



InvestorGuide.com Media Kit 2004

www.investorguide.com

INVESTORGUIDE.COM MEDIA KIT.....	2
DESCRIPTION OF SITE.....	2
ADVERTISING OPPORTUNITIES.....	3
<i>Graphic Placements</i>	3
Targeted/Paid Search	4
Run of Site	4
<i>Text Placements</i>	5
Newsletters.....	5
Newsletter Ad Specs.....	5
Stand-Alone Mailings	5
Stand-Alone Ad Specs	5
Paid Search Text Links	5
Paid Search Text Link Ad Specs	6
DEMOGRAPHICS	6
TECHNICAL SPECS	7
RICH MEDIA SUPPORT	7
CAMPAIGN TRACKING AND OPTIMIZATION.....	8
RATES.....	8
CONTACT INFORMATION.....	8
TERMS AND CONDITIONS	8

InvestorGuide.com Media Kit

Online investing and finance continues to gain in popularity. Every day, more people use the internet to research stocks, make trades, bank online, look for insurance or a loan, and manage their finances. Many of these individuals rely on InvestorGuide.com's websites and newsletters to help them research the best financial services and to provide valuable information and useful online financial tools. Our award-winning sites and newsletters consistently attract an affluent and highly desirable demographic, creating an excellent opportunity for advertisers to get the most value from their marketing dollars.

InvestorGuide.com is committed to providing the best possible return-on-investment for our advertisers. We offer a wide variety of creative options for you to reach our growing base of users, and we will utilize our flexibility and experience to insure the success of your campaign. Moreover, we take a personal interest in your campaign and will use our years of experience running successful online advertising campaigns to maximize the results that you receive from your marketing efforts.

Most importantly, we understand what it takes to make a campaign successful and will monitor your campaign continuously to find ways to maximize the value that we can deliver to you. For this reason, we're able to deliver results that exceed our advertiser's expectations. 89% of our advertisers renew with us, and 75% tell us we're in the top fifth in terms of ROI for the places they advertise.

We have developed a satisfied and loyal client base:

"I would definitely recommend advertising on InvestorGuide to anyone. You consistently deliver great results, respond quickly to any issues that arise and help make my marketing easier through your excellent campaign management. I look forward to continuing to do business with you!" Joe Force, Global Forex Trading

"We have been doing business with InvestorGuide for over 5 years. We find InvestorGuide an excellent source of qualified investors. In addition, you can depend on them to professionally present your advertisement, and most importantly, when scheduled!" Robert Boshnack, TradingPit

"My experience working with InvestorGuide has been excellent. The people at InvestorGuide are responsive, resourceful and professional. They follow up in a timely manner, they listen to the client's needs and offer customized campaigns and they service the account well. Thanks, InvestorGuide, for doing what you do so well!" Sarah Pallett, Phelps Group

Description of Site

InvestorGuide.com is the leading online guide to investing; our mission is to give individuals complete control over their financial future. We provide the tools, resources and content to enable people to manage

Awards/Accolades

Our content has garnered major awards from third-party sources such as:

**Forbes Best of the Web
Worth Online**

Yahoo Cool Site

**Money.com Best of the
Web**

Dow Jones

Excite Top Pick

Scout Report

**PRARS Top 50 Financial
Websites**

InvestorLinks Top Site

Advertiser List

Here is a sample of some of our 200+ current and recent advertisers:

Allstate

RefcoFX

Fidelity Investments

Gain Capital

Global Forex Trading

Insurance.com

Lind-Waldock

Morningstar

Move.com

Open E Cry

optionsXpress

The Wall Street Journal

Vanguard

Weiss Research

their money better and to make smarter investments. We also publish InvestorWords.com, the most comprehensive financial glossary on the web. In addition, we publish several financial newsletters focused on investing news, commentary, and financial education. Collectively, these properties enable us to offer individuals a one-stop shop for all their investing and personal finance needs.

Here's what some of our users have said about us:

"InvestorGuide.com is a supersite of sorts that pulls content from the best financial sites on the Web. News and commentary are posted on the front page, with links to additional news sites. If you don't have a favorite research site and would prefer to sample the best, this is a great place to do it." Kathy Yakal, Barron's

"Thank you for providing such a concise and easy to navigate center, I am enjoying it and have forwarded to others I think would feel the same way as I do. Your excellent website has really provided me with a centralized place to go. You're right, it's all I need." Devra H.

