

# VIRTUALFORUM

A gathering for regulators and industry professionals to exchange ideas and empower success

**ADVERTISING OPPORTUNITIES** Diana Serri | 212-313-1258 | [dserri@sifma.org](mailto:dserri@sifma.org)

## SIFMA SmartBrief Packages - Available

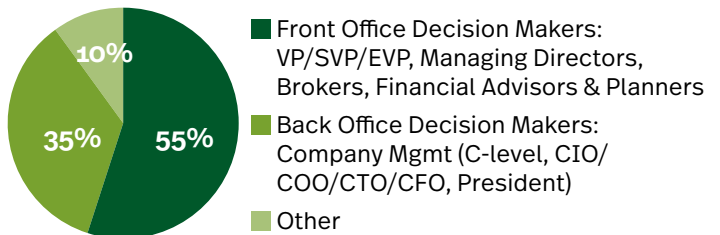
### ADVERTISING & CONTENT MARKETING OPPORTUNITIES

SIFMA SmartBrief is a concise, comprehensive briefing on top industry news that drives best-in-class click through rates and consistent reader engagement. Reach a broad but targeted audience of 50k+ subscribers using our customized packages.

#### SUBSCRIBERS BY COMPANY TYPE



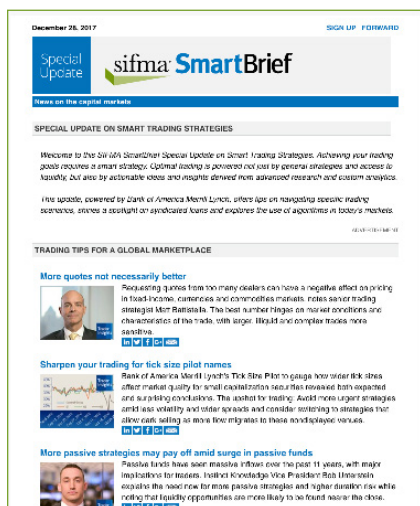
#### SUBSCRIBERS BY POSITION FUNCTION



SIFMA SMARTBRIEF	SIFMA SMARTBRIEF: AMG EDITION	SIFMA SMARTBRIEF: OPS/TECH EDITION
<p>A daily snapshot of the capital markets</p> <p>Frequency: Daily (Monday to Friday)</p> <p>Subscriber Count: 50k</p>	<p>A weekly digest of curated and thoughtful pieces on the evolution of the asset management industry</p> <p>Frequency: Weekly (Tuesday)</p> <p>Subscriber Count: 8k</p>	<p>News on the capital markets for operations and technology professionals</p> <p>Frequency: Weekly (Thursday)</p> <p>Subscriber Count: 12k</p>

PLATINUM SPONSOR 1 AVAILABLE	GOLD SPONSOR 1 AVAILABLE	SILVER SPONSOR 2 AVAILABLE
<p>Rates:</p> <p>\$10,000 Member Rate</p> <p>\$12,500 Non-Member Rate</p>	<p>Rates:</p> <p>\$8,000 Member Rate</p> <p>\$10,500 Non-Member Rate</p>	<p>Rates:</p> <p>\$6,000 Member Rate</p> <p>\$8,500 Non-Member Rate</p>
<p>Offerings:</p> <p>2x Billboards (value \$2,950 each)</p> <p>2x News-1 Rectangle Text (value \$2,950)</p> <p>1x News-2 Rectangle Text (value \$2,525)</p>	<p>Offerings:</p> <p>2x Featured Content (value \$2,950 each)</p> <p>2x News-2 Rectangle Text (value \$2,525)</p> <p>1x News-3 Rectangle Text (value \$2,250)</p>	<p>Offerings:</p> <p>2x News-2 Rectangle Text (value \$2,525)</p> <p>3x News-3 Rectangle Text (value \$2,250)</p>

## SIFMA SPECIAL UPDATE PACKAGE



### LANDING PAGE

Construct a landing page through SmartBrief and convert more actionable leads to your next promotion. SmartBrief-built landing pages auto-fill fields with each subscriber's corresponding demographic information, streamlining the user experience and resulting in higher conversion rates.

