



# EQUITY MARKET STRUCTURE VIRTUAL CONFERENCE

September 17, 2020

**ADVERTISING OPPORTUNITIES** Diana Serri | 212-313-1258 | dserri@sifma.org

## SIFMA SmartBrief Package - Available

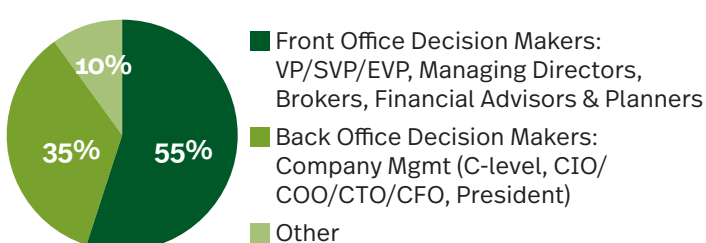
### ADVERTISING & CONTENT MARKETING OPPORTUNITIES

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

#### SPONSOR - 1 AVAILABLE

Rates:

\$5,000 Member Rate

\$5,500 Non-Member Rate

Offerings:

2x Featured Content Section (value \$5,900 (2 x \$2,950))

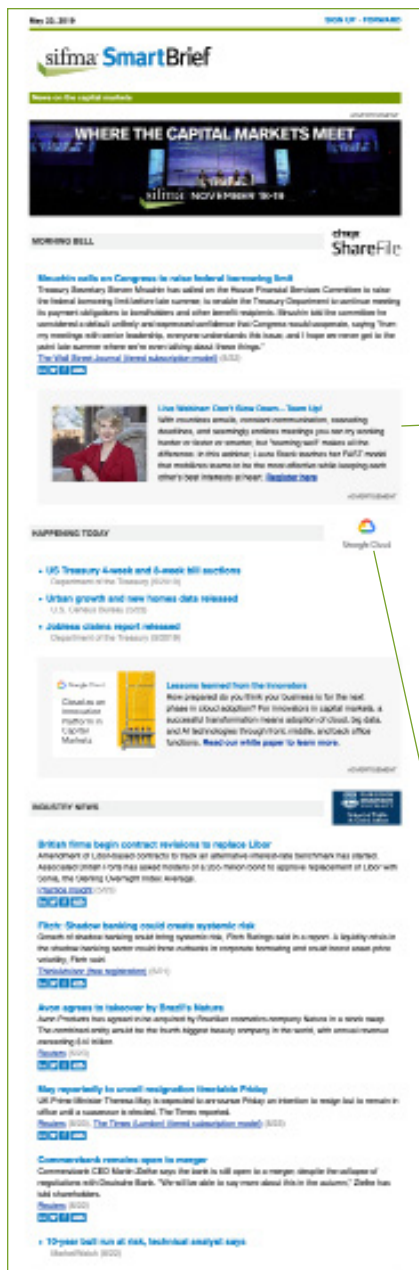
- Bonus: 1x News-2 Rectangle Text (value \$2,525) - to run after event



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## RECTANGLE-TEXT ADS (NEWS 2)

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

## 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

\*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).