"I am writing to thank you for the single most useful site that I've yet to find on the Internet. The links that you set up are terrific. It would have taken me MONTHS of stumbling around to find links of such usefulness for investing. Thanks." Tom R.

"I am a big fan of the site. You have a lot of great information and links to super resources. I would say that this is one of the best financial resource "one-stop-shop" sites I have seen and use!" Mike D.

Advertising Opportunities

Taking advantage of our diverse selection of advertising options will put your marketing message in front of a highly desirable demographic, enabling you to accomplish your marketing objectives in a cost-effective manner. Even more importantly, we go the extra mile for our advertisers. Our experienced team will work tirelessly to achieve the best return-on-investment you will find anywhere. We guarantee delivery of impressions, and if extra impressions are served, they are free. We monitor each advertiser's campaign on a daily basis to continue to find ways to optimize placements and deliver additional value as the campaign progresses. We take pride in our commitment to each advertiser, and our willingness to do whatever it takes to exceed their expectations.

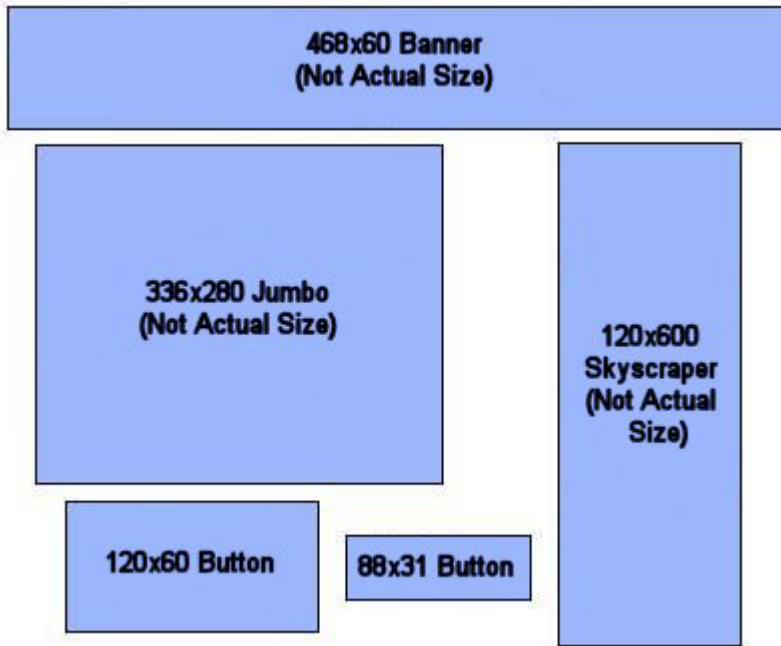
Whether you are an experienced media buyer or just getting started, InvestorGuide.com can quickly create a successful campaign to meet your needs. The different options we offer include:

Graphic Placements: We offer both run of site and paid search/targeted sponsorships for banners, skyscrapers and jumbos. We stay on the cutting edge of popular banner sizes and rich media technology, so if you want it, we probably support it.

Text Placements: Text-based ads are a great way to reach our users. Our strictly opt-in subscriber base is made up of more than 160,000 online investors, and we offer exclusive newsletter sponsorships, stand-alone mailings and marketplace text links.

Graphic Placements

Here are examples of our most popular graphic advertising opportunities:



Targeted/Paid Search

The Targeted/Paid Search Sponsorship program is a unique way to improve the impact of your advertising campaign. This opportunity provides your business with a direct path to your ideal target audience. Our site is divided into many different sections that each attract specific types of investors who are ready to hear your message. You also have a variety of options for the creative you can use for your targeted/paid search sponsorship. We are very flexible in the types of creative that we accept, but most of our advertisers use standard banners, skyscrapers or jumbos. Examples of these are located immediately above.

Here are some example subjects you might be interested in targeting:

Banks	Credit/Debt	Mutual Funds	Stock Trading
Bonds	Foreign Currency	Mortgages	Taxes
Brokerages	Insurance	Options	Tech Analysis
Futures & Commodities	Loans	Retirement	Venture Capital

Run of Site

Whether your objective is direct response, brand building, or a combination of the two, we can develop a campaign that helps you meet those objectives well under budget. Our run of site placements enable you to take advantage of our audience as a whole. If you are looking to reach affluent American investors as a whole, then our run of site opportunities are a good fit for your advertising goals. We support a wide variety of ad sizes and types, including all popular rich media, enabling you to use whatever creative type will get you the best results.

