

Payments Journal

Powered By Mercator Advisory Group
Media Kit

*The Information Source for Payments
and Bank Channel Professionals
Focused Content, Expert Insights, and Timely News*

MERCATOR
ADVISORY GROUP

rev. 1. 2011

www.PaymentsJournal.com

For Information & Sales:

Direct Line: 781.419.1700 | Fax: 781.419.1701

Email: sales@paymentsjournal.com

What is PaymentsJournal?

PaymentsJournal is a comprehensive online information portal designed to keep payments and banking industry professionals informed through daily delivery of the latest news, views, and developments that matter most.

Why is PaymentsJournal the Best Online Marketing Resource?

Put Simply: Content Delivered by the Leading Payments and Banking Market Research Analyst Firm

- **PaymentsJournal** delivers exceptional value by providing daily news, headlines, and features selected by Mercator Advisory Group's staff of respected, independent payments and banking analysts at no cost to readers.
- **PaymentsJournal** acts as a natural extension for Mercator Advisory Group as we continue to monitor the payments and banking industries. Since 2003, we have actively produced and published industry-leading reports, briefs, viewpoints, webinars/presentations, and slides for our clients.
- **PaymentsJournal** delivers extensive news, unique content, expert analysis, views, and shared research to create an information rich community designed for payments and banking professionals, technology providers, investors, and members of the media.
- **PaymentsJournal** engages the industry by offering a powerful open platform that allows industry-leading professionals to engage directly with the market by sharing commentary and content related to company and product developments.
- **PaymentsJournal** offers organized and readily searchable content, making it an excellent reference for anyone seeking information on a broad range of payment and banking related topics.
- **PaymentsJournal** provides this content free of charge as a service to banking and payment professionals and stakeholders, allowing our advertisers to easily reach a highly qualified group of professionals that have buying power.

Advertising on PaymentsJournal provides tremendous business-to-business brand visibility and allows you to direct visitors to your unique home page from your company's banner and/or listing on our Web site.

We encourage you to leverage the unrivaled value of PaymentsJournal and contribute to the success of your business.

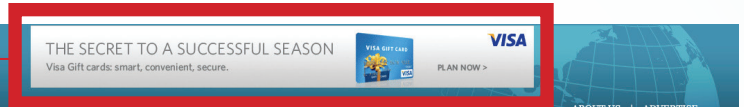
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Advertising Placement

Leaderboard Banner (728x90 pixels)



Spotlight Badge (180x150 pixels)



Anchor Banner (468x60 pixels)



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Advertising Rate Card

A.



Home Page



Search

Ad Unit	3X	6X	12X
Leaderboard	\$5,000	\$4,500	\$4,000
Run of site			
Anchor Banner	\$2,000	\$1,800	\$1,600
Spotlight Badge	\$2,000	\$1,800	\$1,600

B.



Content Pages

Ad Unit	3X	6X	12X
Leaderboard	N/A	\$4,500	\$4,000
Run of site			
Anchor Banner	\$2,000	\$1,800	\$1,600
Run of site			
Spotlight Badge	\$2,000	\$1,800	\$1,600

C.



Newsletter E-Blast

Ad Unit	3X	6X	12X
Leaderboard	\$5,000	\$4,500	\$4,000
Run of site			
Anchor Banner	\$2,000	\$1,800	\$1,600
Run of site			
Spotlight Badge	\$2,000	\$1,800	\$1,600

Additional packages and frequencies available. Contact us for more information.

Sponsored Strategy Session

PaymentsJournal provides advertising partners with a unique opportunity to sponsor their own landing page on the site. Strategy Sessions allow companies to showcase their expertise and solutions. These sessions are topical in nature and built from information on our site — such as blog posts, feature stories, and executive pages — as well as documents provided by you.

