



**Sources:**

**A Resource Directory**

**Advertising Kit**

# Sources: A Resource Directory Advertising Kit

## Welcome

SIFMA is pleased to offer you the opportunity to advertise in the 2018 edition of Sources: A Resource Directory (“Sources”), the comprehensive buyer’s guide of products and services for the financial services industry.

Sources is a directory available on SIFMA’s website that includes listings and featured ads of service providers. SIFMA’s website receives over 100k unique visits each month from a range of decision makers at our member firms. Your directory listing provides a description of your product or service, together with your vital contact information, to help financial services buyers find you now.

This kit describes opportunities for our Strategic Partners, Premium Associate Members and Associate Members to feature your product or service. Non-members are also welcome to apply for an additional fee.

Be found. Become a **reSOURCE**.

For questions or more information, please contact:

## SALES

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### Diana Serri

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### Tamara Tondou

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## MEMBER ENGAGEMENT

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### Dara Goldhagen

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## COMMUNICATIONS AND MARKETING

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### Monica Ilyevsky

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### Kate Zickel

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## Our Audience

SIFMA is the voice of the U.S. securities industry, representing the broker-dealers, banks and asset managers whose 1 million employees provide access to the capital markets, raising over \$2.5 trillion for businesses and municipalities in the U.S., serving clients with over \$18.5 trillion in assets and managing more than \$67 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA).

**Partnering with SIFMA offers your firm continuous visibility within our membership in the U.S. and around the world. A sampling of our corporate members includes:**

<ul style="list-style-type: none"><li>• AllianceBernstein</li><li>• Ameriprise Financial, Inc.</li><li>• Bank of America Merrill Lynch &amp; Co., Inc.</li><li>• Barclays</li><li>• BB&amp;T Scott &amp; Stringfellow</li><li>• BlackRock</li><li>• BNP Paribas Securities Corp.</li><li>• BNY Mellon</li><li>• Charles Schwab &amp; Co., Inc.</li><li>• Citigroup</li><li>• Credit Suisse</li><li>• D.A. Davidson &amp; Co</li><li>• Daiwa Capital Markets America Inc.</li></ul>	<ul style="list-style-type: none"><li>• Deutsche Bank Group</li><li>• Edward Jones</li><li>• Fidelity Investments</li><li>• Goldman, Sachs &amp; Co</li><li>• HD Vest Financial Services</li><li>• Hefren-Tillotson, Inc.</li><li>• Hilliard Lyons</li><li>• Janney Montgomery Scott</li><li>• Jefferies &amp; Company, Inc.</li><li>• JP Morgan Chase &amp; Co.</li><li>• KCG</li><li>• LPL Financial</li><li>• Morgan Stanley</li><li>• Neuberger Berman LLC</li><li>• Nomura Holdings, Inc.</li></ul>	<ul style="list-style-type: none"><li>• PIMCO</li><li>• Piper Jaffray &amp; Co.</li><li>• Raymond James Financial</li><li>• RBC</li><li>• RBS</li><li>• Robert W. Baird &amp; Co., Inc.</li><li>• Société Générale</li><li>• Stephens Inc.</li><li>• Stifel, Nicolaus &amp; Co., Inc.</li><li>• U.S. Bancorp</li><li>• UBS</li><li>• Vanguard</li><li>• Wells Fargo</li><li>• Westport Resources</li></ul>
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For a full list of SIFMA's corporate members, please visit

