

# 2010

MEDIA PLANNER

PLACE YOUR  
ADVERTISING  
WHERE YOUR  
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Magazine  
Online  
CQ&D  
Conferences  
Custom Publishing

[tradersmagazine.com](http://tradersmagazine.com)

**TRADERS** MAGAZINE  
The Magazine for Securities Industry Professionals

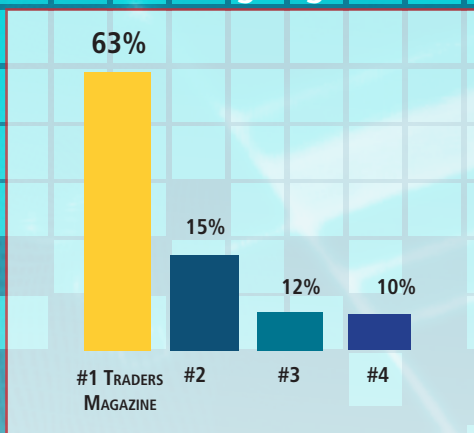
# Contents

All page titles below are hyperlinked – simply roll over the title, click and you'll be taken directly to the page of your choice in the media planner.

In the Institutional Trading Community, one name stands **above the rest as the leading** information source for the buy and sell side.

**Editorial Profile**  
**Audience Profile**  
**Custom Media Solutions**  
**TradersMagazine.com**  
**Lead Generation**  
**Advertising Rates & Sizes**  
**Clearing Quarterly & Directory**  
**Editorial Calendar**

Market Share of Advertising Pages\*



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\*Source: IMS Year-to-Date as of October 2009  
<http://media.tradersmagazine.com/index.jsp/>

**TRADERS**  
MAGAZINE

# Editorial Profile

## The Industry Source for Over 42 Years

TRADERS MAGAZINE is the industry's leading source of information for the Institutional Trading Community on the buy and sell side since 1967. As the leading provider of news, analysis and opinion in the cash equities trading business, Traders Magazine covers the business of trading, including a heavy emphasis on the buy side, the sell side and the technology and products that they use, as well as the regulations that oversee the process. Traders Magazine not only focuses on electronic trading tools—like algorithms and program trading—but also on the trading venues such as crossing networks and exchanges, and the latest news and analysis on trading, technology and regulation.

TRADERS MAGAZINE publishes unparalleled coverage of the entire trading process, including equities and options, major trends, financial industry news, executive profiles and the technological developments that keeps Wall Street running.

Read by C-Level Executives, Senior Management, Head Traders, Managing Directors, Partners and Portfolio Managers, Traders Magazine directly reaches the purchasing decision makers.

## Editorial Overview

TRADERS MAGAZINE's uncompromising editorial quality has made it the publication of choice for the institutional trading community. As the established leader in our market, we continuously evolve our design and editorial initiatives to provide our audience with the most current industry news available. Here's a glimpse of what this top-notch coverage includes:

### Inside Trading >>

News and analysis of the developments that affect trading, focusing on areas such as the market centers, technologies, strategies, firms and the people that make it happen

### On The Move >>

Promotions and job moves of key industry personnel

### Rules and Regs >>

The regulations and congressional actions that affect trading

### Tech Notes >>

Short, to-the-point stories of technology product updates, as well as new products

### Exchanges >>

Parsing the rules, the routing and the pricing that drive where and how securities trade

### Viewpoints >>

Industry professionals offer their insights on regulatory, trading and technology issues

### Vendor Solutions >>

The innovations in technology that are shaping the industry today

### Options >>

What drives the ever-changing options trading business in technology and at the exchanges

### Clearing >>

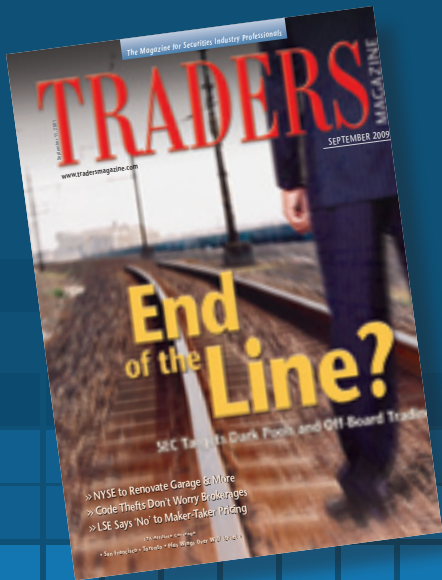
Insights that delve below the surface in clearing

### Buy side Snapshot >>

Profiles of buy side firms and traders, including the issues they face

\*Source: Harvey Research 2009

<http://media.tradersmagazine.com/index.jsp/>



"We use  
**TRADERS MAGAZINE**  
as a way to keep  
up with changes in the in-  
dustry and the markets."

