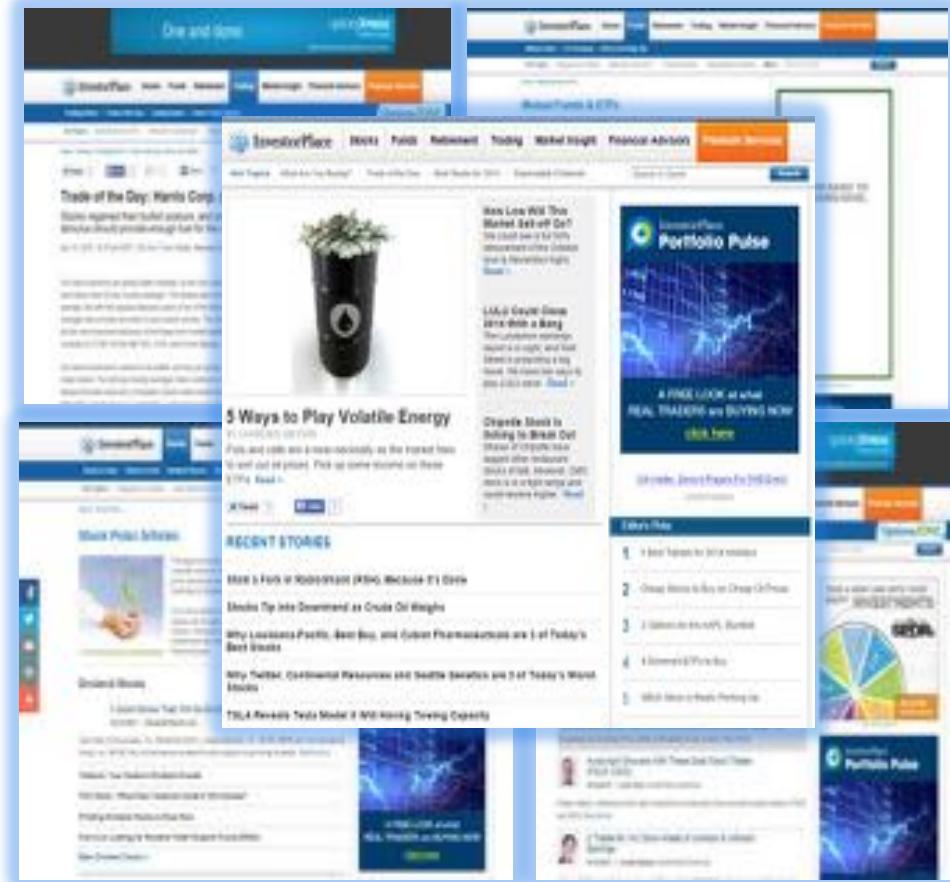
Dave McKeand  
Executive Director, Head of Ad Sales  
Direct – 804.536.2149  
Email – [dmckeand@investormedia.com](mailto:dmckeand@investormedia.com)

# 100% Owned and Operated Investing Destinations



## InvestorPlace Media

Expert Advice for a Richer Life®



## About Us

InvestorPlace.com is a leading investing and financial news site, providing millions of individual and professional investors with access to stock picks, options trades, market news and sharp, actionable commentary.

We help investors understand how financial and world news impacts their investments, providing them with a framework from which to make future investment decisions.

1.7 million monthly unique visitors  
(Comscore Plan Metrix, December 2017)

# InvestorPlace is the Right Partner for Financial Advertisers

## Why InvestorPlace?

- Optimum editorial environment, reaching consumers as they plan and save for their financial future
- High household income and investable assets exceeding \$250k (per ComScore)
- Experience delivering against plans and goals of the most exacting financial advertisers

## How can we reach your target audience?

- Deep contextual alignment with meaningful share of voice
- Numerous Sponsored/Featured content opportunities
- Custom editorial features with 100% SOV
- Native advertising
- High impact display
- Mobile and Tablet growth
- Programmatic Guaranteed and Private Auction

# Unrivaled experts in the investing community



## Louis Navellier

One of Wall Street's renowned growth investors. National reputation as a savvy stock picker and portfolio manager. Financial newsletters include *Emerging Growth*, *Blue Chip Growth*, *Ultimate Growth* and *Dividend Growth*.



## Neil George

Neil George is the editor of *Profitable Investing*, a low-risk value oriented advisory service dedicated to helping long-term investors achieve their growth and income goals safely and systematically.



## Charles Payne

With more than 30 years of Wall Street experience, Charles Payne is a widely recognized financial analyst and television commentator. He is the editor of *Smart Investing* and *Smart Trader*.



## Matt McCall

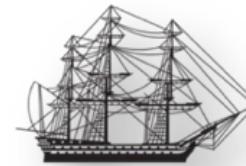
Matt McCall is the founder and president of Penn Financial Group, an investment advisory firm. Known for his extensive technical analysis expertise, he is the editor of *NexGen Investor* and *NexGen Trader*.



## Dan Wiener

One of the nation's foremost experts on Vanguard mutual funds. Editor of the *Independent Adviser for Vanguard Investors*. Chief Executive Officer, Adviser Investments, a \$3B money management firm.

Trusted by the biggest names in finance



Vanguard®



FISHER INVESTMENTS®



Interactive Brokers



STATE STREET  
GLOBAL ADVISORS.

