

OPS VIRTUAL FORUM

November 4-5, 2020

SIFMA SmartBrief Packages - Available

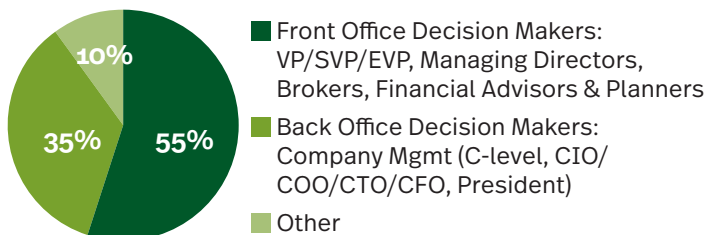
ADVERTISING & CONTENT MARKETING OPPORTUNITIES

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



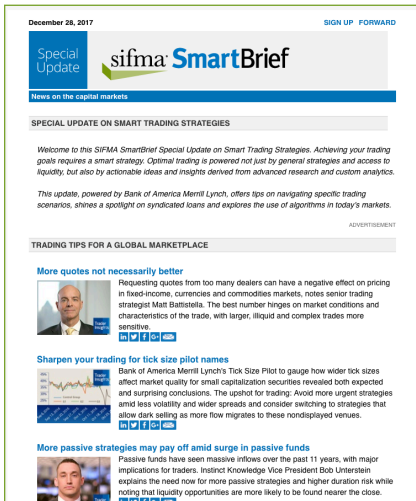
SIFMA SMARTBRIEF	SIFMA SMARTBRIEF: AMG EDITION	SIFMA SMARTBRIEF: OPS/TECH EDITION
<p>A daily snapshot of the capital markets</p> <p>Frequency: Daily (Monday to Friday)</p> <p>Subscriber Count: 57k</p>	<p>A weekly digest of curated and thoughtful pieces on the evolution of the asset management industry</p> <p>Frequency: Weekly (Tuesday)</p> <p>Subscriber Count: 15k</p>	<p>News on the capital markets for operations and technology professionals</p> <p>Frequency: Weekly (Thursday)</p> <p>Subscriber Count: 12k</p>

GOLD SPONSOR 1 AVAILABLE	SILVER SPONSOR 1 AVAILABLE	BRONZE 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>

OPS VIRTUAL FORUM

November 4-5, 2020

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).

OPS VIRTUAL FORUM

November 4-5, 2020

May 23, 2019 SIGN UP - FORWARD

sifma SmartBrief

News on the capital markets ADVERTISEMENT

MORNING BELL chpx ShareFile

Mnuchin calls on Congress to raise federal borrowing limit
 Treasury Secretary Steven Mnuchin has called on the House Financial Services Committee to raise the federal borrowing limit before late summer, to enable the Treasury Department to continue meeting its payment obligations to bondholders and other benefit recipients. Mnuchin told the committee he considered a default unlikely and expressed confidence that Congress would cooperate, saying "from my meetings with senior leadership, everyone understands this issue, and I hope we never get to the point late summer where we're even talking about these things."
The Wall Street Journal (libred subscription model) (5/22)
[Read our white paper to learn more](#)

Live Webinar: Don't Slow Down - Team Up!
 With countless emails, constant communication, cascading deadlines, and seemingly endless meetings you can try working harder or faster or smarter, but "teaming well" makes all the difference. In this webinar, Laura Slack teaches her FAST model that mobilizes teams to be the most effective while keeping each other's best interests at heart. [Register here](#)

HAPPENING TODAY Google Cloud

- US Treasury 4-week and 8-week bill auctions**
Department of the Treasury (5/20/19)
- Urban growth and new homes data released**
U.S. Census Bureau (5/23)
- Jobless claims report released**
Department of the Treasury (5/20/19)

Lessons learned from the Innovators
 How prepared do you think your business is for the next phase in cloud adoption? For innovators in capital markets, a successful transformation means adoption of cloud, big data, and AI technologies through front, middle, and back office functions. [Read our white paper to learn more](#)

INDUSTRY NEWS ADVERTISEMENT

British firms begin contract revisions to replace Libor
 Amendment of Libor-based contracts to track an alternative interest-rate benchmark has started. Associated British Ports has asked holders of a £85 million bond to approve replacement of Libor with Sonia, the Sterling Overnight Index Average.
Practise Insights (5/23)
[Read our white paper to learn more](#)

Fitch: Shadow banking could create systemic risk
 Growth of shadow banking could bring systemic risk, Fitch Ratings said in a report. A liquidity crisis in the shadow-banking sector could force cutbacks in corporate borrowing and could boost asset-price volatility, Fitch said.
ThinkAdvisor (free registration) (5/21)
[Read our white paper to learn more](#)

Avon agrees to takeover by Brazil's Natura
 Avon Products has agreed to be acquired by Brazilian cosmetics company Natura in a stock swap. The combined entity would be the fourth-largest beauty company in the world, with annual revenue exceeding \$10 billion.
Reuters (5/23)

May reportedly to unveil resignation timetable Friday
 UK Prime Minister Theresa May is expected to announce Friday an intention to resign but to remain in office until a successor is elected. The Times reported.
Reuters (5/23) The Times (London) (libred subscription model) (5/23)
[Read our white paper to learn more](#)

Commerzbank remains open to merger
 Commerzbank CEO Martin Ziehe says the bank is still open to a merger, despite the collapse of negotiations with Deutsche Bank. "We will be able to say more about this in the autumn," Ziehe has told shareholders.
Reuters (5/22)
[Read our white paper to learn more](#)

- 10-year bull run at risk, technical analyst says**
MarketWatch (5/22)

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 is ideal for promoting branded content. Through a 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)

HEADLINE UNIT

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

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