

ABOUT FUNDFIRE

FundFire is the leading U.S. news service for professionals working in the high-net-worth and institutional management industry. Its original reporting helps institutional investors, managers and consultants stay up to date on the changes in the industry. Coverage focuses on investment trends, product development, distribution, regulatory changes, key people moves and more.

FundFire Alts is a weekly issue taking an in-depth look at the alternative asset management industry. A dedicated editorial team reports on hedge funds, private equity, infrastructure and real estate.

OUR AUDIENCE

FundFire is read by institutional investors, financial advisors, asset managers, RIAs, investment consultants and industry service providers.



105,000
registered users



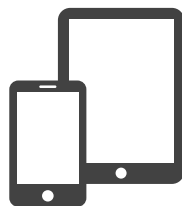
10,800
institutional investor
readers



44,000
C-Suite/Executive
level readers



Over **21,000**
financial advisor readers



15,700
app visitors



More than **1 million**
monthly pageviews

SPONSORED CONTENT OPPORTUNITIES — Position Yourself as a Thought Leader

Custom Webcast: Work with us to develop a timely topic to be discussed on a live audio webcast. Our team assembles a panel, handles all the technical/operational details, and markets the webcast to *FundFire* readers. The webcast is archived on *FundFire*'s website for 12 months. *\$15,000*

Paid Post: Publish your firm's original content on *FundFire* for one week. Promote 3-5 individual pieces of newly written or repurposed content. Your articles will be seen each day on the website and in that morning's eNewsletter. *\$23,000*

Custom Event: Host a live networking event focused on a timely industry topic. Our team will work with you to plan a panel discussion and market the event to *FundFire* readers. *Please inquire for rates.*

FundFire places limits on the frequency of sponsored content to keep reader engagement high. Bookings are offered on a first-come, first-served basis.

DIGITAL DISPLAY ADVERTISING RATES

	CPM for spend level \$0 - \$100K	CPM for spend level \$100K+	CPM for targeting demographic segments: Financial Advisor, Institutional Investor, Pension Fund/Consultant, Asset Manager, C-Suite
Desktop includes all ad sizes: 728x90, 300x250 and 300x600	Rate: \$110	Rate: \$100	Rate: \$130
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$3,500 per insertion (per day) for 100% SOV sponsorship		

AD SPECS

Unit	Dimensions	File Size	Formats	Duration
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

* HTML5 must be served via 3rd-party tag.

IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.

The collage illustrates various advertising opportunities on the FundFire platform:

- Article 300x250:** A mobile phone screen showing an article titled "Ex-UBS Exec. Lands at Colo.-Based Manager".
- Email Banner 728x90:** A banner ad for a "Free 10 page report available" from the Financial Times and Corporate Learning Alliance.
- Leaderboard 728x90:** A horizontal banner ad at the top of the desktop website.
- Medium Rectangle 300x250:** A vertical ad on the desktop website with the text "AND KEEPING COSTS IN CHECK."
- Half-Page MPU 300x600:** A large vertical ad on the desktop website featuring the text "Top ten global asset manager" and "90 years in US asset management".

eNewsletter Example and Article Page Example