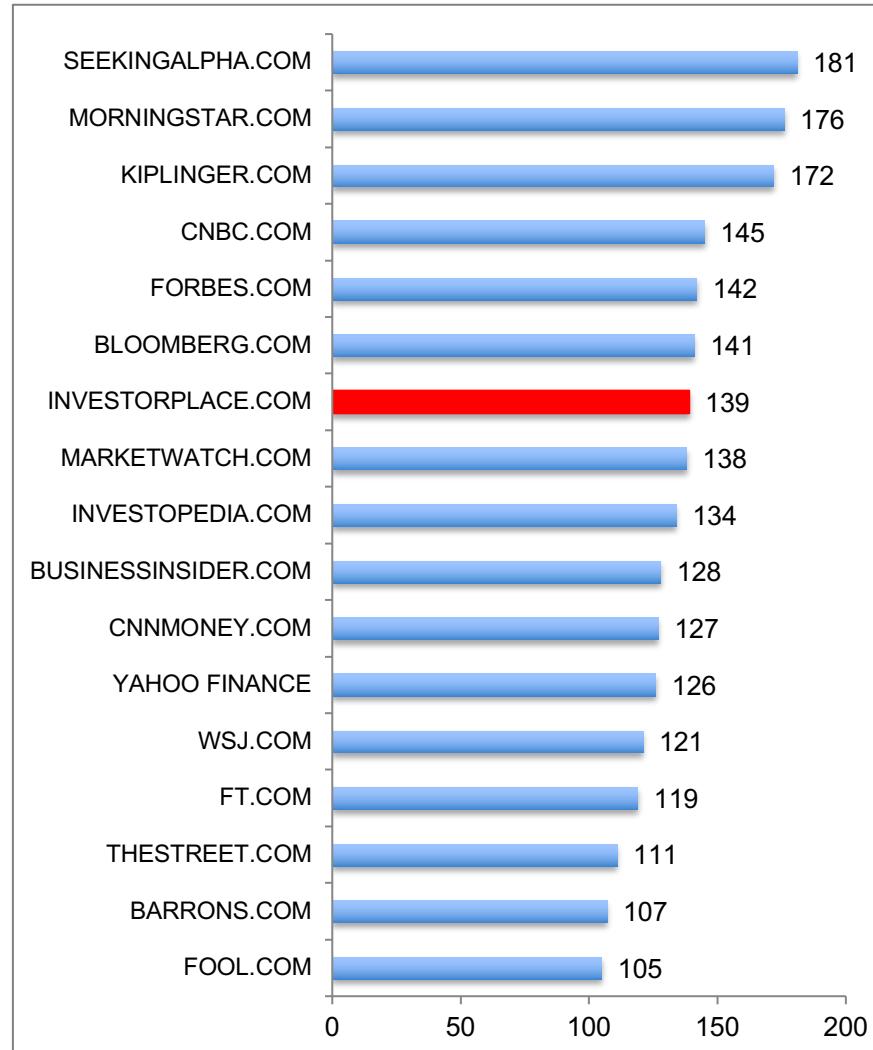


Direxion  
ETFs | Funds



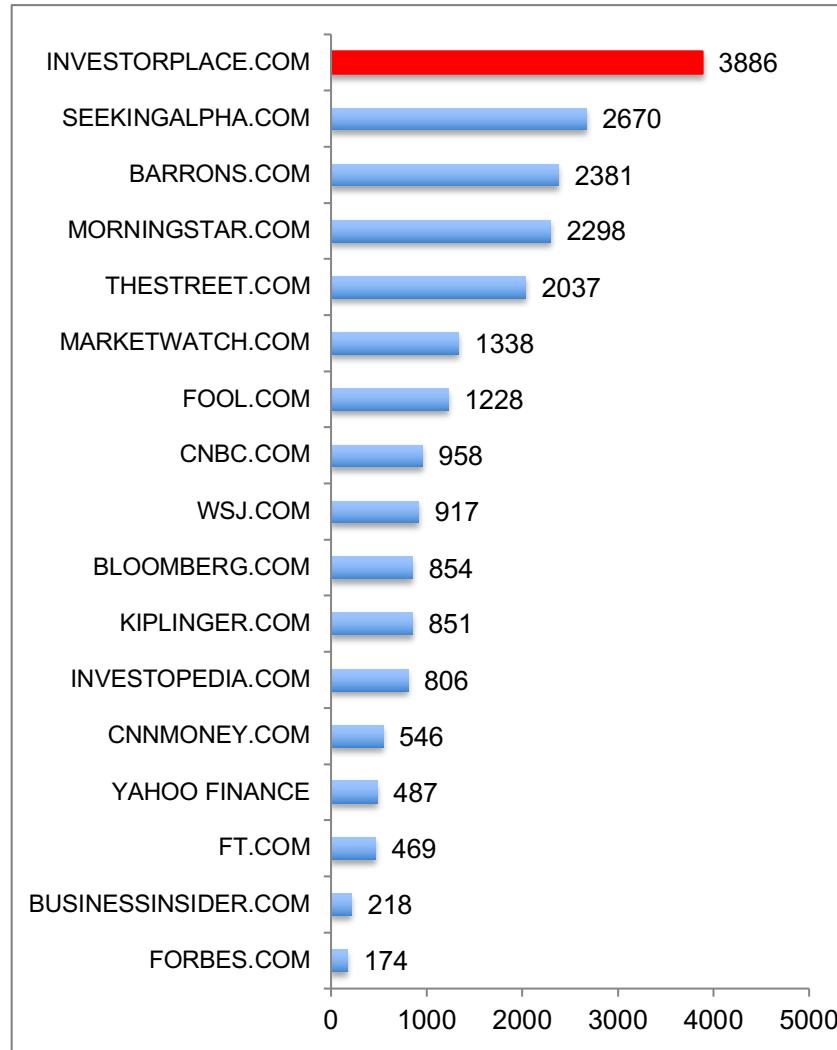
# We reach high net worth individuals...heavy online traders...