Head of Equity Trading, Buy side\*

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# TRADERS

MAGAZINE

# Audience Profile

TRADERS MAGAZINE reaches your target clients and prospects and we have the research to prove it.

TRADERS MAGAZINE  
Is Read By  
Senior-Level  
Decision Makers:\*\*

## The average respondent...\*

- Has been subscribing to Traders Magazine for 6 years
- Spends 47 minutes reading a typical issue
- Passes their copy onto 3.2 other readers

## Traders Magazine Readers Are Industry Decision-Makers:

• 81% C-Level Executives, Senior Management, Head Traders, Managing Directors, Partners and Portfolio Managers – this exclusive audience is deeply involved in the purchase of technologies and is personally involved in the selection of a broad array of systems and services\*

## TRADERS MAGAZINE Readers Have Powerful Purchasing Influence and Authority:\*\*

Product Category	% Purchase Involvement
Electronic Trading Systems (ECN, ATS) or Trading Connectivity	63%
Algorithmic Trading Systems	50%
Block Trading	42%
OMS/EMS/Smart Order Routing	55%
Best Execution Systems/Services	45%
High Touch Trading	31%
Direct Market Access (DMA)	44%
Crossing Networks /ATS	40%
Pre & Post Trade Communications Systems/Services	42%
Market Data Systems /Research	45%
Workstations/Telephony	27%
Clearing/Prime Brokerage	29%

## TRADERS MAGAZINE Readers Take Action

12%	Set up/accepted an appointment with a sales trader
14%	Directed order flow to a broker-dealer
29%	Set up/accepted an appointment with a vendor
37%	Bought or specified the purchase of products or services advertised
50%	Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue
65%	Discussed an ad/article with someone else in the company
54%	Visited an advertiser's Web site

90% of all respondents reported having taken one or more of the above actions during the past year as a result of advertisements and/or articles in TRADERS MAGAZINE.\*

\*Harvey Research, 2008, 2009  
\*\* June 2009 BPA (Total 15,000 Qualified)



"TRADERS MAGAZINE adds tremendous value through the consolidation of information pertinent to market structure. I encourage all those on the desk to leverage Traders Magazine as a part of their development."

Managing Director, Sellside\*

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# TRADERS

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# Custom Media Solutions

## Supplements, Special Reports and Exclusive Industry Conference Issues

Throughout the year, TRADERS MAGAZINE publishes unique supplements and special reports that focus on important industry topics for the Institutional Trading Community.

### Marketing Solutions

#### Advertising

- Online
- Print
  - Belly Bands
  - Gate Folds
  - Outserts
  - Inserts
- Channels
- Microsites

#### Events

- Conferences
- Web Seminars
- Custom Events
- Virtual Trade Shows

#### Direct Marketing

- Co-Branded eMail
- Reprint Services
- Custom Mailings

#### Research

- Online Surveys
- Brand Awareness
- Custom Research

#### Custom Publishing

- Supplements
- Case Studies
- eBooks
- Conferences Dailies
- White Papers
- Contract Publishing

#### Custom Media

- Web Seminars
- Custom Events
- Executive Roundtables
- Podcasts
- Videocasts

#### Lead Generation

- Web Seminars
- Channels
- eBooks
- White Paper Library
- Virtual Trade Shows
- Microsites
- Custom Events

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### What Is a Supplement?

Each year TRADERS MAGAZINE produces 4 to 5 Supplements/Special Reports on subjects most relevant to the Institutional Trading Community. The topics are selected by our readers, both on the Buyside and Sellside, searching for the best possible solutions to current industry challenges.

### Example of a Supplement

TRADERS MAGAZINE's Best Execution Supplement continues to top Buyside "must read" lists. The quest to achieve and receive Best Execution is of paramount interest to the Institutional Trading Community. Seize the opportunity to detail the many reasons your product/service provides the best available execution for every trade and every client.