We want our advertisers' campaigns to do as well as possible, so our advertising opportunities are placed in the most prominent places available. Your creatives will appear above the fold, immediately visible when the

page loads, to maximize the performance. And, because our site is known as a trusted guide to investing online, our endorsement of your campaign will carry weight with our hundreds of thousands of users.

Text Placements

A text-based advertisement is an exclusive ad that you write describing your company, product, or service. Because it is text-only, there is more room for explanation, sales text, or description compared with graphical banner advertising. Because it is sent from InvestorGuide.com, our users will see it as coming from a respected source. Many advertisers have found these ads to be a highly effective advertising technique. Because they are text in all-text newsletters, users tend to completely read these ads, which can generate a higher click-through-rate. The stand-alone email option can result in an even greater response, as it is sent to our subscribers as a separate supplement without any accompanying InvestorGuide.com content.

Newsletters

InvestorGuide.com publishes two newsletters: InvestorGuide Daily and InvestorGuide Weekly. Each of our newsletters is completely opt-in, and the subscriber base has been built completely on our own via word of mouth over the years and consists almost exclusively of active online investors. InvestorGuide Daily is our free financial and investing daily newsletter covering the day's market activity, business news and analysis, and earnings information. InvestorGuide Weekly covers the week's business news and commentary, technology investing, and contains educational personal finance articles. We also publish a third newsletter named InvestorWords Term of the Day through InvestorWords.com, our award-winning financial glossary. InvestorWords Term of the Day features a different term every day from our award-winning financial glossary, along with the term's definition.

To view a sample of any of our issues, click here for the [Daily](#) , here for the [Weekly](#) , and here for the [Term of the Day](#) (each will open in a separate window).

Newsletter Ad Specs

Your ad will appear within a regular issue of your choice of either InvestorGuide Daily or InvestorGuide Weekly. The ad can consist of up to 6 lines of up to 68 characters and spaces per line, plus the link to your page. To maximize the impact, your ad will be the only one in the issue, and it will appear near the top after the table of contents.

Stand-Alone Mailings

Our stand-alone mailings are an excellent way to get our audience's undivided attention and to convey a more detailed message about the products or services that you wish to advertise. Our mailings reach our exclusively opt-in only list of 150,000 subscribers and we can send your message to everyone, or to as few as 50,000. We send out these separate mailings only about twice a month for each list, which means that your message will receive special attention from our subscribers.

Stand-Alone Ad Specs

We support both HTML and text mailings.

Generally, advertisers reserve a specific date on which they run their ad, and we can certainly accommodate this. However, we are more than willing to go the extra mile to meet your specific needs. For example, if you would like to sponsor an issue after a positive day in the Nasdaq, we can run your ad in the first open issue that meets this condition. We're very flexible, so if you have a unique idea, we can probably make it happen.

Paid Search Text Links

Our paid search text links appear in our Special Offers section of the site, along with up to four other links. The links are made up of text, and they are linked to your landing page. These links are a great way to reach our entire audience in a concise placement that delivers results.

Here is an example of our Special Offers section, with the paid search text links located inside:

SPECIAL OFFERS

[Wall Street Journal](#)

If you think the Online Journal is JUST the Journal Online... Have we got news for you!

www.WallStreetJournal.com

[Track your gains.](#)

Organize and report your transactions easier, faster and more accurately.

www.tradeaccountant.com

[Currency Trading.](#)

Instant execution, hedging, 3-4 pips spread and much more!

www.cms-forex.com

Paid Search Text Link Ad Specs

All text links can have up to 75 characters, including spaces and punctuation.

Demographics

Our award-winning content has earned us a loyal user base, which represents an ideal demographic for advertisers. We have built up our audience over the last eight years and they trust us to point them to the best financial service providers. An InvestorGuide.com advertising campaign is a great way to reach high-net-worth individuals who control their own finances and are used to making transactions online. Here is a summary of the results of a recent user survey:

Online Behavior

- 71% trade online
- 16% work in the financial sector
- 82% make 5 or more investments per year
- 44% make 5 or more investments per month
- 56% plan to purchase a new car in the next year
- 91% plan to purchase computer hardware or software in the next year
- 61% use investing and/or financial software
- 89% shop online
- 38% purchase travel online
- 45% bank online

79% purchase financial products online

Portfolio

73% with annual household income of \$75,000 or more
51% with portfolio size of \$100,000 or more
30% with portfolio size of \$250,000 or more
86% invest in stocks
82% invest in mutual funds