**\$250K+ Portfolio Value (Comp Index UV)**



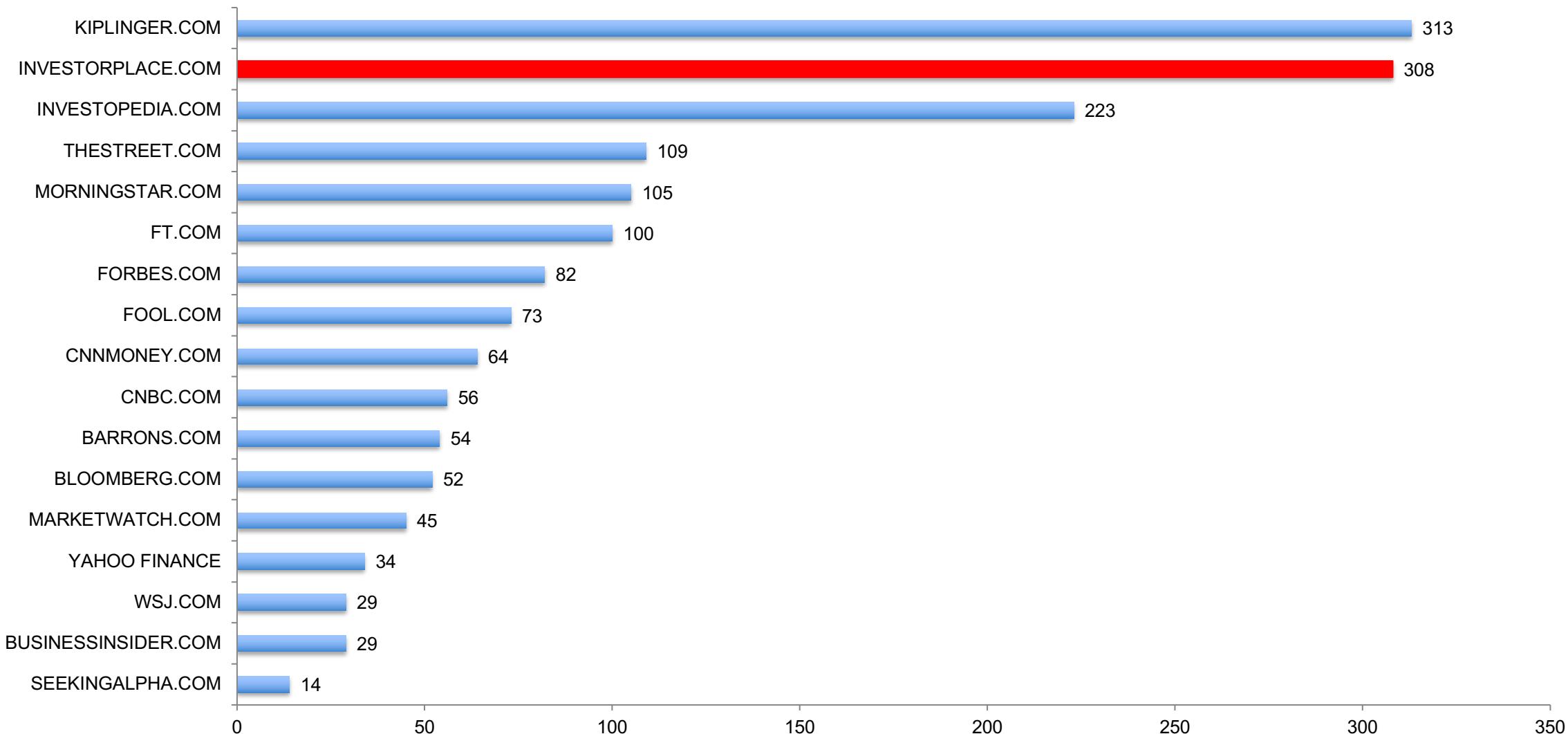
ComScore Plan Metrix – June 2017

**Heavy Online Trading (Comp Index UV)**

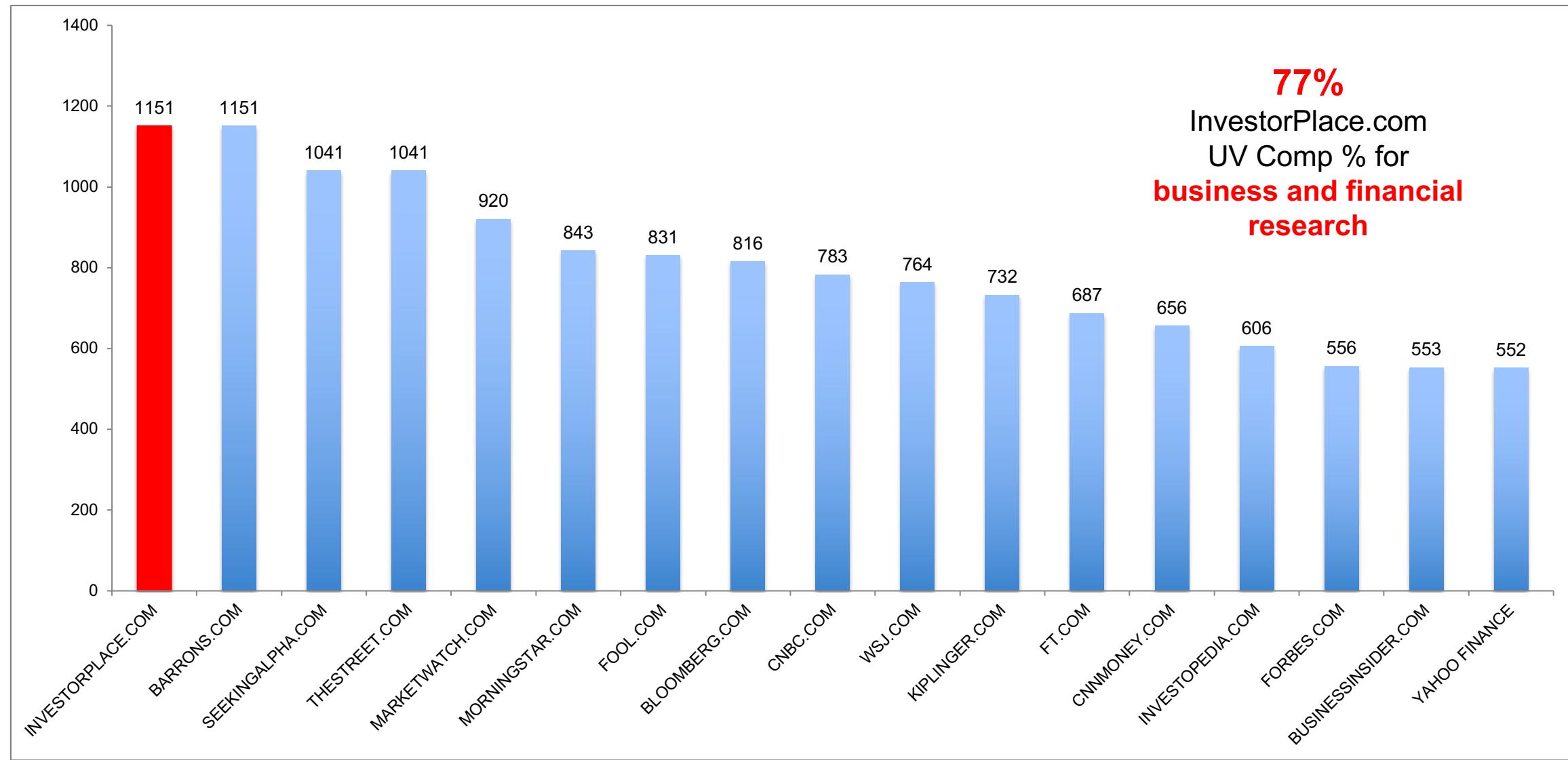


ComScore Segment Metrix H/M/L - Heavy Online Trading – June 2017

# ...and the Financial Advisors who guide them.



# They come to research their investments



# Advertising Opportunities

# Custom Content – Sponsored Article Series



The screenshot shows the InvestorPlace website layout. At the top, there is a navigation bar with tabs for Home, About, Contact, and Log In. Below the navigation, there are sections for InvestorPlace, Books, News, Retirement, Trading, Market Insight, Financial Advisors, and Investor Services. A search bar is also present. The main content area features an article titled "3 Funds That Give Utilities a Little Sex Appeal" by Bob Johnson, published on Mar 2, 2010, at 8:41 pm (ET). The article discusses the boring reputation of utility stocks and highlights three funds: SPDRs XLF, SPDRs XLI, and SPDRs XLP. A sidebar on the right contains a green advertisement for SPDRs XLF, which reads "INVEST IN THE ENERGY FINANCIAL SECTOR OF THE S&P 500" and "XLF THE FINANCIAL SECTOR SPDR ETN". Below the advertisement, there is a section titled "AMERICA ON THE MOVE" with a small image of a person.