### Special Reports

Topics include: • Algorithms • Crossing Networks/Dark Pools • EMS/OMS • Executive Perspective

TRADERS MAGAZINE special reports enable you to reach a potential reading audience of 48,000\* Buy and Sell side professionals, as well as,

- Leverage the resources of the industry's leading information source
- Increase your brand awareness and value to your target audience
- Enhance relationships with key clients and prospects

### Traders Magazine's Advertising Effectiveness Measurement Study Offered – Free for Advertisers in the July 2010 Issue

How effective is the creative execution of your advertisements? What message does your campaign deliver to the Institutional Trading Community? How does your message compare/contrast to other advertisers in your firm's space? Independent research conducted by Harvey Communication Measurement conducts an advertising readership service that provides in-depth analysis including verbatim comments to your advertisement. The July issue Ad-Q Report ranks your ad campaign: as a stand-alone, against like firms/offers, includes verbatim comments and a custom report with all of the studies details.

### Special Event Photo Spreads



Building better relationships with key customers is at the core of every special event. Our on-staff photographers capture memorable moments in a photographic recap, professionally shot and delivered via a 2 or 4 page photo spread in the next available issue.

\*Harvey Research, 2009

<http://media.tradersmagazine.com/index.jsp/>

# TRADERS

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# Online

Extend your reach online with [tradersmagazine.com](http://tradersmagazine.com). More of your customers are turning to the web for product information. Let us customize a target online campaign that allows for increased exposure to a wider audience.

PRODUCT CATEGORY	PRODUCT	PRICE	PLACEMENT
Online Advertising			

**A. Leaderboard Unit**

**C.**

**B. Rectangle Unit**

**D.**

**B. Rectangle Unit**

**A. Leaderboard Unit**

A. Leaderboard (728x90)		
Unit	\$4,000	Run-of-site

B. Rectangle (300x250)		
Unit	\$5,000	Run-of-site

C. Top Button (120x90)		
	\$2,500	Run-of-site

D. Vertical Banner Left Nav. (120x240)		
	\$3,400	Run-of-site

### Site Sponsorships

**E. In Text Ad**

This ad will be placed Run-of-site and will be exclusive to only four sponsors

**RATE:** \$3,000

**ONLINE:**

45% Buyside

39% Sellside

14,000 registered online members

Monthly Unique Visitors: 33,770

Monthly Visitors: 56,339

Monthly Page Views: 169,233

Monthly Ad Impressions:

1,015,398

**E-Newsletter**

42% Buyside

38% Sellside

13,500 weekly opt in subscribers

Source: Hitbox/Dart October 2009

**Departments**

- Exchanges and ECNs
- Crossing Networks/ATSS
- Algos/DMA
- Program Trading
- Brokerage
- Buyside
- Regulation
- Options
- Clearing
- EMS/OMS
- People
- Commissions/TCA
- Viewpoints

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# TradersMagazine.com

## News | Analysis | Trends | Technology For the Institutional Trading Community

### Online Advertisements

TradersMagazine.com provides online real estate for presenting your brand and accompanying message on our new redesigned website. These advertisements provide valuable brand recognition and drive traffic directly to your website, custom landing page or online registration page, offering an excellent online conversion opportunity. Contact your representative for more information.

**TradersMagazine.com combines editorial excellence with the latest technology to provide professionals access to the day's essential industry news and information.**



Increase your brand awareness with a variety of TRADERSMAGAZINE.COM's sponsorship opportunities. These cost effective solutions will guarantee you instant access to your clients and prospects.

### eNewsletter Sponsorships

#### TRADERS MAGAZINE WEEKLY

Published every Friday, TMW delivers essential industry news and analysis each week, as well as breaking news, web exclusive features, the Industry Photo of the Week, a complete Industry Event Calendar, Legally Speaking and more. Advertising is available in a banner or in-line text format.

**PRICE: \$1,500 per newsletter**



#### TRADERS MAGAZINE XTRA

TMXtra (breaking news), delivered to over 13,000 Opt-in subscribers, reports on the latest industry news affecting the Institutional Trading Community. This newsletter provides news to it's audience the minute a story breaks.

