

GLOBALCUSTODIAN.COM

WEB SITE AND NEWS SERVICES PUBLICATION DETAILS

GlobalCustodian.com carries a proprietary daily news service focused on custody, fund administration, clearing, netting and settlement infrastructures, prime brokerage and hedge funds, securities lending and financing, and IT in the securities services industry. A roundup of the main stories is e-mailed to a list of qualified subscribers every week. The website also contains the full editorial and survey archives of *Global Custodian magazine*. Please address Web sponsorship materials to:
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Alternatively GlobalCustodian.com will also be rolling out a CPM-based rate plan starting in 2008 on a pilot basis and reserves the right to phase from the fixed rate above to a CPM rate depending on the popularity of the product. During 2008, the average rate will be set at US\$90/CPM

| Position | Size | 1 month | 3 month | 6 month | 12 month |
|----------|------|---------|---------|---------|----------|
| Discount | | | -15% | -20% | -30% |

Home Page

| | | | | | |
|----------------|---------|---------|---------|----------|----------|
| Leaderboard | 728x90 | \$2,575 | \$6,565 | \$12,360 | \$21,630 |
| Large Strip Ad | Varies | \$2,575 | \$6,565 | \$12,360 | \$21,630 |
| Top Banner | 468x60 | \$2,250 | \$5,740 | \$10,800 | \$18,900 |
| Skyscraper | 160x600 | \$1,550 | \$3,950 | \$7,425 | \$13,000 |
| Rectangle | 300x250 | \$1,550 | \$3,950 | \$7,425 | \$13,000 |
| Middle Banner | 468x60 | \$1,550 | \$3,950 | \$7,425 | \$13,000 |
| Bottom Banner | 468x60 | \$1,250 | \$3,190 | \$6,000 | \$10,500 |

News, Surveys and Magazine Sections

| | | | | | |
|----------------|---------|---------|---------|---------|----------|
| Leaderboard | 728x90 | \$1,930 | \$4,925 | \$9,270 | \$16,220 |
| Large Strip Ad | Varies | \$1,930 | \$4,925 | \$9,270 | \$16,220 |
| Top Banner | 468x60 | \$1,690 | \$3,175 | \$5,950 | \$10,400 |
| Skyscraper | 160x600 | \$1,165 | \$2,965 | \$5,570 | \$9,750 |
| Rectangle | 300x250 | \$1,165 | \$2,965 | \$5,570 | \$9,750 |
| Bottom Banner | 468x60 | \$940 | \$2,390 | \$4,500 | \$7,875 |

Bi-Weekly News Broadcasts

| | | | | | |
|---------------|---------|---------|---------|----------|----------|
| Leaderboard | 728x90 | \$2,575 | \$6,565 | \$12,360 | \$21,630 |
| Top Banner | 468x60 | \$2,250 | \$5,740 | \$10,800 | \$18,900 |
| Middle Banner | 468x60 | \$1,550 | \$3,950 | \$7,425 | \$13,000 |
| Skyscraper | 160x600 | \$1,550 | \$3,950 | \$7,425 | \$13,000 |
| Bottom Banner | 468x60 | \$1,250 | \$3,190 | \$6,000 | \$10,500 |

Other sections

| | | | | | |
|---------------|---------|---------|---------|---------|----------|
| Leaderboard | 728x90 | \$1,675 | \$4,270 | \$8,040 | \$14,070 |
| Top Banner | 468x60 | \$1,465 | \$3,735 | \$7,030 | \$12,305 |
| Skyscraper | 160x600 | \$1,025 | \$2,615 | \$4,920 | \$8,610 |
| Rectangle | 300x250 | \$1,025 | \$2,615 | \$4,920 | \$8,610 |
| Bottom Banner | 468x60 | \$825 | \$2,105 | \$3,960 | \$6,930 |
| Button banner | 100x25 | \$525 | \$1,340 | \$2,520 | \$4,410 |

TOP BANNER



WIDE SKYSCRAPER



MEDIUM RECTANGLE



web site and news services publication details