## About the article series

- Sponsor a monthly series about topics related to Advertiser's business
- 100% SOV display (excluding button placements)
- Topic ideas to be generated by InvestorPlace editorial team – areas of focus can be suggested by Advertiser
- Placement sizes include
  - 728x90 ATF & BTF
  - 728x90 In-Line
  - 300x600 ATF
  - 300x250 BTF
- Minimum media commitment for Sponsored Article Series: \$10,000 (sum of total cost of display units) as part of broader media plan

# Editorial Feature Sponsorships

## Vital Data

*A daily summary of the most important data for options traders related to three separate, high-profile stocks.*

Published each day by 9am.

### 100% SOV Sponsorship includes:

- 728x90 (top)
- 300x600
- 728x90 (in-line)
- 728x90 (bottom)
- 88x31 sponsor logo if desired

## **Stocks to Watch**

*A daily “table setter” that outlines three stocks with important overnight news.*

Published each day by 9am.

#### 100% SOV Sponsorship includes:

- 728x90 (top)
- 300x600
- 728x90 (in-line)
- 728x90 (bottom)
- 88x31 sponsor logo if desired

## Big Stock Charts

## *A daily analysis of the technical indicators for three fast-moving stocks.*

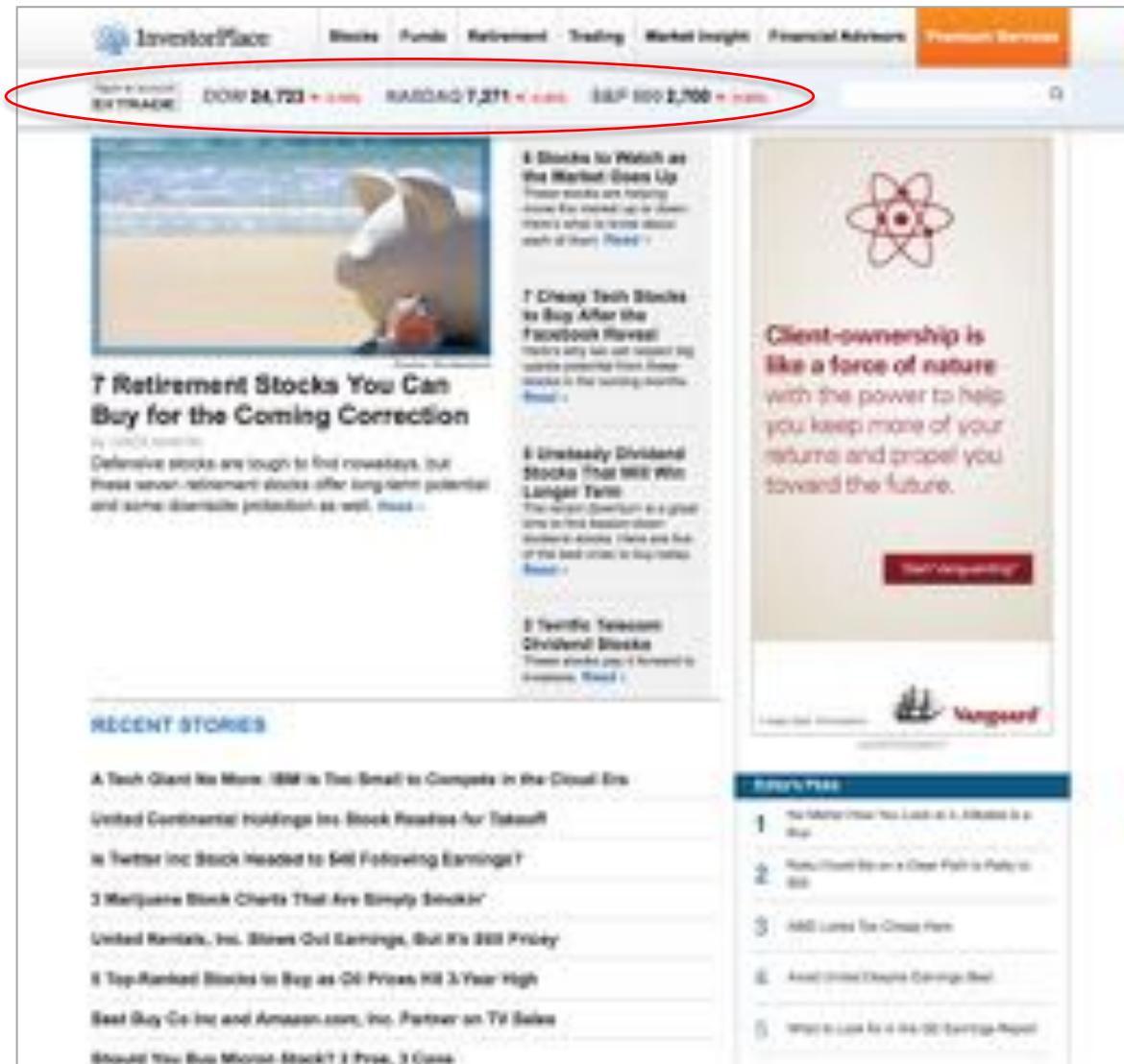
Published each day by 10am.