Gender, age and education

68% male
32% female
77% ages 24-54
28% ages 25-34
26% ages 35-44
23% ages 45-54
79% have a college degree
32% have an advanced degree

Technical Specs

All of these placements can be targeted/paid search or run of site

Creative Size	Placement	File Size Restrictions	rich media supported (*see table below)
468 x 60	Run of Site and Targeted/Paid Search: Top Right Side of Page	20 k	Yes
120 x 600	Run of Site and Targeted/Paid Search: Above the Fold, on the Far Right	25 k	Yes
336 x 280	Run of Site, Right Side of Page, not on Homepage.	30 k	Yes
728 x 90	Run of Site and Targeted/Paid Search: Top of Page	30 k	Yes
88 x 31 (and similar)	Run of Site, Right (and/or Left) Side of Page, Right Side of Homepage	7 k	Yes
120 x 240	Run of Site, Top Right Side of Page, Right Side of Homepage	25 k	Yes
125 x 125 (and similar)	Run of Site, Right Side of Page, Right Side of Homepage	10 k	Yes

These serve as general guidelines. If there is a creative opportunity you wish to explore that doesn't appear in this table, please contact us.

Rich Media Support

Type of Media	Restrictions or comments	Added lead time required
Flash	Clickthrough URLs must be embedded into the .swf/.fla file before it is delivered. .gif code must be supplied in addition to the Flash code. InvestorGuide can only track impressions, not clickthroughs or other actions. Sound cannot be utilized. Advertisement cannot request a plugin to be downloaded by the user. Due to inherent limitations in this banner type, InvestorGuide can only track impressions.	1 day
HTML	HTML code must be supplied in a .txt file as well as in an HTML page. .gif code must be supplied in addition to the HTML code. Due to inherent limitations in this banner type, InvestorGuide can only track impressions.	1 day
Enliven,	Same as Flash	1 day

Bluestreak		
Shockwave	Same as Flash. Due to inherent limitations in this banner type, InvestorGuide can only track impressions.	1 day
Java	Code must be supplied in a .txt file as well as in an HTML page. .gif code must be supplied in addition to the HTML code. Due to inherent limitations in this banner type, InvestorGuide can only track impressions.	2 days
JavaScript	Code must be supplied in a .txt file as well as in an HTML page. .gif code must be supplied in addition to the HTML code. Due to inherent limitations in this banner type, InvestorGuide can only track impressions.	2 days

We can provide impression and clickthrough tracking for .gif banners. For rich media, we can track impressions but leave the clickthrough tracking to the advertiser.

Campaign Tracking and Optimization

We can provide weekly or monthly reports detailing the performance of your campaign. You may also use a third-party tool to track the performance on your side.

As the campaign progresses, we will pay close attention to every aspect of the campaign to make sure that it is doing as well as it possibly can. We can make changes quickly and we regularly test banners to identify the best possible placements to meet an advertiser's specific objectives. Our goal is to have every advertiser become a lifetime partner of ours, and so we are highly motivated to do everything we can to make sure we exceed each advertiser's expectations.

Rates

Our goal is to get you the results you're looking for more cost-effectively than anywhere else you're advertising, and we do this with a combination of competitively priced campaigns and detailed attention to optimizing each campaign as it progresses.

Our impressions for all graphic and text placements are competitively priced, especially if you take advantage of our volume discounts. Please contact us at katarina@investorguide.com for more details about rates and availability.

Contact Information

To request information or inquire about availability or rates, please call or send an email to:

Katarina Kollarova
703-813-8143
7310-B McWhorter Place
Annandale, VA 22003
<mailto:katarina@investorguide.com>

Terms and Conditions

- *The content of any sponsorship ad is subject to our approval. We reserve the right to reject any submission, refuse any advertising request, and cancel any campaign that does not fulfill agreed-upon obligations.*
- *These documents are not an offer of advertising space; they are simply a description of our advertising program. Ad space is sold subject to availability.*
- *We are not responsible for errors or omissions in any advertising materials provided by an advertiser or its agency.*
- *Clickthroughs cannot result in a redirect unless agreed upon beforehand.*
- *No advertisements can open up new windows or expand over content unless agreed upon beforehand.*
- *Although we support rich media as described on our specs page, we cannot guarantee that any specific banner an advertiser provides us with will work correctly for all users. However, we are happy to test*

banners for advertisers before a given campaign begins. The lead times specified on the specs page are averages only, and are not guaranteed.