We offer a unique three-tier model:

- **Tier 1:** Annual session with two refreshes (topics) per year. Can be updated monthly.
- **Tier 2:** Annual session with four topic refreshes (topics) per year. Can be updated weekly.
- **Custom:** Select from Tier 1 or Tier 2 and work with our design and programming partner to customize your layout, content feeds, presentation, and more.

All content remains housed and searchable on PaymentsJournal after each refresh.

Using a Sponsored Strategy Session is a powerful way to connect with readers and promote your company's thought leadership.

Package	Topic Refreshes	Content Refreshes	Annual Fee
Tier 1	1 / Year	1 / Month	\$15,000.00
Tier 2	4 / Year	1 / Week	\$20,000.00
Custom*	n/a	n/a	\$2,500.00 (plus base tier price)

*A custom option can be added to either Tier 1 or Tier 2. See page 12 for details.

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Buyer's Guide

PaymentsJournal is an online directory of organizations and executives within the payments and banking industries. This directory is built to highlight key documents and executives while simultaneously positioning firms as go-to partners for our readers.

Executive profiles are social media savvy and include integration of blog feeds and twitter accounts, as well as direct ties to individual social media efforts. This synergy creates a central hub to accentuate the executive's expertise, while also building a strong individual "landing page" that highlights career achievements and improves online search results.

Our buyer's guide features three tiers:

- **FREE:** Complimentary entry with one 250-word company "overview" page, one two-page executive profile, and one two-page downloadable document (a product profile).
- **Tier 1:** Four additional content items, distributed per advertiser's choice among executive profiles and documents.
- **Tier 2:** Eight additional content items, distributed per advertiser's choice among executive profiles and documents.

Package	Executive Profiles + Documents	Content Refreshes	Annual Fee
FREE	2	None	--
Tier 1	6	1 / Month per Profile / Document	\$3,000.00
Tier 2	10	1 / Month per Profile / Document	\$5,000.00

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PaymentsJournal Newsletter

Mercator Advisory Group realizes that the proactive distribution of information is a powerful way to effectively build readership while providing a vehicle for advertisers to reach those readers. The newsletter is formatted in HTML, and consists of a linkable snapshot of the PaymentsJournal home page (highlighting the newest offerings of the site) and a preview option allowing readers to scan content without opening an email.

Sponsorships are available with a color leader banner, anchor, or four spotlight badges (mirroring the PaymentsJournal homepage). This option enables sponsors to take lead positioning on our website, within our daily email or both platforms for optimal presence and penetration.

Ad Unit	3X	6X	12X
Leaderboard Run of site	\$5,000	\$4,500	\$4,000
Anchor Banner Run of site	\$2,000	\$1,800	\$1,600
Spotlight Badge	\$2,000	\$1,800	\$1,600

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The screenshot displays the PaymentsJournal website layout. At the top, there's a navigation bar with links for Home, News, Mercator, Blog, Strategy, Industry, Library, Calendar, Jobs, Taxonomy, and Buyer's Guide. The main content area is divided into several sections:

- Featured Stories:** A list of articles with titles, dates, and brief descriptions. Examples include "First Data Adds Big Brands to its eGift Social Marketplace", "Put that Pizza on My Student Loan - CNBC", and "American Express Launches New Zync Charge Card for Customers Interested in Improving Their Credit Score".
- Weekly Top 5:** A sidebar section highlighting top-performing content, such as "American Express Launches New Zync Charge Card for Customers Interested in Improving Their Credit Score".
- News Headlines:** A section with a list of recent news items, including "Fresh News: Evolution Benefits Names Lynda Godkin As General Counsel" and "Mobile Commerce Daily: Fandango debuts commerce-enabled movie-ticketing app for iPad".
- Advertising Options:** Several promotional banners are visible, including "enterprise loyalty in practice", "READY Visa Prepaid Card", and "Empowering Global Prepaid Debit Solutions".
- Footer:** Contains copyright information (© 2002 - 2010 Mercator Advisory Group, All Rights Reserved) and a list of quick links for advertising and site navigation.