#### 100% SOV Sponsorship includes:

- 728x90 (top)
- 300x600
- 728x90 (in-line)
- 728x90 (bottom)
- 88x31 sponsor logo if desired

# Market Ticker Sponsorship

- Prominent placement during decision-making moments is critical toward influencing and acquiring customers.
- Through sponsorship of the InvestorPlace market ticker, we integrate your brand into the experience.
- The market ticker sponsor will hold a pivotal place in the eyes of the InvestorPlace audience with a clickable 88x31 sponsor unit adjacent to our market tickers.
- 100% SOV
- Opportunities from 3-12 months.



The screenshot shows the InvestorPlace website layout. At the top, there is a navigation bar with links for Stocks, Funds, Retirement, Trading, Market Insights, Financial Advisors, and a prominent orange "Investment Services" button. Below the navigation, a red oval highlights the market ticker area, which displays real-time stock prices for Dow 24,723, Nasdaq 7,211, and S&P 100 2,700. The main content area features a large image of a piggy bank on a beach, followed by several news articles. To the right of the articles is a sidebar with a flower icon and the text "Client-ownership is like a force of nature with the power to help you keep more of your returns and propel you toward the future." Below this is a "Start Investing" button. At the bottom of the page, there is a sidebar with a "Vanguard" logo and a "Recent Stories" section listing various news items.

# Targeted Media: site sections Trading, Stocks, Funds



## Trading Section

- Successful trading starts with selecting the right brokerage. Capture readers as they're seeking trading advice, reviewing the Trade of the Day, and evaluating options trades.
- Placement sizes included: 300x600, 300x250, & 728x90

## Stocks Section

- Everyone wants to be a successful investor and our stock advice helps readers decide what stocks to invest in with help from our experts and editors.
- Placement sizes included: 300x600, 300x250, & 728x90

## Funds Section

- Mutual Funds and ETF investors know that they have to stay proactive with their investment. Our funds section gives the best current advice in the industry.
- Placement sizes included: 300x600, 300x250, & 728x90

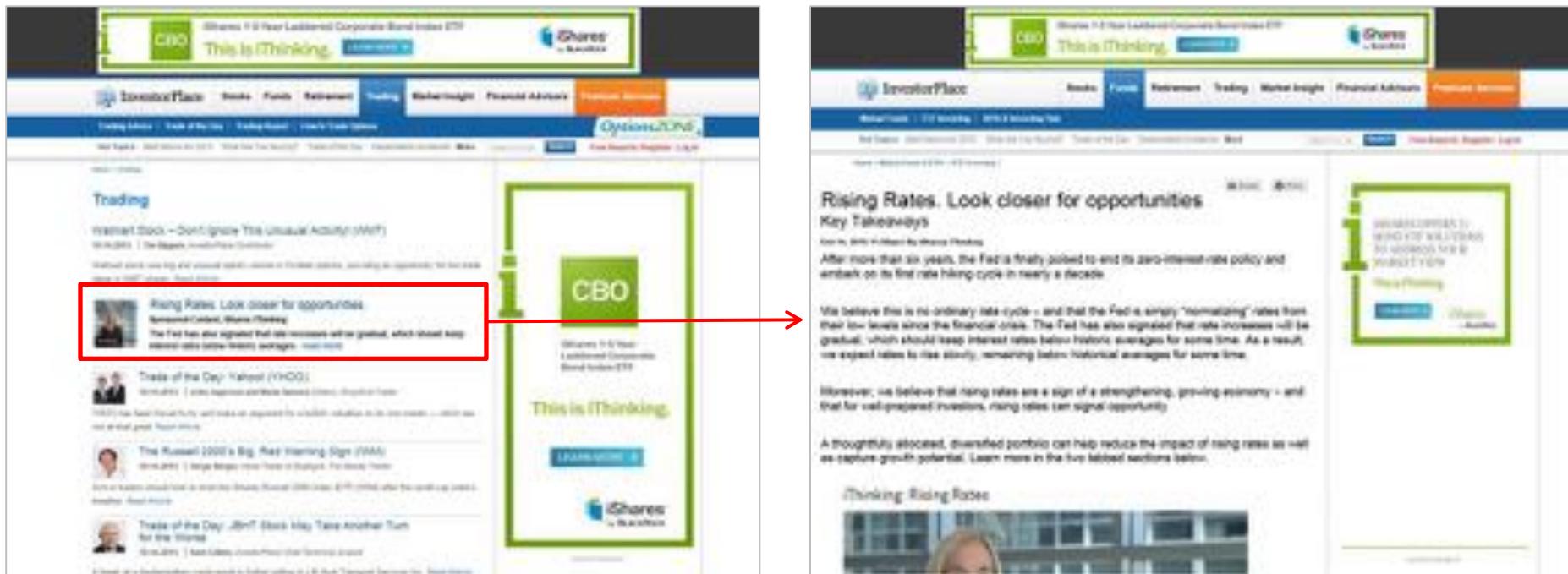
## Market Insights Section

- Our advisors give their takes on what is going on in the economy and how events shake the markets for different stocks and sectors.
- Placement sizes included: 300x600, 300x250, & 728x90

# Native Advertising / Content Promotion

Marry your brand's quality content with the authority of the investorplace.com platform

- Brand has full control of page content and 100% SOV of ad placements on landing page
- Supports text, video placements, and multiple creative rotation
- Article page located on InvestorPlace.com and delivered through our partnership with Nativo, our native ad-server
- Additional added value placements within the native article page include 728x90 and 300x250/300x600