**[www.sifma.org/member-directory](http://www.sifma.org/member-directory)**

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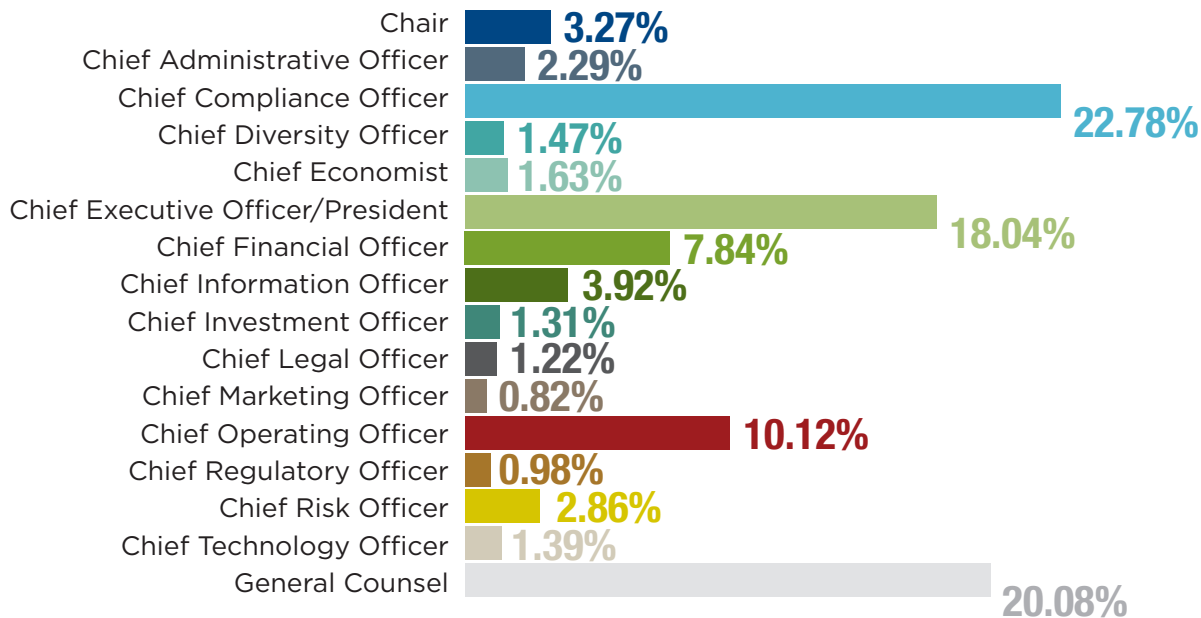
## Committee and Society Members

More than 10,000 financial professionals from our 500 member firms participate on approximately 100 standing Committees and four professional Societies to share their views and ensure their collective voice is heard by governing entities throughout the world.

