



March 2009

Cover Story: IT & the Future of Decision-Making

Feature Articles: Executive Compensation | Productivity | Governance | Boards of Directors | CFO Interview | Business Performance

Deadlines:

Propose articles 12.22.08

Reserve ad space 1.23.09 Ad materials due 1.28.09

April 2009

Cover Story: Reworking the Workplace

Feature Articles: Banking Relationships | Innovation | Financial Reporting | Insurance | Business Continuity | Deals & Dealmakers

Deadlines:

Propose articles 1.19.09

Reserve ad space 2.23.09 Ad materials due 3.3.09

May 2009

Cover Story: Governance

Feature Articles: Ethics | Pensions | Working Capital | Outsourcing | Audit Committees | Risk Management

Deadlines:

Propose articles 2.23.09

Reserve ad space 3.27.09 Ad materials due 4.2.09

June 2009

Cover Story: International Growth

Feature Articles: Financial Reporting | Internal Controls | Social Responsibility | Benefits | Accounting Education | Deals and Dealmakers

Deadlines:

Propose articles 3.23.09

Reserve ad space 4.28.09 Ad materials due 5.4.09

July/August 2009

Cover Story: Leadership

Feature Articles: Legal Issues | Measurement | Culture | Information Technology | Audit | Tax

Deadlines:

Propose articles 4.20.09

Reserve ad space 5.26.09 Ad materials due 6.1.09

September 2009

Cover Story: Corporate Finance (Show Me the Money!)

Feature Articles: Real Estate | Venture Capital | Professional Development | Compensation | CFO Interview | International | Risk Management

Deadlines:

Propose articles 6.22.09

Reserve ad space 7.28.09 Ad materials due 8.3.09

October 2009

Cover Story: Driving Growth

Feature Articles: Productivity | Cash Management | Boards of Directors | Audit | Succession | Treasury

Deadlines:

Propose articles 7.20.09

Reserve ad space 8.27.09 Ad materials due 9.1.09

November 2009

Cover Story: Today's CFO

Feature Articles: Insurance | Governance | Accounting | Enterprise Risk Management | Benefits | Business Performance

Deadlines:

Propose articles 8.24.09

Reserve ad space 10.1.09 Ad materials due 10.5.09

December 2009

Cover Story: Strategic Planning

Feature Articles: Litigation | Compliance | Professional Development | Budgeting & Forecasting | Financial Reporting | Fraud | Management | Treasury

Deadlines:

Propose articles 09.21.09

Reserve ad space 10.28.09 Ad materials due 11.2.09

January/February 2010

Cover Story: Special Section 2010 What's Ahead?

Feature Articles: Finance | Tax | Business Outlook | Insurance | Health Care | Economy | Insurance

Deadlines:

Propose articles 10.22.09

Reserve ad space 11.17.09 Ad materials due 12.1.09

For more information **Northeast to Midwest Region**
Please contact: Maryann Johnston | 201.924.6451
Daly Associates LLC maryann.johnston@att.net

Southeast to Midwest Region
Joan Daly | 703.938.5907
joan@dalyllc.com

Midwest to West Coast Region
Pat Walker | 415.387.7593
walkercom1@aol.com



Frequency 10X

Magazine is published in the first week of the issue-date month. There are eight single issues and two double issues, January/February and July/August.

Circulation 17,000

Cancellation dates

No cancellations accepted after insertion order closing date.

Commission

Agency: 15%

Invoices rendered first week of issue month. No cash discount.

Non-commissionable: Backing up or trimming inserts, printing of inserts, binding-in or similar operations performed by the printer.

Additional services

Inserts: tip-ins, blow-ins, polybagging
Call for more information.

Additional Color Charges:

Standard 4A or Process Color \$1,048
Matched Color \$1,253 (per color)

Mechanical Page Dimensions

Trim 8.125" x 10.875"
Bleed additional 0.125"
Live area 7" x 9.5"
Trim safety 0.25"

Ad Dimensions

(all dimensions w x h represented in inches)

Spread 16.25 x 10.875
Full page 8.125 x 10.875
2/3 4.5 x 9.5
2/3 bleed 5.2 x 11.25
1/2 7 x 4.7
1/2 bleed 8.354 x 5.4
1/3 column 2 x 9.5
1/3 horizontal 7 x 3.25
1/6 2 x 4