# Rich Media Slider Unit

160x600 Rich media

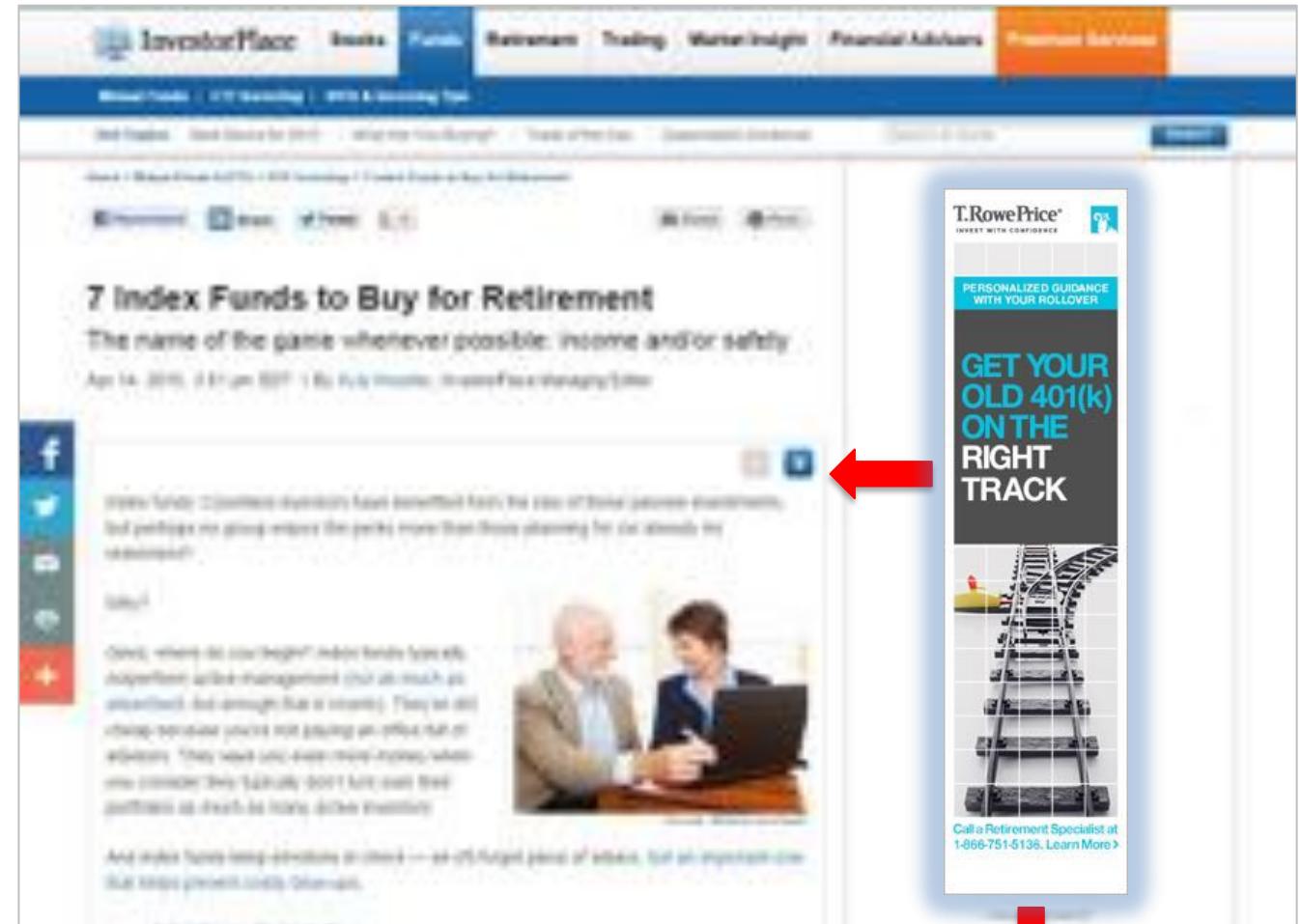
- ROS or targeted to site sections

100% in-view

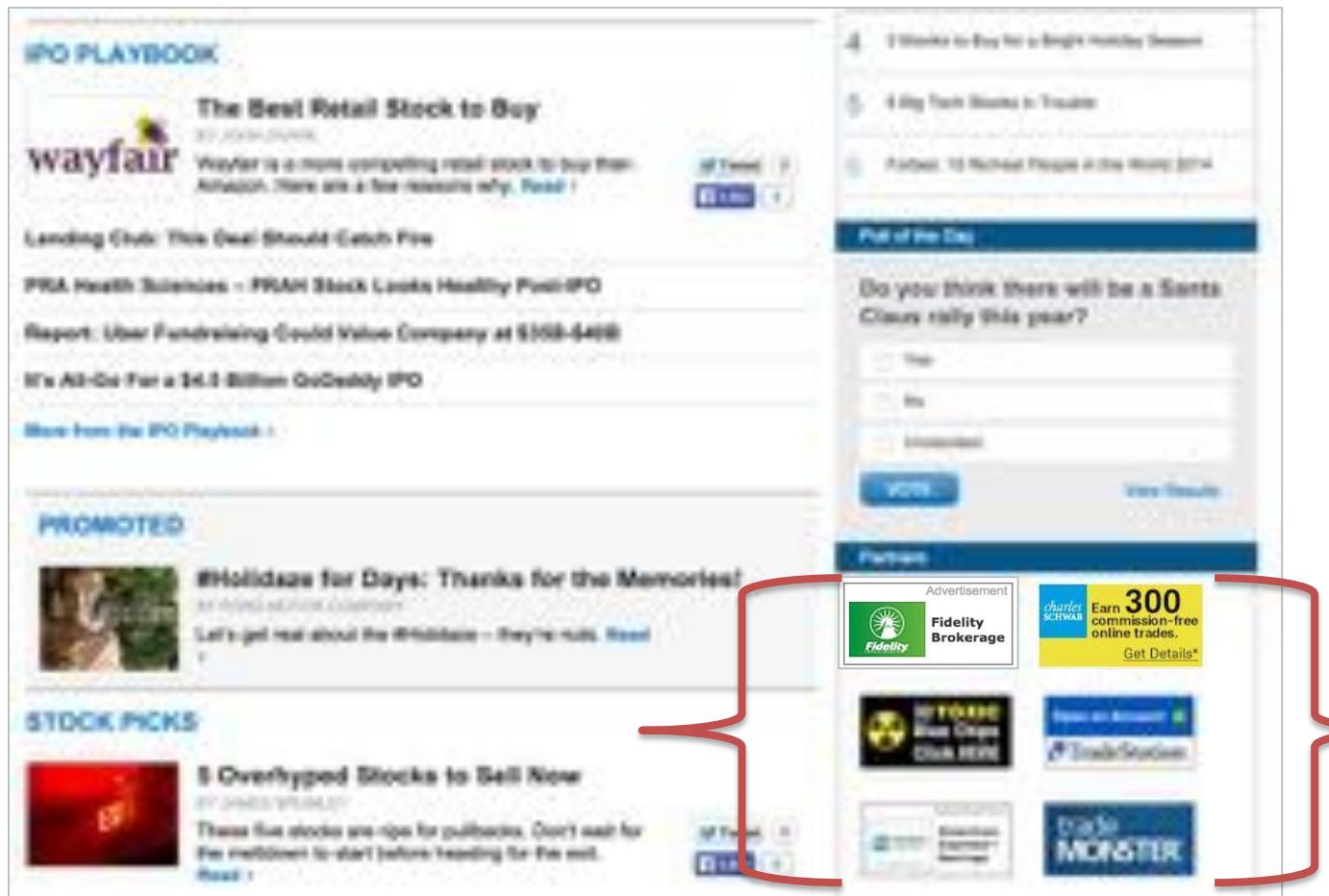
High CTR (0.25% to 0.5%)