**PRICE: \$1,500 per newsletter**



<http://media.tradersmagazine.com/index.jsp/>

# TRADERS

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# Lead Generation

## Web Seminars



TRADERS MAGAZINE will deliver the audience you require at your custom Web Seminar event and supply the team of experts to provide successful turnkey event management from start to finish. We leverage our industry knowledge, audience, technology and powerful marketing approach to deliver the decision-makers of the Institutional Trading

Community. Your Web Seminar sponsorship includes a comprehensive marketing program tailored exclusively to your target audience, project management throughout the event and detailed reports providing valuable information gathered through the registration process and from audience interaction during the live event. Traders Magazine's Web Seminars create a forum for the sponsor to communicate with a prime audience and receive feedback in real-time. The one-hour session includes a 45 minute interactive presentation with a 15-minute Q&A session with the audience. The technology also supports a real time polling capability through which presenters can poll the audience on priorities, needs and challenges. To further enhance the ROI of sponsoring a Web Seminar, the archived event is hosted for six months on Tradersmagazine.com.

## Rapid Research Response Surveys

How does the Institutional Trading Community perceive your product/service? Traders Magazine's custom online industry research provides your firm with the opportunity to directly survey the buy and sell side audience for answers to questions critical to your: firm, brand, industry standing, quality, cost/value, plus any other questions necessary to gain market share versus your competition. Participants express their truthful opinions and views that are rarely elicited in a client or prospect sponsored face-to-face discussion. Our state-of-the-art software provides results in an easy to read summarized report that due to the criticality of the information, can be delivered in only a few days, from start of research to final report. As an independent Third party, with a loyal audience, our readers will provide you with real answers to your market challenges.

### Two options for the Rapid Response Surveys:

#### Market Pulse Survey

- 10 question survey
- Questionnaire development by the marketing staff of Traders Magazine and client
- Deployment to a selected list of Traders Magazine subscribers until a pre-determined response rate is achieved
- Data tabulation and presentation within 5 days of inception

#### Market Leader Survey

- 15 question survey
- Questionnaire development by the marketing staff of Traders Magazine and client
- Deployment to a selected list of Traders Magazine subscribers until a pre-determined response rate is achieved
- Data tabulation presented in a multi-page, PowerPoint format with assessment of survey results and related recommendations by our independent research partner within 15 days of inception

## eBooks



TRADERS MAGAZINE offers eBook sponsorships, which provides a customized online platform for generous content in an interactive format. This online supplement provides Thought Leadership through a custom communication vehicle. eBooks include animation, interactive navigation, and a strong online design element. Through this sponsorship program, your audience is driven to a registration page, which visitors must complete in order to access the eBook. In return, you receive all registration information as part of this powerful lead generation program.

## White Paper Library & Research Reports



Get the word out on how your real-time customers can use cutting-edge products and services to help them bolster their productivity and operate more efficiently. Or, provide your high value research on an industry topic of your choice and launch your firm as a thought leader in the industry. With TRADERS MAGAZINE's

White Paper program, your White Paper is posted in our online library and every time your topic-specific White Paper is viewed, you'll receive the full contact information of the sales lead in real time.

## Lead Generation

- Web Seminars
- Rapid Research Response Surveys
- eBooks
- White Paper Library
- Virtual Trade Shows
- Microsites
- Custom Events

"I look forward to  
EVERY ISSUE."

Managing Partner, Buyside\*

"I use TRADERS MAGAZINE  
to watch industry trends,  
and also to see regulatory  
changes and how  
everyone is affected."

Director of Trading Ops, Sellside\*

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\*Source: Harvey Research 2009

<http://media.tradersmagazine.com/index.jsp/>

# TRADERS

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# Advertising Rates & Sizes

## 2010 Rates

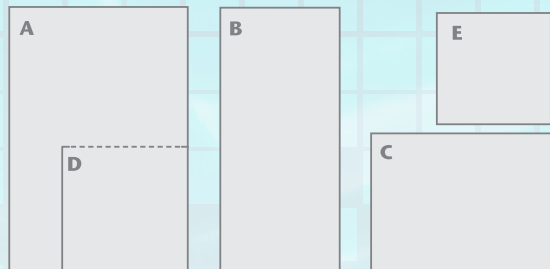
4C	OPEN	4x	8x	12x	16x
FULL PAGE	\$8,922	\$8,350	\$8,009	\$7,601	\$7,010
1/2 PAGE	\$5,263	\$5,018	\$4,816	\$4,537	\$4,246
1/3 PAGE	\$4,410	\$4,187	\$3,939	\$3,927	\$3,634
1/4 PAGE	\$3,401	\$3,268	\$3,168	\$3,023	\$2,913

