



fundservices.net

2010 Media Kit



About fundservices.net

fundservices.net | the information aggregator for fund sponsors

Leading industry participants have come together at this unique platform, so it presents the widest and most focused coverage of service providers and service offerings, rankings and ratings, and news and events.

With the broadest and most attractive content, it has built the largest and most relevant audience – giving you immediate access to more of the right people. Be sure of a strong presence on the desktop of the leading decision-makers.

AUDIENCE

fundservices.net benefits from exposure to the 120,000 regular users of its sister platform, globalcustody.net, and is rapidly expanding its reach to more fund sponsors and other fund professionals.

WHY FUNDSERVICES.NET?

- Reach your target market with a single campaign
- Don't be absent from the key peer-group listings
- Build your brand among your target audience, with year-round or flexible advertising schedules
- Competitive pricing
- A robust solution for you to tap into.

Your marketing campaign

PEER-GROUP LISTINGS

Don't be absent from the key peer-group listings, reached directly from our home page (shown in the image below).

SPONSORSHIP

Providers of fund services can add sponsorship of pages at our unique Service Matrix – so they appear by default on the starting and main index pages at this popular analytical tool.

ADVERTISING CAMPAIGN ACROSS OUR PAGES

For a strong brand presence, run a campaign at pages of your choice or on "run-of-site". The available formats are horizontal banner, skyscraper and full-page video advertisement.

The screenshot shows the fundservices.net website. At the top, there's a green header with 'fundservices.net' and 'Registered version'. Navigation links include 'my subscription', 'key tools', and 'site guide'. Below the header, there's a 'HOME' section with links for 'contact us', 'about us', and 'media info (pdf)'. The main content area features a grid of categories: 'Service providers', 'IT & data', 'Consultants', 'My subscription', and 'Service Matrix'. Under 'Latest news', there are articles like 'Significant fund admin mandate awarded' and 'Long/short funds prove popular'. 'Conferences' includes 'Fund Forum' and 'Hedge Fund Symposium'. 'Training' lists 'Fund Administration' and 'Accounting for Investment'. 'Surveys' includes 'Latest asset tables' and 'Latest fund admin survey'. A 'Featured providers' section is at the bottom left with a 'Contact providers' button and a 'View all' link. A vertical image of a smiling man is on the right side of the page.

E-MAIL CAMPAIGN

Each business day, up to 20,000 subscribers (among our 120,000 regular users) receive an e-mail update from us. Advertising opportunities in this regular point-of-contact comprise banner and/or skyscraper creative (or advertising message for users who prefer plain text).

Advantages of using fundservices.net

- A guaranteed minimum number of campaign impressions in front of the most relevant audience
- Working to your budget (no charge for additional impressions delivered)
- A daily presence across our pages and "up close" in our subscriber e-mails
- At any time, supply fresh creative to keep your message fresh and thus increase your viewer-awareness and response rate
- Tailored landing page: if desired, we can have your advertisement link to a dedicated page to deliver your chosen message and desired calls to action

Pricing

We operate in 100+ countries worldwide. So we can deliver the geographical reach and strength of presence that you require. Pricing for our range of marketing services varies accordingly. For banner and skyscraper advertising, here is the key rate information:

	\$	£	€
	USD	GBP	EUR
ADVERTISING CAMPAIGN COSTS			
CPM (cost per mille / cost per thousand impressions)			
In your country, run-of-site	45	25	35
In your country, home page	80	40	60
In other countries	70	35	50

Don't forget our directory/peer-group listings as well. We will be pleased to provide you with a tailored proposal which takes account of your geographical reach and any specific marketing objectives. Simply approach your usual contact or get in touch via the 'contact' facility at our home page – reached via www.fundservices.net

Design specifications

PEER-GROUP LISTINGS

We require a high-resolution logo image (in any common file format, such as EPS or TIFF). Our graphic designers will prepare web-ready images for the listing pages and for the information page reached from the listings.

If you prefer to have your own designers produce these images, we need two static images, as web-ready (jpeg or gif) files:

logo for  information page

For a rectangular-shaped logo, we suggest 45h (i.e. 45 pixels high)

For a square-shaped logo, we suggest 90h

image for face of listings page

precisely 24h
up to 123w, with no significant white space to left or right

ADVERTISING IMAGES

We aim to be flexible to support your campaign objectives. Unless otherwise agreed, please keep to the guideline specifications below. Animation is permitted, but please avoid harsh contrast and keep to the maximum duration indicated.

	Dimensions in pixels wide/high	File size	File formats	Maximum duration for animation
Horizontal banner	468w x 60h	15k maximum	JPEG, GIF, Flash*	9 seconds
Vertical skyscraper	120w x 428h	20k/30k	JPEG, GIF, Flash*	12 seconds
Commercial break	760w x 428h	200k maximum	Flash	18 seconds

Flash coding must specify that any destination page is opened in a blank browser window.

* If providing a Flash image for a banner or skyscraper, please also supply a JPEG or GIF version for use to serve to viewers whose browsers do not include a Flash plug-in and for use in our subscriber e-mails.

Simply deliver your creative to your usual contact at fundservices.net. Or have our graphic designers prepare an advertisement for your approval at no extra charge.