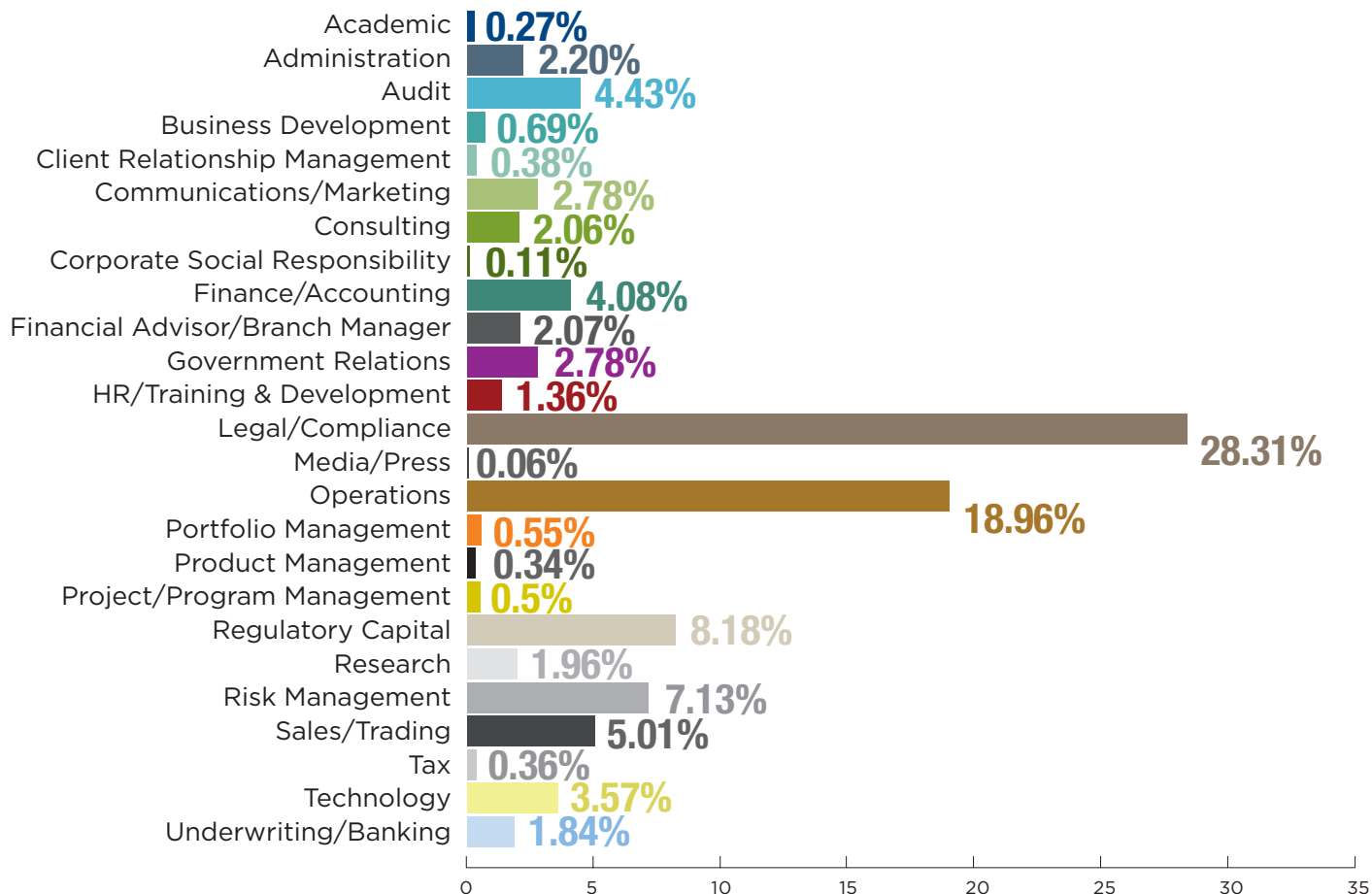


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## C-Level Executives



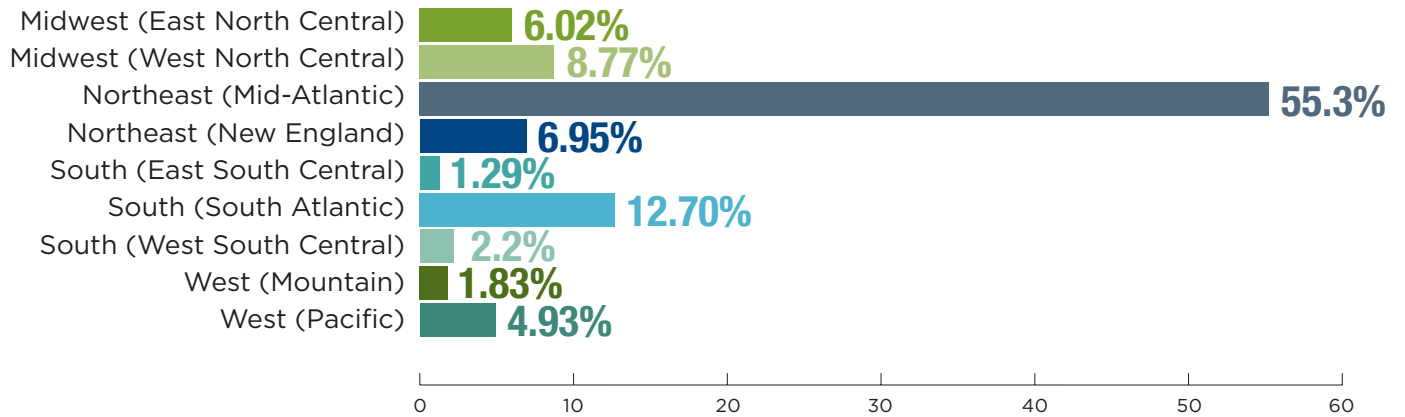
## Job Function



# Sources: A Resource Directory Advertising Kit

## Geographical Location

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# Sources: A Resource Directory Advertising Kit

## **Sources for Strategic Partners and Premium Associate Members**

SIFMA's Strategic Partnership Program and Premium Associate Membership deliver exceptional brand exposure and provide unique opportunities to network and communicate directly with this highly targeted audience of industry professionals. This cost-efficient program will help partners meet their annual marketing and advertising goals through a variety of benefits, which include complimentary sponsorship and exhibition opportunities, presence at all SIFMA events for year-round sustained exposure, and the ability to connect with our members through direct marketing opportunities.