4 Color

	1X	3X	6X	9X	12X	18X	24X
Spread	\$14,675	\$14,085	\$13,648	\$13,057	\$12,916	\$12,472	\$11,741
Page	\$7,725	\$7,411	\$7,181	\$6,874	\$6,796	\$6,567	\$6,177
2/3	\$5,793	\$5,563	\$5,385	\$5,156	\$5,096	\$4,925	\$4,635
1/2	\$4,635	\$4,453	\$4,311	\$4,123	\$4,075	\$3,938	\$3,709
1/3	\$3,089	\$2,965	\$2,869	\$2,752	\$2,716	\$2,628	\$2,469

10% premium for guaranteed positioning

2 Color

	1X	3X	6X	9X	12X	18X	24X
Spread	\$11,900	\$11,428	\$11,067	\$10,594	\$10,476	\$10,116	\$9,519
Page	\$6,266	\$6,018	\$5,822	\$5,574	\$5,510	\$5,327	\$5,014
2/3	\$4,701	\$4,513	\$4,370	\$4,181	\$4,134	\$3,993	\$3,762
1/2	\$3,762	\$3,608	\$3,495	\$3,343	\$3,307	\$3,195	\$3,006
1/3	\$2,504	\$2,403	\$2,333	\$2,233	\$2,203	\$2,132	\$2,002
1/6	\$1,377	\$1,323	\$1,280	\$1,228	\$1,211	\$1,170	\$1,104

Black & White

	1X	3X	6X	9X	12X	18X	24X
Spread	\$11,173	\$10,730	\$10,394	\$9,946	\$9,833	\$9,501	\$8,942
Page	\$5,882	\$5,646	\$5,468	\$5,231	\$5,173	\$5,001	\$4,706
2/3	\$4,411	\$4,234	\$4,105	\$3,927	\$3,879	\$3,750	\$3,533
1/2	\$3,533	\$3,389	\$3,283	\$3,141	\$3,106	\$3,000	\$2,823
1/3	\$2,351	\$2,255	\$2,190	\$2,097	\$2,073	\$2,002	\$1,884
1/6	\$1,294	\$1,241	\$1,205	\$1,152	\$1,140	\$1,098	\$1,034

Covers

	1X	3X	6X	9X
2	\$10,272	\$9,784	\$9,302	\$8,835
3	\$9,784	\$9,302	\$8,835	\$8,350
4	\$11,338	\$10,848	\$10,258	\$9,744

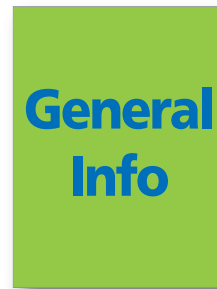
Gatefold

	1X	3X	6X	9X
	\$16,193	\$15,636	\$15,139	\$14,604

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General Rate Policy

All rates on this card apply to advertising in the January 2009 issue and thereafter until further notice. ■ Advertising contracts may be cancelled at the time new rates become effective without incurring a short rate adjustment on advertising placed previously, provided the rate at which billings were made was earned up to the date of cancellation. ■ Rates are based on the number of insertions used within a 12-month period from the first insertion. ■ Each page or fractional page counts as one insertion. ■ Advertising schedules composed of varying sizes of space are entitled to the standard frequency discounts with one exception. The exception is a mixed-space unit schedule in which the use of smaller units lowers the total cost of the campaign below the amount which the larger units taken alone would cost.

Short Rates and Rebates

Advertisers will be short-rated if they do not use the amount of space upon which their billings have been based within a 12-month period from the date of the first insertion. ■ Advertisers will be rebated if they use sufficient additional space within a 12-month period from the date of the first insertion to earn a lower rate than that at which they were billed.

Contract and Copy Regulations

The publisher will not be bound by any conditions, printed or otherwise, appearing on order blank or copy instructions when such conditions conflict with the regulations set forth in the rate cards. ■ A contract year (12-month period) starts from the date of the first insertion. Twelve-month periods do not overlap, i.e., space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for any other period. ■ The publisher reserves the right to reject any advertising that it feels is not in keeping with the publication's standards. The advertiser agrees to assume liability for all content (including text, representations and illustrations) of advertising printed and also assumes responsibility for any claims arising therefrom made against the publisher. ■ All advertising is subject to the publisher's approval. No advertisement will be accepted that in the judgment of the publisher attempts to create an illusion that it is *Financial Executive* editorial material. The word "advertisement" or "sponsored" shall be printed at the top of the advertisements that either carry no signature or resemble editorial pages. ■ The publisher's liability for any error will not exceed the charge for the advertisement in question. ■ Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and is charged for upon the terms of the schedule and policy stated. ■ When a change of copy covered by an uncancelled insertion order is not received by the closing date, copy run in a previous issue will be inserted. ■ All orders are accepted subject to accidents, fires, acts of God or other contingencies beyond FEI's control that prevent FEI from partially or completely producing, publishing or distributing an issue.