Ad launches from right margin on page.  
Scrolls up and down with user experience

Pay only for visible impressions



# Partner Button



## 120x60 Button

- Broad reach across our site
- Very cost efficient

# Welcome Unit: driving qualified leads



- Interstitial Unit greets site visitors when they arrive at investorplace.com
- Historically our most effective placement for capturing leads and new accounts for our own subscription business
- Sold on cost-per-click
- Capped at 1 impression per session per user
- 500x500 maximum size

# Co-Promotion Lead Capture

Reach the [investorplace.com](http://investorplace.com) audience on a cost per lead basis

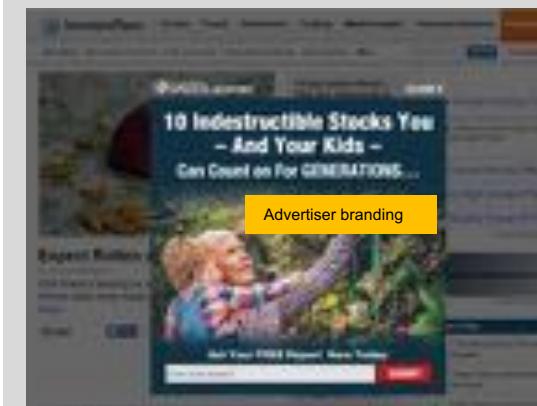
## Step 1

- InvestorPlace.com editors create co-branded report on topic(s) of mutual interest to advertiser and InvestorPlace.com



## Step 2

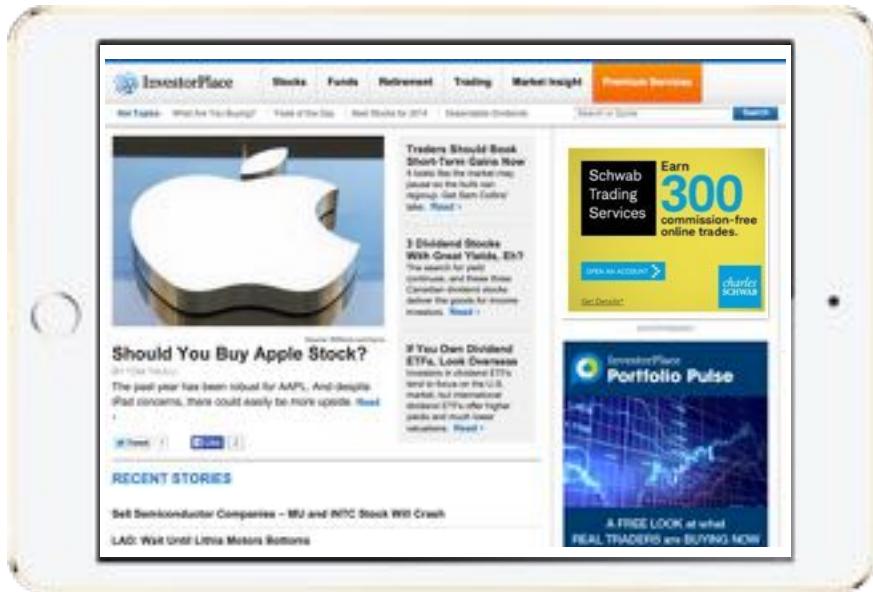
- Investorplace.com uses our ad space to capture leads
- Advertiser receives free branding on all ad placements



## Step 3

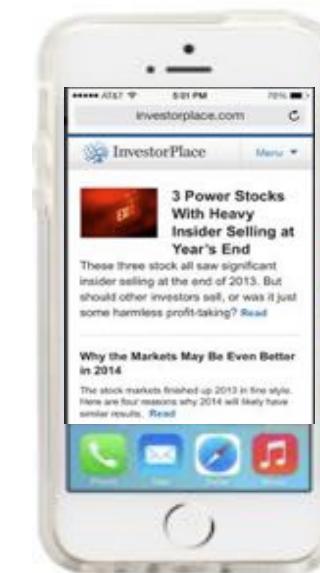
- We provide leads via secure ftp feed to advertiser
- Advertiser responsible for achieving opt-in to its own marketing funnel
- InvestorPlace also achieves opt-in to our marketing funnel on these leads
- These leads are co-owned by both advertiser and InvestorPlace to use