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Distribution / Content E-Blasts:

Mercator will send your Strategy Session to PaymentsJournal readers.

Price = \$5,000 / campaign, which includes four dedicated email blasts to our distribution list over the course of the contracted year.

Please also note, Mercator Advisory Group would be happy to discuss customized sponsorship opportunities on an 'a la carte' basis to increase your marketing.

Some options include:

- ***Webinar Events***
- ***Co-Branded White Papers***
- ***Ghost-Written Content for Executive Presentations / Content***
- ***Thought Leadership and Contributed Content***
- ***Marketing Campaigns / Awareness Building within the Financial Services Community***
- ***Forums / Customer Feedback Programs***
- ***Executive Round Table Strategy Sessions***
- ***Event Announcements***

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Leveraging Our Platform

By fully leveraging PaymentsJournal's advertising, sponsorship opportunities, and marketing reach, your organization can enhance its brand and satisfy distinct marketing objectives.

Marketing a Company / Product / Service Line:

Suggested Approaches:

Fee-Based

- Development of a Strategy Room(s)
- Online Ads Tied to Product / Service
- Newsletter Ads Tied to Product / Service
- Uploading or Increasing Buyer's Guide Content

Complimentary

- Contributing Articles to Mercator Strategy Sessions
- Contributing Content to Uploaded Documents (Marketing collateral, case studies, etc.)
- Contributing Blog Entries from your executives, clients, and partners

When considering corporate marketing, PaymentsJournal offers the right platform to fulfill the "Frequency x Reach" equation.

Education / Thought Leadership:

Delivering insightful content to educate buyers, partners, and the market

Suggested Approaches:

Fee-Based

- Development of Multiple Strategy Rooms (a series approach - e.g. two rooms with quarterly topic changes)
- E-blast Campaign Development
- Event / Webinar / White Paper Development with Mercator Advisory Group (Ghostwritten or co-branded)

Complimentary

- Frequent Contributing Articles to Mercator Strategy Sessions
- Frequent Contributing Content to Uploaded Documents (Marketing collateral, case studies, etc.)
- Frequent Contributing Blog Entries from your executives, clients, and partners

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Readership

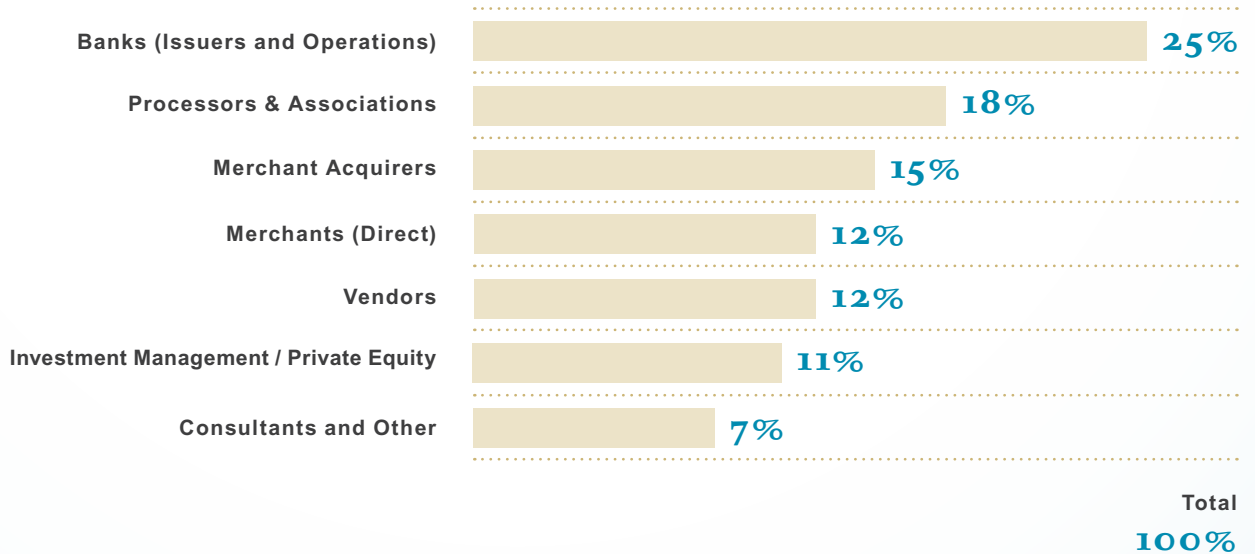
Who reads PaymentsJournal?

