

THE DEAL LLC: A DIGITAL PERSPECTIVE

DEALMAKING STRATEGIES AND TACTICS AWAIT. JOIN THE PREMIER ONLINE DESTINATION FOR TODAY'S DEALMAKERS.

The digital media dealmaking landscape has never been more open to advertisers of The Deal LLC. Connect and target your brand image through a variety of banner real estate options as well as custom segmented e-mails, e-newsletters, blogs, rich media and lead generation programs.

Site traffic*

Average page views per month 167,410
Average unique visitors per month 57,566
Average page views per visit 2.849

* The Deal LLC Digital Metrics September 2010 – four-month snapshot



EDITORIAL CONTENT:

Built and designed for Washington policymakers, Wall Street dealmakers and leaders across private equity, law firms, investment banks and corporations, the digital content from The Deal LLC includes all the elements from our premier printed magazine as well as key digital channels to help target your brand reach. These resources include:



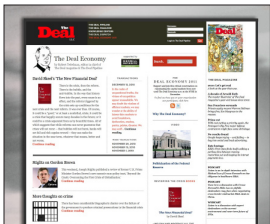
The Ahead of the News e-newsletter is a service of The Deal LLC alerting 19,000 readers to the latest deal transactions. With an average open rate of 15% it's the perfect digital newsletter to keep C-level executives and senior managers up to date on the latest transactions affecting the deal economy. Delivery is once a day after the close of the New York Stock Exchange.



The Deal Pipeline is your all-inclusive, in-depth resource for today's transactions. Powered by a team of financial journalists providing real-time intelligence for the deal economy's professionals, including senior bankers, lawyers, private equity and hedge fund executives. Over 30,000 subscribers log in to The Deal Pipeline and are able to track a deal through its infancy and move on its successes and failures.



The Deal Magazine e-newsletter: Spotlighting deals, signature columns, regional reports and exclusive features found only in our premier print publication, The Deal magazine. This digital version targets over 18,000 opt-in subscribers with an average open rate of 15%.



The Deal Economy Blog: Our newest feature for our digital community. Make your voice heard on discussions covering governance, regulation, industry structure, politics, the role of the media and the economic forces that are currently at work in our financial system.

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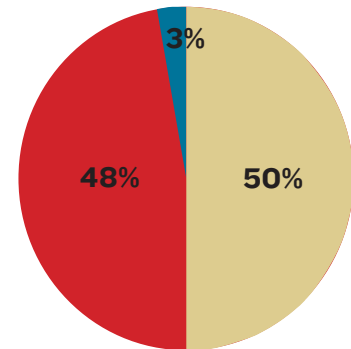
Covering the hottest dealmaking news and alerts throughout the day, this daily e-newspaper is delivered to over 19,000 subscribers twice a day. The Daily Deal provides a comprehensive roundup of the most significant transactions to hit the dealmaking economy. With an average open rate of 19.5% advertisers are guaranteed to reach key market influencers in the most efficient manner.

ADVERTISING GROSS RATES FOR PDF 2011

Color or Black & White	1X	6x	12x	24x
Full Page (7.5"W x 10"H)	\$2,850	\$2,700	\$2,500	\$2,300
Half page (horizontal) (7.5"W x 4.75"H)	\$1,750	\$1,650	\$1,550	\$1,400
Premium positions and guarantees	First 1/3 or PDF: Add 10% No bleeds available Each insertion is delivered twice each day to subscribers.			

E-MAIL COVER LETTER NET RATES 2011, MORNING OR UPDATE EDITIONS*

468X60 Banner	\$3,500/wk
336X280 Banner	\$3,500/wk
Both	\$6,300/wk
* Includes one ad in the companion PDF digital newspaper during the sponsorship week.	



2011 readership breakout:
Business and industry – total 19,360

- Corporate
- Financial
- Professional services

Advertising Specs , Daily Deal

The Daily Deal is a digital publication. All advertising must be sent to The Deal LLC in PDF format. General resolution should be set to 90 dots per inch.

Both color and grayscale images should be set to "Bicubic Downsampling to 90 pixels per inch for images above 90 pixels per inch."

Monochrome images should be set to "Bicubic Downsampling to 90 pixels per inch for images above 90 pixels per inch," with compression set to "CCITT Group 4" with Anti-alias "Off."

Embed all fonts. Color management policies should be set to "Convert all colors to RGB;" images used in the document should be RGB and set to "Destination Profile: Adobe RGB (1998)."

Advertising Specs, E-mail Cover Letter

Maximum banner file size: 30K

All banners must have a border

Image must be in .gif or .jpg format only

Maximum looping: 3X

Each client is allowed a maximum of one piece of creative/text rotating per week in any given position.

Creative must be received at least three business days prior to campaign launch.

Banner metrics, open-rate and CTR information will be provided to clients on a monthly basis in a consolidated report. Reports will be in a uniform format and will not be customized for clients (some exceptions apply).

For more information regarding ad sizes and formats please contact adproduction@TheDeal.com

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ONLINE ADVERTISING SPECIFICATIONS AND RATES

PRODUCT	COST	SIZE	DETAILS	CONTACT
Ahead of the News e-newsletter	\$2,000/wk	121X263	Max size: 30K Border jpeg/gif format Static image	jnarvasa@TheDeal.com
The Deal Pipeline	\$4,000/wk	728X90 (rotates 50%)	Max size: 30K Border jpeg/gif format Max loop: 5X	jnarvasa@TheDeal.com
The Deal magazine e-newsletter	\$2,000/wk \$2,000/wk \$3,500/wk	468X60 336X280 Both ad sizes	Max size: 30K Border jpeg/gif format Max loop: 3X	jnarvasa@TheDeal.com
The Deal magazine channel	\$3,000/wk (when combined with The Deal magazine e-newsletter)	728X90 336X280	Max size: 30K Border jpeg/gif format Max loop: 3X	jnarvasa@TheDeal.com

RICH MEDIA

The Deal also accepts various forms of rich-media advertising and can build a custom approach for any client wishing to extend his or her reach and build his or her online presence targeting senior-level dealmakers from across the financial community.

RICH-MEDIA SPECIFICATIONS

FORMAT	COST	PIXEL SIZE	LOAD SIZE	FLASH	ANIMATION LENGTH
Expandable/retractable units	Please call	600	40 KB	18 fps	Anything up to 15 secs
Pop-up or pop-under units	Please call	250X250 300X250 550X480 720X300	80 KB	18 fps	Anything up to 15 secs
Floating units	Please call	Variable	80 KB	18 fps	Anything up to 15 secs
Between-the-page units	\$3,000/wk	Variable	80 KB	18 fps	Anything up to 15 secs
Pre-roll video	\$4,000	Atlas Served Standard Flash QuickTime			15-30 seconds