



New Media
for a
New Market

The AFP Media Kit
&
Editorial Calendar

2009

For Another Financial Portal, 2009 has been an exciting year bringing many changes and improvements to our content, design and offerings. This past year saw the launching of the AFP Structured Finance Daily, the only daily newsletter covering structured finance. While our competitors stepped back, some going from weekly to monthly, we stepped up going from weekly to daily.

We also trained our focus on the structured finance market bringing our resources to provide the best coverage of this exciting and ever-changing market.

2010

Next year is already shaping up to be another landmark year for AFP. Beginning in January 2010 we will begin to broadcast the AFP Daily with anchor Callie Bundy. There is no question that more structured finance professionals will watch her than crack open a month old newsletter.



The daily broadcast will be available on www.anotherfp.com, as well as on our redesigned mobile site: <http://mobile.anotherfp.com>.

To see a preview of our newscast go to: <http://www.anotherfp.com/newsite/preview.php>
or
<http://mobile.anotherfp.com/preview.php> from your BlackBerry

Advertising Rates

Video:

30-second spot either prepared copy for the anchor to read or prepared for placement:

- 1 month -- \$10,000
- 3 months -- \$15,000
- 6 months -- \$27,500
- 12 months -- \$50,000

There are only six spots available per month.

30-second Mobile Video spot prepared copy for the anchor to read or prepared for placement:

- 1 month -- \$10,000
- 3 months -- \$15,000
- 6 months -- \$27,500
- 12 months -- \$50,000

There are only six spots available per month.

All video spots also include four full page ad in the daily PDF per month as well as a rotating 300x250 ad on www.anotherfp.com

Special Video Opportunities:

American Securitization Forum's Annual Conference --
Washington, DC January 31 – February 2, 2010

1- 30-second spot -- \$5,000

1- 30-second spot each day \$10,000

Six spots per day available

IMN's Global Conference – June 15-16 – London, UK

1- 30-second spot -- \$5,000

1- 30-second spot each day \$7,500

Six spots per day available

IMN's ABS East – June 15-16, 2010 – Miami, FL

1- 30-second spot -- \$5,000

1- 30-second spot each day \$7,500

Six spots per day available

Web:

300x75 Banner Ad Above Video:

- 1 month -- \$10,000
- 3 months -- \$15,000
- 6 months -- \$27,500
- 12 months -- \$50,000

There are only four spots available per month.

300x250 Banner Ad:

- 1 month -- \$1,000
- 3 months -- \$2,700
- 6 months -- \$5,100
- 12 months -- \$9,600

Leaderboard:

- 1 month -- \$1,500
- 3 months -- \$4,050
- 6 months -- \$7,650
- 12 months -- \$14,400

PDF:

Half Page

- 1 month -- \$1,000
- 3 months -- \$2,700
- 6 months -- \$5,100
- 12 months -- \$9,600

Full Page:

- 1 month -- \$1,500
- 3 months -- \$4,050
- 6 months -- \$7,650
- 12 months -- \$14,400

One month consists of two inserts per week throughout the month.

For all three industry conferences (ASF, Global ABS and ABS East):

Half Page – \$1,000 per day

Full Page -- \$1,500 per day

Mobile:

Five-second text ad:

- 1 month -- \$2,500
- 3 months -- \$6,750
- 6 months -- \$12,750
- 12 months -- \$24,000

There are only four spots available per month.

Five-second text ad prior to video:

- 1 month -- \$10,000
- 3 months -- \$15,000
- 6 months -- \$27,500
- 12 months -- \$50,000

There are only four spots available per month.

For all three industry conferences (ASF, Global ABS and ABS East):

Text ad – \$5,000 per day

Text ad prior to video -- \$10,000 per day

Email:

300x250 Morning Brief:

- 1 month -- \$2,500
- 3 months -- \$6,750
- 6 months -- \$12,750
- 12 months -- \$24,000

300x250 PDF E-mail:

- 1 month -- \$2,500
- 3 months -- \$6,750
- 6 months -- \$12,750
- 12 months -- \$24,000

Both ads are exclusive.

100x75 Marketplace on Morning Brief

- 1 month -- \$150
- 3 months -- \$405
- 6 months -- \$765
- 12 months -- \$1,440

There are 12 spots per month

Readership

25% Investors

15% Issuers

20% Accounting & Law Firms

20% Investment Banks

10% Trustees

5% Rating Agencies

5% Other Service Providers

AFP has 450 paid subscribers with a daily e-mail distribution list of over 10,000 recipients. Over 40 percent of readers are at Managing Director level or above.

Another Financial Portal also feeds Google News and receives a considerable amount of traffic from that source. www.anotherfp.com receives approximately 40,000 visitors per month.

2010 Editorial Calendar

Jan 4 End of Year league tables

Jan 31-Feb. 2 American Securitization Forum Annual Meeting Coverage

Feb. 22 FAS166/167 Roundtable (Video)

April 1 First Quarter league tables

May 17 Re-REMIC Roundtable (Video)

June 15-16 Global ABS Conference Coverage

July 1 Second Quarter/First Half league Tables

Sept 17 “Two Years of Market Reforms: Where are we now, where are we going?” Roundtable (Video)

Oct. 1 Third Quarter league tables

October ABS East Coverage

Dec. 3 Video Roundtable (TBD)