



assetman.net

2010 Media Kit



About assetman.net

assetman.net | asset management resources, all in one place

Leading industry participants are coming 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.

By building the broadest and most attractive content, it is growing 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

While content at assetman.net is in development, we have a ready-made audience. For almost eight years, asset owners have used its sister platform – globalcustody.net – for news, conferences and training on asset management subjects. assetman.net benefits from immediate exposure to the 120,000 regular users of globalcustody.net. And it is sure to expand its reach to more asset owners at a rapid rate through 2010.

WHY ASSETMAN.NET?

- Reach your target market with a single campaign
- Don't be absent from the key peer-group listings
- Build your brand among asset owners, 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).

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 assetman.net website. At the top, there is a navigation bar with the logo, a "Registered version" label, and links for "my subscription", "key tools", and "site guide". Below this is a secondary navigation bar with "HOME", "contact us", "about us", and "media info (pdf)". A large horizontal banner image is positioned below the navigation. The main content area features the "assetman.net" logo and a grid of categories: "Service providers", "IT & data", "Consultants", "My subscription", and "Bookshop". Below these are four columns of content: "Latest news", "Conferences", "Training", and "Surveys". Each column lists several items with brief descriptions. For example, under "Latest news", there are items like "Insurer issues international RFP" and "Major fund reviews asset allocations". Under "Conferences", there are "Fund management forum" and "Pensions and investment summit". Under "Training", there are "Investment management" and "Global capital markets". Under "Surveys", there are "Latest asset tables" and "Latest asset management survey". At the bottom left, there is a "Featured providers" section with a "Contact providers" button and a "View all" link. On the right side, there is a vertical image of a smiling man talking on a phone.

E-MAIL CAMPAIGN

As well as exposure for your brand across our pages, benefit from placement "up close" in our subscriber e-mails. Advertising opportunities in this regular point-of-contact take the form of text-based messages and banner/skyscraper creative.

Advantages of using assetman.net

- A guaranteed minimum number of campaign impressions
- 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.assetman.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	File size	Formats	Maximum duration
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 us 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 assetman.net. Or have our graphic designers prepare an advertisement for your approval at no extra charge.