

2010 AFP WEBSITE ADVERTISING RATES

	3 mos.	6 mos.	12 mos.
AFPvote	\$19,500	\$35,100	\$62,400
AFP Topic Pages	\$7,500	\$13,500	\$24,000
White Papers (White Papers are posted on the AFP Website for one year)			\$3,000

ELECTRONIC NEWSLETTER ADVERTISING RATES

Online Headlines (U.S. Version)

Text Message Advertisement

Fifty-word description of your product or service with a link to your Website.

	3 mos.	6 mos.	12 mos.
Top Placement	\$19,500	\$35,100	\$62,400
Center Placement	\$13,000	\$23,400	\$41,600
Lower Placement	\$9,750	\$17,550	\$31,200

Advertisement

300 x 250 pixel (Medium Rectangle) or 160 x 600 pixel (Tower) files with animation. GIF or JPG files required.

	3 mos.	6 mos.	12 mos.
Medium Rectangle Ad	\$19,500	\$35,100	\$62,400
Tower Ad	\$16,250	\$29,250	\$52,000

Co-Branding

Secure rights to co-brand *Online Headlines* for delivery to your clients.

	3 mos.	6 mos.	12 mos.
Co-Branding	\$24,000	\$43,200	\$76,800

For information on international editions, contact the AFP sales department. Pricing starts at \$4,875.

Accounting and Financial Reporting, Careers in Finance, Payments, Risk! and Women in Finance

Vertical Ads

Horizontal Ads

Full Page Size (Advertorials only)

8.5" x 11.0"

Half Page Size

Half Page Size

3.5" x 9.75"

7.5" x 5.0"

Third Page Size

Third Page Size

2.25" x 9.75"

7.5" x 2.75"

	3 mos.	6 mos.	12 mos.
Full Page (Advertorial Only)	\$13,500	\$19,500	\$30,000
Half Page	\$7,500	\$13,500	\$24,000
Third Page	\$4,500	\$8,100	\$14,400

Ad Format

PDF Files—Save files as Adobe PDF “smallest files size setting” for displaying on the web and e-mail distribution.

Links—Please advise AFP’s sales department if your ad should include a link.

Co-Branding

Secure rights to co-brand e-newsletter(s) for delivery to your own clients.

	3 mos.	6 mos.	12 mos.
Co-Branding	\$11,250	\$22,500	\$45,000

Advertise on AFP’s electronic resources to get in front of thousands of new customers. Contact the AFP sales department at 301.961.8833.

AFP® Electronic Advertising

Website • E-Newsletters



Ensure your brand dominates the visual landscape of finance and treasury professionals worldwide who turn to AFP for the latest information. AFP's Website and newsletters offer industry-leading resources and content in areas such as Bank Relationship Management, Payment Resources, Supply Chain Management, Career Services, Risk, Liquidity Management and more.

3.5M

hits and more than 160,000 unique sessions per month occur on AFP's Website www.AFPonline.org.

Electronic Advertising

Raise awareness, generate interest and drive traffic to your Website—post a white paper, place an ad, company description and logo on AFP's Website.



AFP's Directory of Service Providers

Want AFP's 30,000-person community to know who you are, what you offer and how to contact you? Get in front of potential clients by listing your company on AFP's Directory of Service Providers on www.AFPonline.org. This tool is fully accessible on the AFP Website. *Listings are complimentary for Annual Conference exhibitors, sponsors and advertisers.*



AFPvote

The AFPvote feature promotes your company on the AFP Website. Your company name will display on the AFP Website homepage, all issues of Online Headlines (e-mail and on the Web), the AFPvote results pages and the AFPvote results archive page. **Together, these pages are viewed over 160,000 times a month.**



AFP's Topic Pages

Topic pages are an excellent resource for AFP's audience to look for the latest news in the finance industry, with more than 1,000 views per month. Place a skyscraper ad that links to your company's web page and raise awareness by promoting your company as a key resource for financial professionals.



White Papers

AFP now offers your company's white paper to be advertised on our Website. Deliver your content directly to over 300,000 finance and treasury decision makers while they are researching solutions. And Website visitors can also find your white paper via the search feature.



Utilize banners, skyscrapers, text messages, advertisements and co-branded content to increase visibility for your products and services.

Online Headlines

AFP's weekly e-newsletter, *Online Headlines*, is a member benefit and is sent to over 16,000 financial professionals weekly. It delivers the latest information on Treasury and Cash Management, Corporate Finance, Financial Accounting and Reporting, Pensions and Benefits, Electronic Commerce and Technology, Career Leadership and Job Postings. Similar in format, *Online Headlines Canada* and *Asia-Pacific Headlines* are targeted e-newsletters that allow you to reach an international audience.



Payments

AFP's monthly e-newsletter, *Payments*, delivers news and analysis of the evolving world of electronic payments. As the United States and the global economy migrate from paper-based to electronic payment methods, **thousands of financial professionals rely on this newsletter to stay on top of emerging payments trends.** Increase your company's visibility and generate interest in your solution—reach out to influencers and decision makers seeking new payments technology.



Accounting and Financial Reporting

AFP's monthly *Accounting and Financial Reporting* e-newsletter is an **exclusive member benefit written for finance executives.** Readers stay abreast of key issues and potential changes in the accounting sector. Topics include SEC's recent compensation proposal, FASB's pension accounting project, SEC changes and more. Advertise in this accounting update and reach key finance and treasury executives.



Risk!

The *Risk!* monthly e-newsletter is written for our senior-executive members, and focuses entirely on issues relating to the fast-growing risk management area. With articles highlighting a host of risk topics—from operational to credit risk, foreign exchange to interest rate risk—as well as news briefings and profiles of key players in risk management, this newsletter keeps readers on top of this hot issue.



Careers in Finance

Careers in Finance is AFP's monthly newsletter, delivering timely and reliable tips for job seekers building a career in finance and treasury. Each issue includes articles on finance-related job searches, interviewing techniques, CFO strategies, MBA careers and more. **Gain exposure to job seekers at all levels in finance from CFO to new MBAs.**



Asia-Pacific Forum

AsiaPacificForum.com is an **interactive, online discussion forum for senior-level finance and treasury professionals** actively doing business within the Asia-Pacific market. A great opportunity for organizations with significant experience with Asia-Pacific to be part of this exclusive web-based community. Includes a bi-weekly electronic newsletter, *Asia-Pacific Headlines*.



Women in Finance

Quarterly e-newsletter designed for women in finance, featuring interviews with senior-level corporate practitioners and bankers, research results and career advice.