B&W	OPEN	4x	8x	12x	16x
FULL PAGE	\$7,635	\$7,064	\$6,721	\$6,314	\$5,722
1/2 PAGE	\$3,975	\$3,729	\$3,528	\$3,249	\$2,958
1/3 PAGE	\$3,123	\$2,899	\$2,651	\$2,540	\$2,346
1/4 PAGE	\$2,114	\$1,981	\$1,881	\$1,736	\$1,626

**Additional color charges are as follows:**  
**2-Color add \$489 4-Color add \$1,250 5-Color add \$1,631**  
**Add \$381 for each PMS (matched) color**

### STA National Conference and Business Meeting Issues

FOUR COLOR	SINGLE	COMBO
FULL PAGE	\$9,174	\$16,808
1/2 PAGE	\$5,610	\$10,395
1/3 PAGE	\$4,484	\$8,367
1/4 PAGE	\$3,640	\$6,767



### NON-BLEED SIZE

A	Full Page	7" x 10"
B	1/2 Page Vertical	4 1/2" x 7 3/8"
C	1/2 Page Horizontal	7" x 4 7/8"
D	1/3 Page Square	4 1/2" x 4 7/8"
E	1/4 Page Square	4 1/2" x 3 3/4"

### BLEED SIZES

Single Page Bleed	8 1/4" x 11"
Spread Gutter Bleed	15 1/8" x 10"
Spread Full Bleed	16 1/2" x 11"

\* Keep important illustrations or type matter within 7" x 10" copy block of 8" x 10 3/4" final trim.

» **Short Rate:** Advertisers will be short-rated if, within a 12-month period from date of first insertion they do not use the amount of space (frequency) upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than at which they have been billed. Rebates will be offered as a credit toward future advertising scheduled or as a cash reimbursement.

» **Cancellation:** Cancellations accepted only before final date for reservation and must be in writing. 90 day advanced notice is required for preferred positions. Cover positions are non-cancelable. Advertisers will be responsible for late cancellations.

» **PDF Specifications:** We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDFs created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

» **Creating PDFs from InDesign:** From the File → Adobe PDF Presets menu, choose PDF/X-1a:2001. Then choose Export from the File menu.

» **Creating PDFs from Quark:** First you will need to create a Postscript file from Quark and then create the PDF with Acrobat Distiller.

There are two files you should download and utilize in the creation of both your Postscript and PDF files from our FTP site:

#### PostScript Printer Description File

The PostScript Printer Description (PPD) file is used by Quark and the PostScript for the creation of your Postscript file. Download this file, uncompress, and then place in the following folder for your respective Operating Systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom.com/Distiller%20Settings/DDAPv3\_PPD.sit  
 OS 9: Macintosh HD/System Folder/Extensions Folder/Printer Descriptions Folder/  
 OS X: Macintosh HD/Library/Printer/PPDs/Contents/Resources/en.proj/  
 Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom.com/Distiller%20Settings/DDAPv3\_PPD.zip  
 Windows: C:\WINNT (or WINDOWS in XP)\system32\spool\drivers\w32x86\3

#### Adobe Acrobat Distiller Setting File

This Adobe Acrobat Distiller job profile will automatically setup Distiller with the correct settings to create PDFs from your Postscript files. Download this file, uncompress, and then place in the following folder for your respective Operating Systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom.com/Distiller%20Settings/SourceMedia.joboptions.sit  
 OS 9: Macintosh HD/Application/Adobe Acrobat X/Distiller/Settings/\*  
 OS X: Macintosh HD/Users/Shared/Adobe PDF X/Settings/\*  
 Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom.com/Distiller%20Settings/SourceMedia.joboptions.zip  
 Windows: C:\Program Files\Adobe\Acrobat X\Distiller\Settings\*

\* X denotes the Adobe Acrobat version. The installation location of your Adobe Acrobat may vary.

