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Live Market Analysis

ADVERTISING SPECS

For a detailed, competitively-priced proposal, please contact:

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SVP Advertising Sales
Phone: 650-438-6622
Email: crhymes@briefing.com

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Live Market Analysis

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Advertising With Briefing.com

Our position as the premier provider of timely market intelligence for both the professional and individual investor along with high-income demographics makes Briefing.com suitable for a variety of advertising campaigns.

Briefing's Mission Statement

Objective and timely analysis of individual stocks and the market for active investors.

Briefing.com Offers:

- Expert View
- Stock Analysis
- Market Snapshot

Statistics

- 25-Million Ad Impressions [DoubleClick]
- 1-Million Monthly Page Views
- 4-Million Monthly Emails

Demographics

- 87% male
- 71% active investors
- 89.8% visit at least one time per day
- 94% purchase online
- 56% have household income exceeding \$80,000 per year
- 51% have household income above \$100,000 per year
- 21% have household income above \$200,000 per year
- 53% have trading portfolios above \$100,000
- 33% have trading portfolios exceeding \$250,000
- 60% trade 10 or more times per month

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Our Advertising Partners

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Data Broadcasting Co.
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DTN Financial Services
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Edgar Online
Fidelity
Forbes
Ford Motor
FuturesWorld.com
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MarketTech.com
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MG Financial Group
Moneyline.com
Morningstar.com
MSN Money Central
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NDX Trading, Inc.
Nexgen Software
OptionsXpress.com
Prudential Securities
Questrade.com
Quicken.com
Scottrade.com
TheStreet.com
TD Ameritrade
VectorVest.com
Wall Street Journal

Advertising Opportunities

Banner rotation is strongly encouraged.

All banners are run-of-network delivered to Briefing.com readers with DoubleClick for Publishers (DFP) technology. Using DFP allows agencies and advertisers to receive their statistics automatically by email. Banners may be targeted and frequency capped to encourage higher click-through rates. DoubleClick is audited by Audit Bureau of Verification Services (ABVS).

Briefing.com's content has been voted best on the web by Barron's and Forbes two years running.

Standard Advertising Rates:

Our gross banner-advertising rates are quoted in cost-per-thousand. Briefing.com's net rates exclude agency fees. Multi-month, continuity, and pre-payment discounts are available along with a variety of sponsorship programs based on available inventory.

Ad Units and Sponsorships

Display Ads

- 728x90
- 160x600
- 300x250
- 180x150
- 405x20

Email Sponsorships

Hard-coded text in select emails

Market Place & Sponsored Links

Text link ads appear on Briefing.com pages. To learn more about these sponsorship opportunities through Industry Brains visit <http://www.industrybrains.com/briefing/>.

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Banner Ad Placement 1 of 3

728x90

180x150

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405x20 (text)

160x600

CALENDARS

UPGRADES/DOWNGRADES

Equity ratings changes direct from brokerage firms.

Upgrades/Downgrades

Action	Ticker	Brokerage Firm
Reiterated	RY	BMO Capital Markets
Upgrade	AMAG	Robert W. Baird
Resumed	NVDA	Auriga

EARNINGS

Upcoming earnings release dates, forecasts, and an archive of past releases.

This Week

Date	Ticker	Consensus
------	--------	-----------

Please log in or register to access our earnings calendar. [Click Here.](#)

ECONOMIC

Dates, times, forecasts, and actual outcomes of key economic releases.

This Week

Date	Release
31-May-11	Case-Shiller 20-city Index
31-May-11	Chicago PMI
31-May-11	Consumer Confidence

EARNINGS GUIDANCE

Companies that have issued upside, downside and in-line earnings guidance.

This Week

Date	Ticker	Release
------	--------	---------

Please log in or register to access our earnings guidance calendar. [Click Here.](#)

CONFERENCE CALLS

Upcoming earnings conference calls and links to both live and recorded webcasts.

Upcoming

Date	Ticker
------	--------

Please log in or register to access our conference calls calendar. [Click Here.](#)

STOCK SPLITS

Scheduled, forward stock splits for public companies trading on the NYSE and NASDAQ.

Upcoming

Ticker	Ratio
ENB	2-1
USTR	2-1
CWT	2-1

IPO

Initial public offerings scheduled to price in the current week.

Priced This Week

Ticker	Underwriter
--------	-------------

No IPOs priced this week.

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OUR VIEW

PAGE ONE

Pre-open analysis of the news and data driving the market.
An ADP Disappointment
With the S&P 500 rallying 1.1% yesterday, the month of May ended on a solid note. Still, it was not enough to avoid a losing month. Participants, overall, sold in May. The question now is, will they stay away for...

THE BIG PICTURE

Analysis of major issues impacting the financial markets.
Ignore the Noise
Investors are consistently subjected to a nonstop cacophony of ramblings about the latest release or market trend. Most reflect over-analysis or the need to fill air time. Herewith are some thoughts on the most recent...

AHEAD OF THE CURVE

Long-term investment ideas based on secular trends and unique business models.
Google Makes the First Real...
Google's announcement of the Google Music service is one of the first real implementations of the new cloud model. The Google Music service places music on an external system, accessed by a smartphone or any other...

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