# Mobile Advertising



Tablet targeted  
300x600, 300x250, and 728x90  
Rich Media Available

Mobile targeted  
300x250 and 320x50  
Rich Media Available



# Reaching FA's: Financial Advisor Center

- Target FA's with banners adjacent to highly relevant content in our Financial Advisor Center.
- InvestorPlace content in FAC speaks to the FA audience with information they can utilize with their clients
- Includes 728x90, 300x600, 300x250

The screenshot shows the Financial Advisor Center (FAC) on the InvestorPlace website. At the top, there's a banner for MFS Investment Management with the tagline "ACTIVE MANAGEMENT REQUIRES THE RIGHT FORMULA" and a "SEE OUR APPROACH" button. The main content area displays several news articles related to financial management:

- 3 Financial Stocks to Sell If Hillary Clinton Wins
- Home Depot Inc (HD) Stock If You MUST Trade Hurricane Matthew
- 5 Dow Jones Stocks Tripping Over Their Feet
- Front Stocks That Are Losing State-Power Assets
- American Express Company (AXP) Rises Dividend, Buys Back More Stock
- 8 Financial Planning Tips for Responsible Living
- China Markets Show Stability in Strong Industrial Data

On the right side of the page, there's a sidebar with the same MFS banner and a photo of a woman in a professional setting, likely a financial advisor, working at a desk.

# Reaching FA's: 1<sup>st</sup> Party Retargeting Across InvestorPlace.com

Apply retargeting across InvestorPlace.com to reach FA's where they consume content outside of our Financial Advisor Center

FA's search for and read Financial Advisor Center articles on Investorplace.com



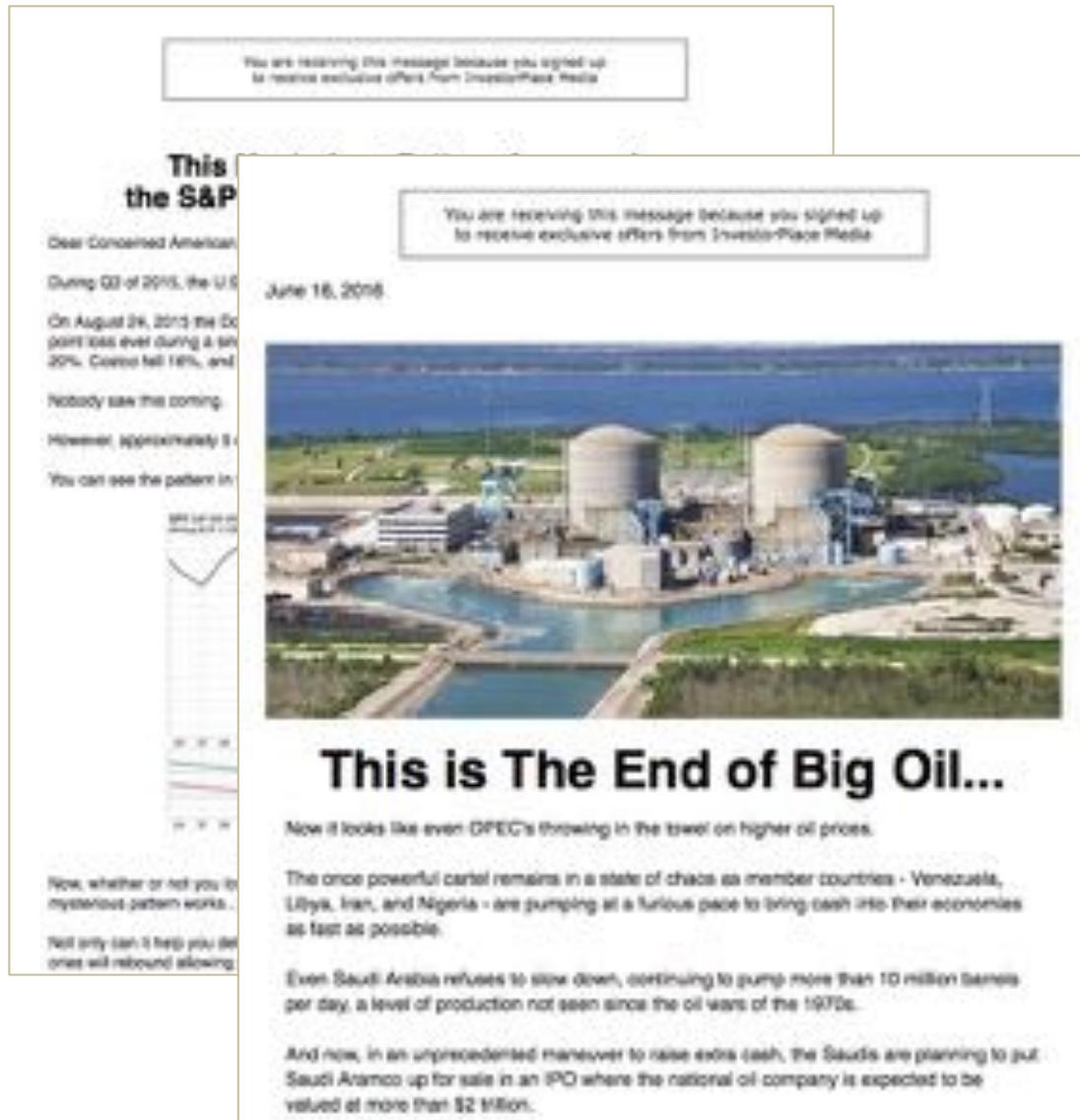
## First Party Data Platform

- FA's identified through Financial Advisor Center are then re-targeted as they browse sections of investorplace.com using our DMP solution

First  
Party  
Data

Display Banners on  
InvestorPlace.com

# Reaching FA's: Dedicated Email



Advertiser's content and creative, sent to our audience of Financial Advisors.

- 4,000 identified FA's based on site registration email addresses
- Sent to meet marketing needs with a maximum of 2x monthly

*Note: per industry standard convention, dedicated email pricing based on net names mailed, not number of letters opened*

# How can we help you?

**For more information or detailed recommendations, contact:**

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Executive Director, Head of Ad Sales  
Direct – 804.536.2149  
Email – [dmckeand@investormedia.com](mailto:dmckeand@investormedia.com)