Publisher's Editorial Statement

Financial Executive is published by Financial Executives International and is read by CFOs, senior vice presidents of finance, treasurers, controllers, etc., in the United States, Canada and overseas. Authors interpret new professional and technical developments for the senior financial executives and discuss the strategic and economic issues that reflect the financial executive's increasing involvement in general company management.

Digital File Specifications

Native Application Files ■ Quark and InDesign files. Files must include all fonts and images. Embedded fonts and artwork: Minimum resolution requirements are 266 dpi for full-color or grayscale artwork and 2400 dpi for bitmap (black-and-white/line art). Images and logos from Web sites are not usable for print ads. All fonts must be supplied, embedded or converted to outlines. PostScript fonts are acceptable; TrueType type are not acceptable. **PDFs** ■ PDF/X-1a. All high-resolution images and fonts are to be embedded; bleeds must be built into the file. **Proofs** ■ Two proofs of every ad must be provided. For black-and-white ads, laser proofs are acceptable. Four-color ads require a digital SWOP-certified color proof. *Financial Executive* will not be held liable for the accuracy of color reproduction without a SWOP-certified proof.

Insert Information

Keep type matter 0.35" away from binding and trimming edges. Consult publisher for quantity needed and to confirm specifications. Inserts should be printed on no less than 100 lb. stock. Inserts should be shipped in waterproof cartons, prepaid, identified, numbered and marked FINANCIAL EXECUTIVE/MONTH and sent directly to the print plant at: RR Donnelly and Sons, 121 Matthews Drive, Senatobia, MS 38668.

General Shipping Instructions

Send all advertising materials to: *Financial Executive* magazine, Attn: Ad Production, 200 Campus Drive, Suite 200, Florham Park, NJ 07932-0674

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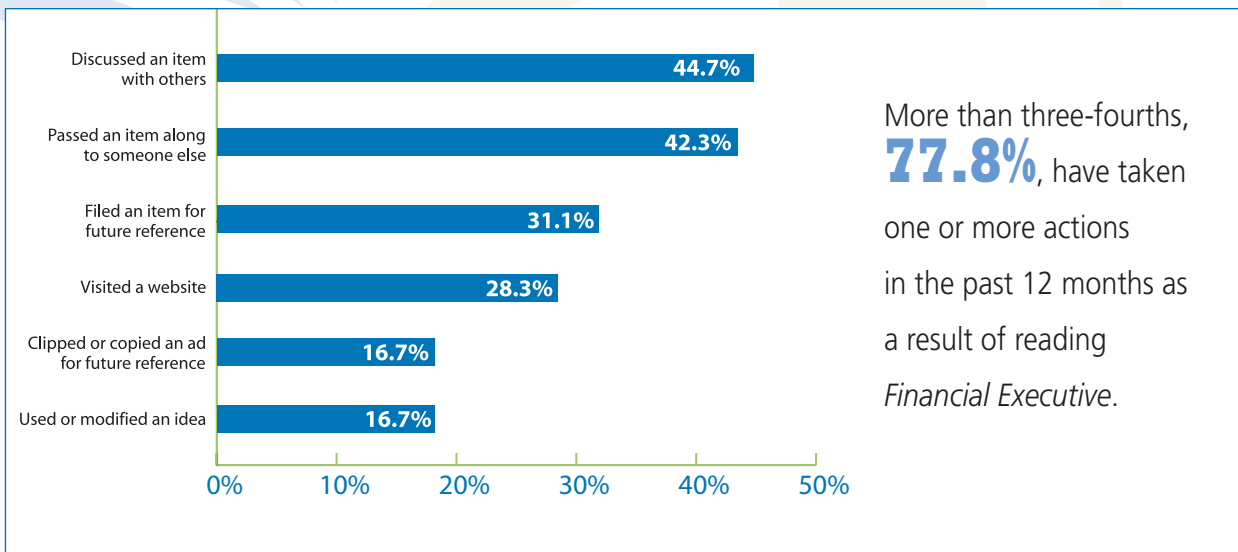
The average reading time for a typical issue of *Financial Executive* is **39** minutes.