### SPECIAL REPORT

A topic-based Special Report allows your organization to position your brand and products alongside relevant news on a trending industry topic, curated by an expert editor. Leverage this to elevate your brand, and promote your core products and services.



### RECTANGLE-TEXT ADS (NEWS 1, 2, 3, 4)

SmartBrief's news section sponsorships allow you to seamlessly align your brand message with our editorial content, positioning you as an industry resource. Make use of both images and text to provide useful resources, case studies or information about the features and benefits of a product using our high-performing advertising unit.

#### RECTANGLE-TEXT AD UNIT

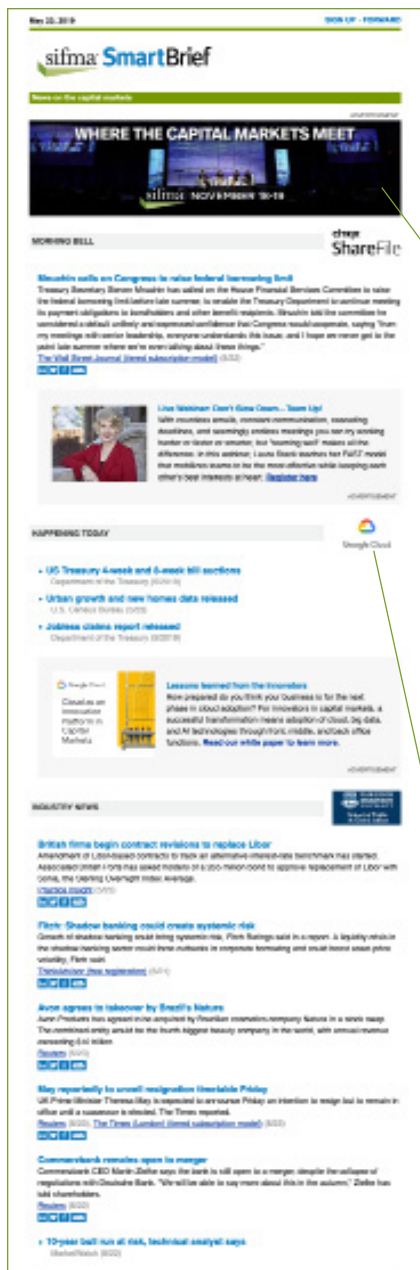
- Ad Logo: 120 x 60; 50k maximum; GIF/JPEG/PNG
- Ad Image: 180 x 150; 50k maximum; GIF/JPEG/PNG
- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click Through URL

\*Ad run dates served on a first-come, first-serve basis. Ads must be placed within one month of the sponsored event (30 days prior and after).

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## BILLBOARD

As the top banner above the SmartBrief publication masthead, the Billboard is the first thing our readers see when they open the newsletter. Such prominent placement is great for branding and staying top-of-mind with our readers, and being above-the fold will ensure your ad is seen by the maximum number of readers.

- Creative Size: 970 x 250
- File Size: 250k maximum
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation:
  - 15 seconds maximum
  - Animation is not supported by all email clients. Include sponsor branding and call-to-action on first frame.
- Note: Ad will display at 650x167 in desktop view and scale on mobile devices.
- Note: Creatives sized at 728x90 may also be accepted

## FEATURED CONTENT

The Featured Content section gives you exclusive ownership of an entire newsletter section. Featured Content news section sponsorship, you can showcase your thought leadership in the context of a trusted news resource.

### SECTION HEADER

- Section header: 30 characters max, excluding spaces
- Subheader: "Sponsored content brought to you by..."
- Ad logo (optional): 120 x 60 pixels. 30k maximum; GIF or JPEG and a clickthrough URL (optional)

### SUMMARY UNIT

- 1-2 summaries per issue
- Headline: 35 characters, excluding spaces
- Summary: 300 characters, excluding spaces
- Image: 180 x 150 pixels. 30k maximum; GIF or JPEG
- Clickthrough URL to be embedded in headline, ungated

### HEADLINE UNIT

- 3-5 headlines per issue
- Headlines: 35 characters, excluding spaces
- Clickthrough URLs to be embedded in each headline, ungated