

ADVERTISING SPECS

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

American Express

Bankrate

Barron's

Business Week

Capital Management Services

Cato Institute

CBOE

Charles Schwab

Clearstation

Data Broadcasting Co.

Dohmen Capital

Dow Jones

DTN Financial Services

E*TRADE

Edgar Online

Fidelity

Forbes

Ford Motor

FuturesWorld.com

FXCM.com

FX Solutions

Hoovers.com

IBM

Interbank FX

Investools.com

Investors.com

MarketFN.com

MarketTech.com

MBTrading.com

MG Financial Group

Moneyline.com

Morningstar.com

MSN Money Central

NASDAQ

NDX Trading, Inc.

Nexgen Software

OptionsXpress.com

Prudential Securities

Questrade.com

Quicken.com

Scottrade.com

TheStreet.com

TD Ameritrade

VectorVest.com

Wall Street Journal

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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

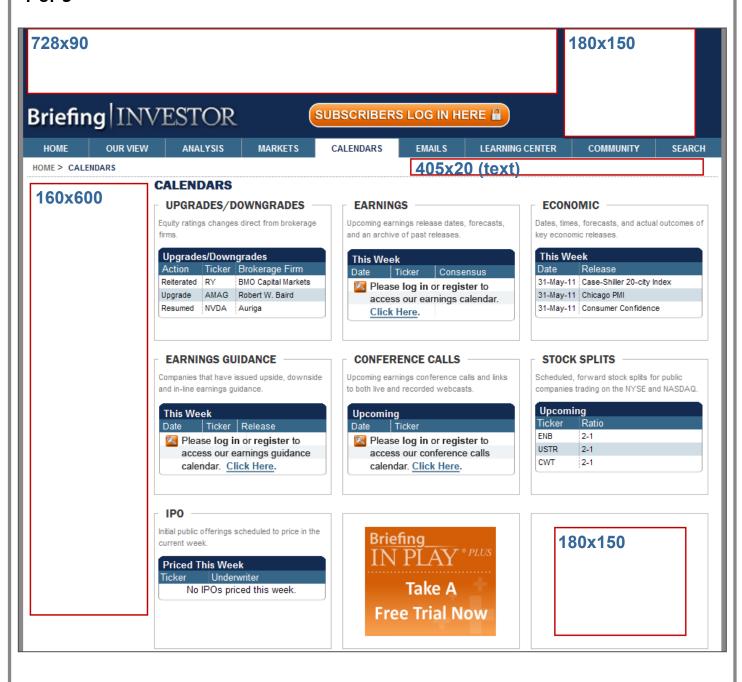
Hard-coded text in select emails

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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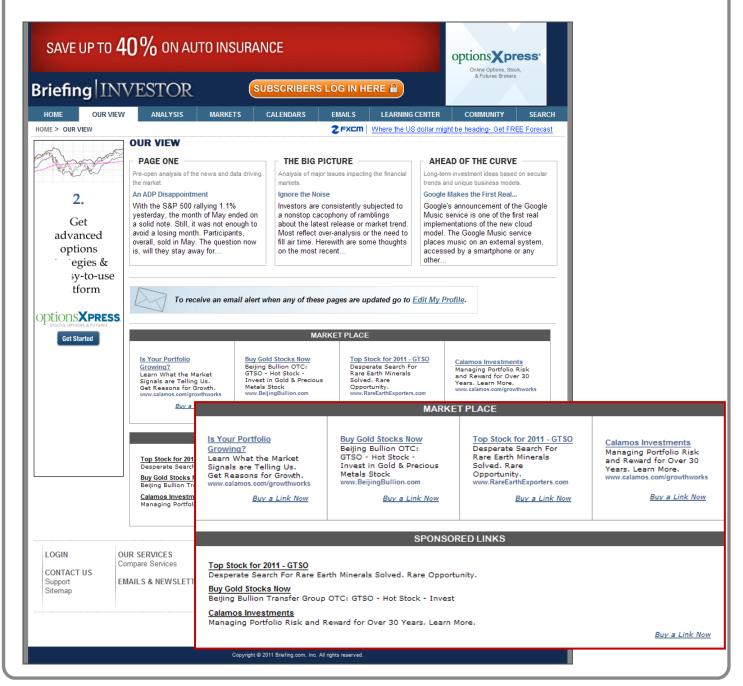
Banner Ad Placement 1 of 3



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Advertising Contact

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

Cass Rhymes

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