Financial Executive has an average of **1.3** readers per copy.

A majority of respondents, **53.3%**, read *Financial Executive* because they trust FEI to offer relevant and valuable insights.

More than **40%** also read the publication for its well-written, topical articles, **43.3%**, and because it helps them stay abreast of new products/technologies, **42.6%**. Several gave more than one reason.

Financial products and services in which a majority of respondents have involvement in purchasing/leasing for their organization include financial/accounting software, **77.9%**, and cash management/treasury, **59.3%**.



More than three-fourths, **77.8%**, have taken one or more actions in the past 12 months as a result of reading *Financial Executive*.

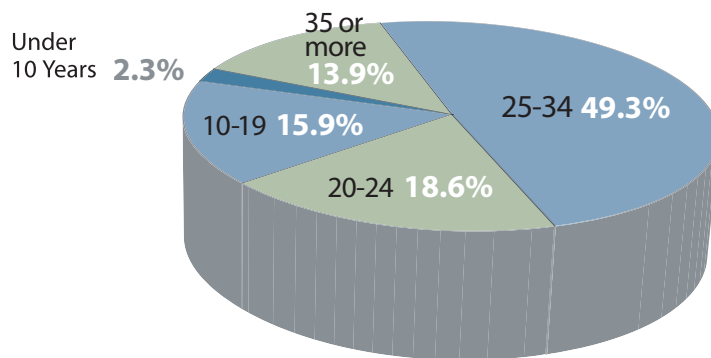


Business Web sites that are looked at once a month or more by the largest percentage of readers are:

yahoofinance.com	47.1%
financialexecutives.org	30.0%
wsj.com	28.0%
cfo.com	25.3%
cnn.com	23.9%

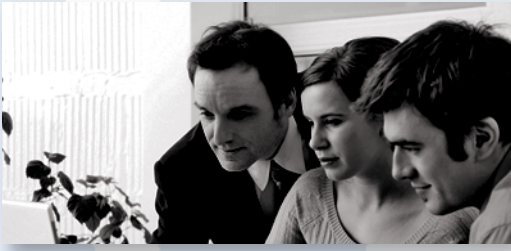
Nine out of ten, **92.7%**, have involvement in their organizations' purchases of financial products and services and **71.8%** approve/authorize purchases.

Respondents have an average of **27.4** years of experience in the finance profession.



More than **40%** also have purchasing/leasing involvement for:

insurance	49.4%
external financing/banking	45.6%
external audit	44.9%
retirement/investment products	44.5%
group health benefits	42.2%
mergers and acquisitions	41.4%



Want unparalleled exposure to senior-level, financial decision-makers?

The FEI Strategic Partners Program is a tested, dynamic and effective program integrating a customized marketing approach with your current business strategy. With unique access to this powerful marketplace, the FEI Strategic Partners Program is flexible enough to change with your changing business needs and strategies.

Making the most of your partnership ... Integrated Marketing

***Financial Executive* magazine**

Reach 17,000 FEI members and subscribers with full page, four-color ads and advertorials in premium print positions.

Conference Marketing

Partners receive premium-positioned exhibit space and event registrations for FEI conferences, including pre- and post- attendance lists, providing additional exposure and greater networking opportunities.

Membership Marketing

Partners can extend complimentary FEI memberships and subscriptions to *Financial Executive* magazine to qualified employees, prospects and clients.

Content Contribution

Partners demonstrate thought leadership with articles and resource contributions to *Financial Executive* magazine, in FEI Express and Executive Edge e-newsletters, on www.financialexecutives.org, and through collaboration with Financial Executives Research Foundation (FERF) to co-brand surveys, executive reports and other research initiatives.

Direct Marketing

Partners can take advantage of a dedicated mail campaign to the FEI membership promoting their products and services.

FEI Collateral Marketing

Strategic Partners have the exclusive privilege of logo placement and recognition on all FEI collateral materials for conferences.

Webcasts

Partners can showcase their thought leadership through a co-branded webcast and maximize marketing efforts by targeting FEI members.

www.financialexecutives.org

Your corporate logo is prominently displayed on FEI's home page, with a hotlink to your Web site.

