

MAXIMUM EXPOSURE. EXCEPTIONAL RESULTS.

Keeping your company and products top-of-mind in today's competitive arena is challenging. To guarantee your product ads reach who you want, you need to place your ads where they will be read. *On Wall Street* magazine and *OnWallStreet.com* team up to deliver continuous visibility, putting you in front of 114,500* elite advisors interested in your products and/or services.

MARKETPLACE

On Wall Street Marketplace is an ideal environment for direct response advertisers to showcase their products and services to a qualified print audience of 90,100** national and regional wirehouse advisors. With ads placed under distinctive headings and categories, this is the place to reach product specifiers making purchasing decisions.

NET RATES (4-Color, Per Issue)

SIZE	OPEN	3X	6X	12X
2.2" x 2.6"	\$295	\$285	\$275	\$260
3.4" x 2.15"	\$340	\$330	\$320	\$300
4.52" x 2.15" Special Recruitment Section	\$425	\$410	\$395	\$370
3.4" x 4.3"	\$595	\$575	\$560	\$525
4.5" x 4.5"	\$850	\$825	\$800	\$750

The collage features several ads: 'onwallstreetmarketplace' with a headline 'YOU WANT TO DO THINGS DIFFERENTLY. WE'RE THE RIGHT KIND OF DIFFERENT.'; 'Capital Financial Group/H. Rich, Inc.'; 'CANTELLA' with a headline 'We're looking for a few good people...'; 'LAX NEVILLE' with a headline 'We Represent Financial Advisors In Transition'; 'The Investment Center, Inc.'; 'Who's Paying What to Move Firms?'; 'SECURITIES LAWYER DOUGLAS STONE'; 'Michael Wasserman & Associates, Inc.'; and 'hotbrokerjobs.com'.

MARKETPLACE MESSAGE CENTER

The *Marketplace Message Center* is a strategically placed, highly visible section located on the homepage and throughout *OnWallStreet.com* where it will be seen and acted on by 42,000* advisors who are looking for solutions.

The screenshot shows the 'Marketplace Message Center' header with a 'VIEW NOW!' button. Below it are several promotional banners: 'A Million Dollars In New Fee-Based Revenue in 24 months or less.', 'AdvisorTV NOW SHOWING!', and 'onwallstreet ONLINE' with links for 'FREE eNewsletters', 'FREE Web Seminars', and 'FREE White Papers'.

NET RATES (Per Month)

MESSAGE CENTER OPTIONS	OPEN	3X	6X	12X
Headline, text and logo	\$700	\$600	\$330	\$600
Creative (220x200 PDF, JPG, GIF)	\$1,000	\$970	\$940	\$880

SPECIFICATIONS

SPECS	HEADLINE / TEXT / LOGO
Headline max	2 lines (50-60 characters)
Body text	10 pixels (170-200 characters)
Company logo	88x31 pixels

CONTACT YOUR SALE REPRESENTATIVE TO GET STARTED TODAY.

Nina Barba | Classified Sales Manager | 212.803.8548 | nina.barba@sourcemediacom

* Source: Publisher's Own Data, December 2010 **Source: December 2009 BPA Circulation Statement

The screenshot shows the homepage layout with a top navigation bar, a main content area with several article teasers, and a right sidebar featuring the 'eliteadvisorforum' and 'Marketplace Message Center' banners. A green circle highlights the 'Marketplace Message Center' banner in the sidebar.