» **Postscript Checklist:** Prior to making the Postscript file, please check your file to make sure that it meets the following SourceMedia specifications:

- 1) Check Page Size
  - Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17"
  - All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. The trim sizes for our publications are detailed in our rate card.
- 2) Check Colors Used
  - Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)
- 3) Check Fonts
  - Ensure that all fonts used are PostScript Type 1 fonts. We do not accept TrueType or MultipleMaster fonts.
- 4) Check Images
  - All images must be CMYK or Grayscale TIFF or EPS between 265 & 300 DPI.
  - Do not nest EPS file into another EPS file.
  - Do not embed ICC profile with images.
  - Total area density should not exceed SWOP standard of 300%.
- 5) Creating PDF Ads in Acrobat Distiller:
  - Create a PostScript file from your page layout application, using the DDAP PPD that you downloaded. Make sure you only output 1 page per Postscript file.
  - Launch Acrobat Distiller.
  - Select the SourceMedia Distiller Job Option.
  - Drag your PostScript file on to the Distiller window to create your PDF file.

» **Proofs:** All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

Files can be sent on CD/DVD ROM or FTP

» **FTP Information** (with proofs sent to the indicated address): Set your FTP Client software to the following configuration:

1. FTP Site Address: ftpfiles.sourcemediacom.com
2. User Name: AdDrop
3. Password: rainbow
4. Upload files to: /dropbox/AdMaterials

When files are uploaded, please notify Production Department

» **Send files with proofs to:**

SourceMedia/TRADERS MAGAZINE, One State Street Plaza, 27th Floor, New York, NY 10004  
 Attn: TRADERS MAGAZINE — Trafficking

# Clearing Quarterly & Directory

## The Only Publication Focused Exclusively on Clearing, Execution and Related Technology



**Clearing Quarterly & Directory (CQ&D)**, published four times a year with **TRADERS MAGAZINE** and **SECURITIES INDUSTRY NEWS** and reaching over 87,500\* senior-level readers, examines every facet of correspondent and self-clearing. With new enhancements and improvements added each year, this informative publication is the source of choice for trusted information on the correspondent clearing business from Head of the Trading Desk to Compliance to Operations to CEO, COO and CFO as well as clearing firms and service providers.

**CQ&D** includes in-depth analysis of the salient issues and central themes that are shaping the rapidly changing relationship between clearing firms, correspondents and firms that self clear, including:

- Self Clearing vs. Correspondent
- Account Aggregation
- Cross-border Trading and Settlement
- Clearing on the Internet
- Compliance
- Government Regulations
- Technology

**CQ&D** features the industry's only updated directory of correspondent clearing firms, an invaluable resource for those seeking data on the diverse clearing services currently available in the market.

### Clearing Quarterly & Directory Rates

FOUR COLOR	OPEN	2x	3x	4x
Full page	\$12,912	\$11,956	\$11,000	\$9,684
1/2 page	\$8,071	\$7,406	\$5,456	\$5,797

Premium Positions: Add 20%

BLACK & WHITE	OPEN	2x	3x	4x
Full page	\$11,103	\$10,409	\$9,715	\$8,327
1/2 page	\$6,940	\$5,579	\$5,552	\$4,850

Advertising Season	Issue Date	Ad Close	Materials Due	Mail Date
Spring	March	2/1	2/4	2/22
Summer	June	5/7	5/12	5/28
Fall	September	8/6	8/11	8/27
Winter	December	11/4	11/9	11/29

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**TRADERS** MAGAZINE

## The latest news and analysis on trading, technology and regulation:

Industry critical information is mercurial and cannot be forecast 12 months out. *Traders Magazine* is the leading provider of news, analysis and opinion. Covering the business of trading, with heavy emphasis on the buy-side, sell-side, technology, products and regulation to include electronic trading tools – like algorithms, program trading, trading venues like crossing networks and exchanges.