As a benefit of your partnership with SIFMA, Strategic Partners and Premium Associate Members receive the following complimentary benefits:

- 1. Sources Directory Listing with 100-word firm description**
- 2. Full Page Featured Advertisement in Sources**
- 3. Prominent placement on the Sources website landing page**

Our Strategic Partners and Premium Associate Members:

- **Broadridge Financial Solutions, Inc.**
- **Deloitte**
- **Fidelity**
- **Hearsay Systems**
- **IHS Markit**
- **PwC**
- **Thomson Reuters**

## **Investment**

There is no additional cost for Strategic Partners who wish to be included in Sources.

## **Sign up for Sources**

Send an email to [sources@sifma.org](mailto:sources@sifma.org) to confirm your participation in Sources.

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## Sources for Associate Members

SIFMA's Associate Members are key industry partners within the securities community, including law, technology and consulting firms, rating agencies, insurers, securities exchanges, trading and analytic platforms and clearing and settlement providers.

As an Associate Member benefit, your firm receives one FREE standard entry in Sources. The standard entry includes a logo, firm name, address, telephone, email, website URL, contact person and a 50-word description on your specialization.

Each calendar year, Associate Members have the opportunity to upgrade their directory listing and purchase a featured advertisement at our yearly advertising rates.

### Investment

- **FREE Directory Listing with 50-word firm description**
  - **\$50.00** for additional copy that exceeds 50 words (100-word limit)
- **Discounted Featured Advertisement Upgrade**
  - **\$500.00** for each Half Page Ad
  - **\$1,000.00** for each Full Page Ad

## Sign up for Sources

Send an email to [sources@sifma.org](mailto:sources@sifma.org) to confirm your participation in Sources.



# Sources: A Resource Directory Advertising Kit

## Sources for Non-Members

Non-Members are welcome to participate by purchasing a listing and featured advertisements.

### Investment

- **Directory Listing:**
  - **\$500.00** for a standard directory listing with a 50-word firm description
  - **\$50.00** for additional copy that exceeds 50 words (100-word limit)
- **Featured Advertisement**
  - **\$1,500.00** for each Half Page Ad
  - **\$2,500.00** for each Full Page Ad

Although you are welcome to participate as an external service provider, Associate Member firms receive one FREE standard Sources entry as an advantage of membership, along with other valuable benefits, including discounted rates to SIFMA conferences and events, exposure through the popular online Thought Leader Library, the opportunity to regularly connect with SIFMA Members, and much more. For more information about SIFMA's Associate Membership, contact the Membership team at 212.313.1150 or visit [www.sifma.org/join](http://www.sifma.org/join).

## Sign up for Sources as a Non-Member

Send an email to [sources@sifma.org](mailto:sources@sifma.org) to confirm your participation in Sources.

# Sources: A Resource Directory Advertising Kit

## Sources Categories

Accounting  
Anti-Money Laundering  
Clearing and Settlement  
Communications  
Consulting  
Insurance  
Legal  
Market Data  
Professional Services  
Risk and Compliance  
Technology / Software  
Other

## Ad Specs

### Directory Listing:

Logo (convert text to outline and vector art to EPS format or 300 dpi JPEG), firm name, address, telephone, email, website URL, contact person, description (50 words maximum)

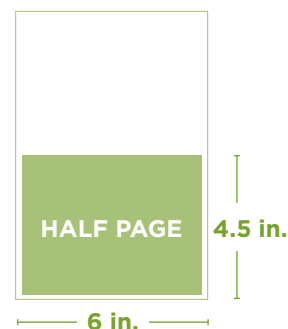
### Featured Advertisement:

**Full Page ads:** Bleed size = 6.5 x 9.5"  
Trim Size = 6 x 9"  
Live area = 5.25 x 8.25"

**Half Page ads:** Bleed size = 6.5 x 4.75"  
Trim Size = 6 x 4.5"  
Live area = 5.25 x 4.25"

Please provide your featured ad in one of the following formats:

- EPS format - convert text to outline
- High-resolution PDF and JPEG files should include crop marks and bleed marks.



# Sources: A Resource Directory Advertising Kit

## **Policies and Disclaimers**

SIFMA reserves the right to change any advertising or sponsorship offerings at any time with or without cause and without notice. In no event shall SIFMA be liable for indirect, incidental, consequential, special or exemplary damages such as but not limited to, loss of revenue or lost business. Certain Terms and Conditions may apply.



## **Contact us:**

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