With an all-encompassing reach into the payments and banking market, PaymentsJournal is the industry's foremost resource for Payments and Banking Industry content, news, and insights. We offer an all-encompassing reach into the payments and banking market, including many top executives and decision makers.

The site benefits greatly from the ownership of the Mercator Advisory Group, the leading, independent payments and banking industry analyst firm since 2003. The membership-based research and advisory programs of Mercator have led to long-standing relationships and a readership / user base that has fueled the strong initial growth of PaymentsJournal.

With a highly targeted, active, and growing list of more than 25,000+ payments and banking industry executives, PaymentsJournal is a valuable and vital industry resource.

Who Reads PaymentsJournal.com?



For Information & Sales:

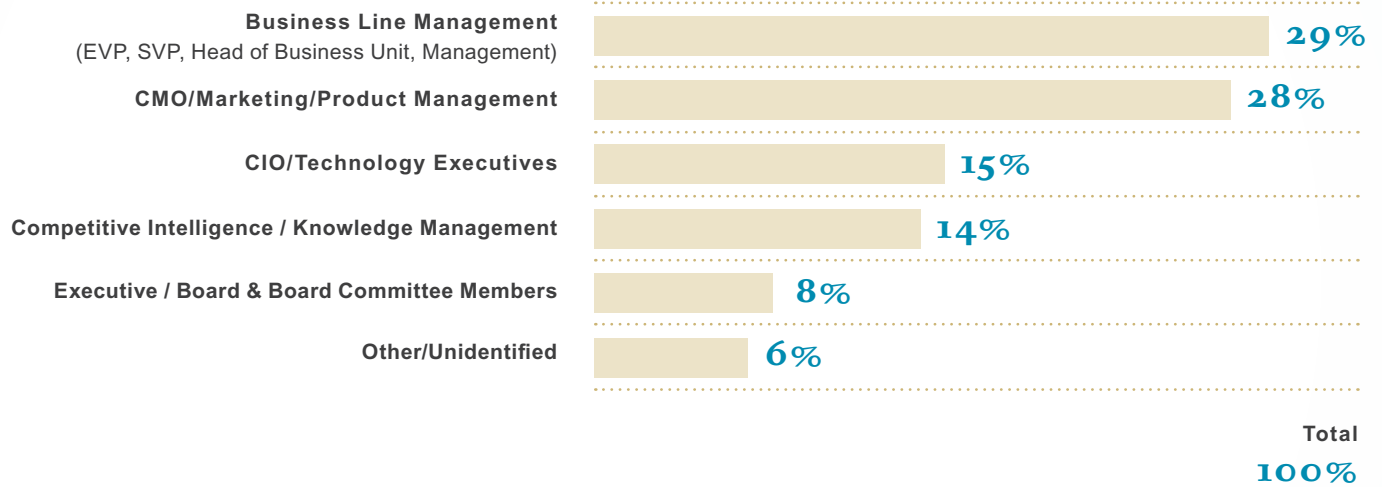
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93%

Within companies that follow PaymentsJournal, 93% include executive team representation (C-level, EVP, and SVP).

Job Titles of Readers of PaymentsJournal





BOLDWERKS Customized Services

Mercator Advisory Group is pleased to offer our clients the opportunity to customize their services through a partnership with Boldwerks, a leading marketing communications and digital services agency. Their team built the PaymentsJournal portal and this deep expertise makes them uniquely qualified to assist with layout, design, and functionality customization.