Bonnie Rhodes
Director,
Partner Relations and
Development
973.765.1067
973.765.1018 fax
brhodes@
financialexecutives.org

THE BENEFITS OF PARTNERSHIP

With national exposure to FEI's membership of more than 15,000 financial executives, Strategic Partners leverage the FEI brand to target elite C-suite executives with customized product and service marketing.

FEI MEMBERSHIP KEY STATISTICS

FEI is the professional association of choice for senior-level corporate financial executives comprising companies of all sizes, both public and private, across all industries and government.

FEI is represented in 80% of Fortune 1000 companies.

TITLE DISTRIBUTION

chief financial officer (CFO), executive vice president, senior vice president of finance, finance director, treasurer, controller, chief executive officer (CEO), chief information officer (CIO), chief accounting officer (CAO), chief operating officer (COO), academic, audit committee member

MultiMedia Advertising and Partnership Opportunities

FEI offers you distinct and powerful ways to allocate your media dollars.

In Print

Financial Executive magazine has focused editorial content and is designed precisely for senior-level financial decision-makers. Ad placement in *Financial Executive* delivers your high-impact message to the finance professionals you need to reach – at a fraction of the competitive rates – returning leads for your company through our top-level readership of 17,000.

Online

For 24/7 targeting of senior-level finance executives, including the FEI membership of more than 15,000 – choose our dynamic Web site (financialexecutives.org). Integrate your marketing with FEI TV, FEI Express and Executive Edge sponsorships, plus webcasts attended by key decision-makers.

In Person

Get face-to-face with the key decision-makers within the financial profession. Become a sponsor or exhibit your products and services at an FEI conference — connecting top speakers, thought-leaders and your company with the finance profession – generating the qualified leads you expect.

In Partnership

Gain exposure to the powerful marketplace of senior financial executives through the FEI Strategic Partners program. This influential and effective partnership integrates a customized marketing approach with your current business strategy.

FEI ... CONNECTING FINANCIAL EXECUTIVES

For more than 75 years, FEI has been the preeminent professional association of choice for senior-level financial executives and the leading advocate for the views of corporate financial management. FEI's more than 15,000 members hold policy-making positions as chief financial officers, treasurers and controllers in private and public companies. FEI enhances member professional development through peer networking, career management services, conferences, webcasts and publications.

Financial Executives Research Foundation (FERF) is the nonprofit 501(c)(3) research affiliate of FEI. FERG researchers identify key financial issues and develop impartial, timely research reports to FEI members and nonmembers alike, in a variety of publication formats.

With headquarters in Florham Park, N.J., and offices in Washington D.C., and Toronto, Ontario, FEI members participate in the activities of 84 chapters, 73 in the U.S. and 11 in Canada. Through their FEI affiliation, they are exposed to similar financial organizations throughout the world.

FEI MEMBERSHIP DEMOGRAPHICS

TITLES		MEMBER EMPLOYER REVENUE	
CFO, EVP, VP-Finance	45%	Over \$5 billion	14%
Controller	17%	\$1 billion to \$5 billion	18%
CEO, COO, CAO	10%	\$100 million to \$999 million	32%
Treasurer	8%	\$50 million to \$99 million	10%
Other (e.g., internal audit, academic)	20%		

access

gain national exposure to 15,000+ senior-level financial executives

alignment

partner and leverage the value of your brand with the power of FEI's

aim

reach qualified decision-makers with targeted marketing

For more information contact:

Bonnie Rhodes
Director,
Partner Relations and
Development
brhodes@financialexecutives.org
973.765.1067

Michele Coleman
Manager,
Business Development
mcoleman@financialexecutives.org
202.626.7806



MultiMedia Advertising and Partnership Opportunities

Financial Executive magazine

Financial Executive is the award-winning publication of Financial Executives International (FEI) that provides senior financial executives with financial, business and management news, trends and strategies.

Awards won in both design and editorial categories:

- American Society of Business Publication Editors (ASBPE)
- American Society of Association Executives (ASAE)
- Trade Association Business Publications International (TABPI)
- Association Trends Magazine of the Year
- Apex Award For Publication Excellence

Audience

The magazine is read by chief financial officers, executive and senior vice presidents of finance, treasurers, controllers and other senior-level executives in organizations — public, private and nonprofit — of all sizes and industries, in the U.S., Canada and abroad.