Month	Bonus Distribution*	Supplements & Special Reports
<b>January</b> Ad Close: 12/28 Materials Due: 12/30 Mail Date: 1/19	<ul style="list-style-type: none"> <li>• STA Mid Atlantic Conference</li> <li>• STA Chicago Conference</li> </ul>	
<b>February</b> Ad Close: 1/8 Materials Due: 1/13 Mail Date: 2/1	<ul style="list-style-type: none"> <li>• STA Florida Conference</li> <li>• STA Philadelphia Conference</li> <li>• STA Minnesota Conference</li> <li>• SIFMA Savings &amp; Retirement Symposium</li> <li>• SIFMA Market Structure Conference</li> <li>• SIFMA Anti-Money Laundering Compliance Conference</li> </ul>	
<b>March</b> Ad Close: 2/5 Materials Due: 2/10 Mail Date: 3/1	<ul style="list-style-type: none"> <li>• STA Los Angeles Conference</li> <li>• SIFMA Small Firms Forum</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Best Execution Supplement</b></li> </ul>
<b>April</b> Ad Close: 3/12 Materials Due: 3/17 Mail Date: 4/5	<ul style="list-style-type: none"> <li>• STA Boston Conference</li> <li>• SIFMA Independent Firms Conference</li> <li>• SIFMA Operations Conference</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Special Report</b></li> <li>• <b>Crossing Networks/Dark Pools</b></li> </ul>
<b>Pre-STANY</b> Ad Close: 3/19 Materials Due: 3/24 Mail Date: 4/12	<ul style="list-style-type: none"> <li>• SIFMA Independent Firms Conference</li> <li>• SIFMA Operations Conference</li> </ul>	
<b>May</b> Ad Close: 4/12 Materials Due: 4/15 Mail Date: 5/3	<ul style="list-style-type: none"> <li>• STA Washington Conference</li> <li>• STA Kansas City Spring Outing</li> <li>• STA Carolina Conference</li> <li>• STA San Francisco Conference</li> <li>• STA IETA Annual Meeting</li> </ul>	
<b>June</b> Ad Close: 5/14 Materials Due: 5/19 Mail Date: 6/7	<ul style="list-style-type: none"> <li>• SIFMA Annual Technology Conference</li> <li>• STA Cleveland Conference</li> <li>• SIFMA Risk Management Conference</li> <li>• STA Minnesota Conference</li> </ul>	
<b>July</b> Ad Close: 6/11 Materials Due: 6/16 Mail Date: 7/2	<ul style="list-style-type: none"> <li>• STA Pittsburgh Conference</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Advertising Effectiveness Measurement Study</b></li> </ul>
<b>Post-STANY</b> Ad Close: 6/28 Materials Due: 7/1 Mail Date: 7/20	<ul style="list-style-type: none"> <li>• STA Wisconsin Conference</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Special Report</b></li> <li>• <b>EMS/OMS</b></li> </ul>
<b>August</b> Ad Close: 7/12 Materials Due: 7/5 Mail Date: 8/2	<ul style="list-style-type: none"> <li>• CSTA Annual Conference</li> <li>• STA Seattle Conference</li> <li>• STA Dallas Conference</li> </ul>	
<b>September</b> Ad Close: 8/13 Materials Due: 8/18 Mail Date: 9/3	<ul style="list-style-type: none"> <li>• Traders LIVE Conference</li> <li>• SIFMA Institutional Brokerage Conference</li> <li>• SIFMA Small Firms Conference</li> </ul>	
<b>October</b> Ad Close: 9/3 Materials Due: 9/9 Mail Date: 9/28	<ul style="list-style-type: none"> <li>• STA Annual Conference, Washington D.C.</li> <li>• STA Georgia Conference</li> <li>• SIFMA Annual Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Executive Perspective Supplement</b></li> </ul>
<b>Pre-STA</b> Ad Close: 9/16 Materials Due: 9/21 Mail Date: 10/7	<ul style="list-style-type: none"> <li>• STA Annual Conference, Washington D.C.</li> </ul>	
<b>November</b> Ad Close: 10/8 Materials Due: 10/14 Mail Date: 11/1	<ul style="list-style-type: none"> <li>• Traders LIVE Conference</li> <li>• STA Denver Conference</li> </ul>	
<b>December</b> Ad Close: 11/11 Materials Due: 11/16 Mail Date: 12/6		<ul style="list-style-type: none"> <li>• <b>Special Report</b></li> <li>• <b>Algos</b></li> </ul>
<b>Post-STA</b> Ad Close: 11/23 Materials Due: 11/30 Mail Date: 12/16	<ul style="list-style-type: none"> <li>• STA Chicago Conference</li> </ul>	