Our goal in working with Boldwerks is to offer you unparalleled ability to extend your Sponsored Strategy Session, Buyer's Guide profiles, advertising, and site content.

The Boldwerks team customizes Sponsored Strategy Sessions for a \$2,500.00 fee (see "Sponsored Strategy Sessions" on page 5 for more).

In addition to Strategy Session customization, our partners are encouraged to work with the Boldwerks team to enhance their experience in a number of ways, including:

- Creation of graphical and animated advertisements for the site.
- Formatting and layout of documents, presentations, charts, graphs, and other data to be consistent with your brand and optimized for web-based delivery.
- Conversion of presentations (such as videos, PowerPoint slides, and Excel charts) for optimized web presentation.
- Research and consulting on how to use your PaymentsJournal resources for lead generation and search-engine positioning, including keyword research and SEO consulting.
- Custom programming of forms, quizzes, surveys, and other data capture elements as part of a Sponsored Strategy Session.
- Scripting, video shoot, editing, composition, and delivery of videos for Executive Profiles, a Company Overview in the Buyer's Guide, or key elements of a Sponsored Strategy Session.
- Photography and copywriting for Executive Profiles.
- And, of course, more! If you can envision it, Boldwerks can do it.

Please note, all of these services are estimated on a per-job basis. Boldwerks offers a complimentary planning and estimating session to all PaymentsJournal clients interested in custom services.

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For A Free Quote Contact

Eric Tapley,
Managing Director of Boldwerks

o: (603) 436-2065

c: (508) 612-5923

e: eric@boldwerks.com

www.boldwerks.com

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Requirements And Conditions:

- Artwork must be submitted ten (10) business days prior to the campaign start date.
- Animated GIF, JPEG and Flash files ready to upload are accepted.
- *Flash ad row is limited to height and width of other ads.
- Referring URL / link must be active at time of submission and indicated with Insertion / Placement Order.
- Files can be delivered on disks or uploaded directly.

Acceptable formats for submitting all ads:

PDF — Press Quality.

EPS — 300 dpi, 175 linescreen or greater.

TIFF — 300 dpi, 175 linescreen or greater.

Use Flightcheck for output, or the collecting features in Quark and PageMaker or the package feature in InDesign. Make sure to include all fonts and graphics in EPS files.

Not Accepted:

Microsoft Word, Publisher and PowerPoint.

Fonts:

Ensure that all fonts used are Mac PostScript Type 1 fonts. We do not accept TrueType or MultipleMaster fonts. If submitting PC files, create outlines of all type.

Leaderboard Banner (728 x 90 pixels)

Anchor Banner (468 x 60 pixels)

**Spotlight
Badge**

(180 x 150 pixels)

*Mercator reserves the right to review and approve all flash ads.

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Graphics:

- All graphics should be formatted as 300 dpi.
- All graphics should be formatted as RGB or grayscale.
- Do not use compression.
- Flatten images, no alpha channels.
- Do NOT use PICT files.
- Use TIFF and EPS formats for any linked images.
- Do not nest EPS file into another EPS file.
- Do not embed ICC profile with images.
- Do not send files in indexed color or bitmap formats.

Acceptable formats for submitting online ads:

Accepted Banner Formats:

- Static GIF
- Animated GIF
- Flash (see instructions below)
- All files must be 35K or less.

Adobe Flash:

We support up to Flash version 10. Please include the following:

- Compressed Flash file (*.swf)
- A backup GIF or JPEG image file

Note: When submitting a Flash banner(s), you must supply a compiled .swf file and a standard GIF or JPEG image file used as backup for non-Rich Media enabled browsers. Please include the URL for each ad campaign.

One-pixel border: PaymentsJournal highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able distinguish it from white background areas of the site.

Referring URL/link and Tracking: PaymentsJournal will not schedule any campaigns with inactive referring URL/link (destination page/site) or 1x1 tracking pixels.