Feature Content

Articles cover a wide variety of strategic business issues from expert sources and peers to help readers shape corporate financial management practices. Features examine professional, technical and technological practices and developments that affect financial executives' day-to-day responsibilities, including long-range issues that reflect the financial executive's increasing involvement in general management. Content aims to provide both the U.S. point of view and global insights by highlighting international practices, developments and individuals.

Departments

Financial Reporting ■ News & analysis of developments in domestic and international regulations, legislation and accounting standard-setting developments.

Washington Insights ■ Monitors FEI and government-related analysis and activities.

In Brief ■ A compilation of short items on new developments, trends and research on need-to-know subjects.

Bookshelf ■ Capsule reviews of select business, management and finance books.

Technology ■ News, insights and analysis of technology-related products and services of particular interest for financial executives.

Balance Sheet ■ A casual and lighthearted profile of a financial executive at work and play.

FEI News and Names in the News ■ FEI activities, events and recent executive appointments.

Frequency

10 issues per year:

January/February, March, April, May, June, July/August, September, October, November, December

For more information on advertising in *Financial Executive*, please contact:

Daly Associates, LLC, 502 Council Court, NE, Vienna, VA 22180
703.938.5907 | joan@dalyllc.com

Readers rely on *Financial Executive* as a "tool" for learning about cutting-edge business practices from top business people and thought leaders.

Based on survey of 1000 members...

80% find *Financial Executive* to be very valuable to their jobs

55% say they learn about emerging issues of importance to financial executives

1 in 4 have bookmarked *Financial Executive's* Web site



MultiMedia Advertising and Partnership Opportunities

FEI Web Advertising and FEI e-Newsletter Sponsorships

We have the traffic you want, averaging 585,000 page views and 3.6 million hits per month. Give your ad the visibility it deserves — on www.financialexecutives.org.

Place your banner ad on one of these pages:

FEI's Home Page (30-day visibility):

Billboard (980 x 220px)	\$17,500
Full-width Rectangle (980 x 60px)	\$9,500
Box (180 x 160px)	\$8,500

FEI's sub pages (30-day visibility):

Career Services | Financial Reporting | *Financial Executive* magazine | Events

Box (180 x 160px)	\$7,000
Rectangle (780 x 60px)	\$4,500

Ad materials must be submitted 5 business days prior to insertion.

FEI Express [Public & Private Editions]

FEI Express is where members find out on a weekly basis the latest scoop on industry trends, regulatory updates, and technical issues. Read by the industry's top financial executives, it comes directly from FEI president's desk. It's short, to the point and hot.

Reach: 16,000 senior-level financial executives*

Versions: Each issue sent in text-only and HTML formats to accommodate all platforms

Hotlinks: To the URL of your choosing

Rate: \$7,500 for 2 issues

Executive Edge

Executive Edge is a monthly e-newsletter that keeps members up-to-date with events and development sessions offered by FEI and beyond.

Reach: 12,000 senior-level financial executives*.

Versions: Each issue sent in text-only and HTML formats to accommodate all platforms.

Hotlinks: To the URL of your choosing.

Rate: \$3,500

*Monthly average. Actual number of editions may vary per month based on FEI editorial judgment.

FEI TV — www.financialexecutives.tv

Enhance your market visibility by showcasing your company's subject matter experts, sponsoring content or providing subscriptions for your clients and employees.

FEI and Mash Networks (Internet television network developer) created FEI TV for FEI members and financial professionals. FEI TV can be accessed on-demand anytime and subscriptions are free.

With research-based corporate finance content, FEI TV includes best practices, frameworks, approaches, survey results and case studies from companies and organizations reaching more than 25,000 CFOs, treasurers, controllers and others, including FEI members.

Based on survey of
1000 members...

67%

visit the site from a
link in FEI Express

47%

visit to register for an
event, local or national

36%

visit to read FERF reports

FEI Express and Executive Edge Advertising Specifications

Text version: 100 words/3 lines
or less.

HTML version: Banner size 468 x
60 pixels; JPG or
static .GIF (no
animation);
maximum
file size 24K.

Cancellation: 30 days prior.

To Purchase FEI e-Newsletter Sponsorships or FEI Web Page Advertising:

Michele Coleman
Manager, Business Development
202.626.7806
mcoleman@financialexecutives.org

