Our goal at CFO Publishing is to keep CFOs and senior finance executives well-informed and updated on best practices and current events in the financial world.

For over 25 years, our flagship, CFO Magazine, has been delivering senior finance executives high quality, relevant content. CFO is the most established authority on matters of importance to senior finance executives and is recognized as a must-have staple for readers who depend on reliable reporting.

What separates us from our competitors is our seniority—our established place in the market. Our editors are subject matter experts with nearly 130 years experience combined and always in the know on topics such as new health care, tax laws, government regulations, technology, business applications, fraud and security risks, and employee benefits that affect our finance executives. And, because we know first—our readers know first!

Throughout our span of nearly three decades, we have created a relationship with our 1.4 million readers based on communication. We listen to our audience and meet their information needs by designing and producing products beyond our magazine. We deliver content through an integrated approach (print, online and events) that can be accessed across all devices at any time, from any place.

CFO delivers your message to key financial decision makers across the U.S. and beyond.
Why Target The CFO?
The CFO’s Role As Business Decision Maker

Two different studies were conducted by Gartner and Accenture examining the role of the CFO. Both studies showed the increasing influence in purchasing decisions by CFOs across the enterprise.

**Gartner**

CFOs Assumed Additional Responsibilities In:

- Information Technology: 43%
- Strategy/Business Development: 41%
- Human Resources: 39%
- Operations/Production: 38%
- Risk: 37%
- Procurement: 35%
- Supply-chain Management: 25%
- Sustainability: 23%

**Accenture**

CFOs Own the IT Function. IT Reports To:

- CFO: 39%
- CEO: 35%
- COO: 15%
- Chief Administrative Officer: 2%
- Business Unit Leader: 4%

In large and small businesses, CFOs are partnered with other C-level execs to make the most strategically sound decisions. 97% of CFOs say their overall level of strategic influence has increased.

Financial executives rely on trusted third-party sources like CFO to validate strategies and decisions.

Ipsos Business Elite is a survey that measures the media consumption, business and personal profile of the United States’ most influential business executives.

CFO Audience Has More Purchasing Authority than Many Top Brands:

According to the Ipsos Business Elite survey, CFO outranks the following publications when it comes to their audience authorizing the purchase of IT & Telecommunications, Industrial Equipment & Services, Company Vehicles, Financial Services, Insurance Services and Other Business & Legal Services:

- IT & Telecom: 15% CFO, 11% Bloomberg, 11% Economist, 10% Harvard Business
- Industrial Equipment & Services: 15% CFO, 13% Bloomberg, 13% Economist, 12% Harvard Business
- Company Vehicles: 17% CFO, 13% Bloomberg, 14% Economist, 13% Harvard Business
- Financial Services: 20% CFO, 11% Bloomberg, 13% Economist, 12% Harvard Business
- Insurance Services: 20% CFO, 12% Bloomberg, 13% Economist, 12% Harvard Business
- Other Business & Legal Services: 15% CFO, 12% Bloomberg, 12% Economist, 12% Harvard Business
Market Coverage: Four Key Segments

Senior Finance Executives

The core audience of CFO consists of senior level financial executives including CFOs, VPs, Controllers and General Managers

Fortune 500

CFO's subscriber base includes reach into more than 98% of Fortune 500 companies 98%

We reach 100% of the 75 largest U.S. companies 100%

CFO's subscribers include reach into more than 95.6% of Fortune 250 companies 95.6%

Small & Medium Business

By 2015, the SMB market is projected to cross the trillion dollar mark in IT spending (SmB Insights, The Business Journals)

Over 67% of our audience reach is small & midsize companies 67%

The SMB market generates an estimated $31 trillion in annual sales in the U.S.

Affluents:

Annual household income
- Less than $50,000 6.3%
- $50,000-$100,000 11.2%
- $100,000-$200,000 39.8%
- $200,000-$300,000 22.8%
- $300,000-$500,000 13.6%
- More than $500,000 6.8%

Value of primary home
- Less than $100,000 5.8%
- $100,000-$250,000 21.4%
- $250,000-$400,000 23.8%
- $400,000-$650,000 20.4%
- $650,000-$1 million 15%
- Over $1 million 13.6%

Value of investment portfolio
- Less than $100,000 21.8%
- $100,000-$500,000 37.4%
- $500,000-$1 million 22.3%
- $1 million-$2 million 10.7%
- Over $2 million 8.3%

Personal credit card
- American Express Platinum Card 28%
- American Express Gold Card 27.4%
- MasterCard Gold 26.3%
- MasterCard Platinum 23.4%
- Visa Gold 32%
- Visa Platinum 32%

Own or lease car
- Own 87.1%
- Lease 15.8%

Hotel nights/year typically used for non-business travel
- 1-5 29.1%
- 6-14 44.2%
- 15-25 19.4%
- More than 25 7.3%

Ipsos Business Elite is a survey that measures the media consumption, business and personal profile of the United States’ most influential business executives.

According to this survey, CFO outranks or matches our competitors in C-Suite coverage:

CFO 17%
Bloomberg Businessweek 12%
Harvard Business Review 12%
The Economist 13%
Fortune 17%

According to the 2013 Ipsos Business Elite survey, CFO outranks or matches our competitors in SMB reader coverage:

CFO 12%
Bloomberg Businessweek 8%
Harvard Business Review 8%
The Economist 9%
Fortune 12%
New York Times 9%
**Audience Reach:**
The Largest, Most Established Community of Senior Finance Executives

**Employee Size***

- 10,000+: 24%
- 5,000 - 9,999: 8%
- 1,000 - 4,999: 12%
- 500 - 999: 7%
- 100 - 499: 15%
- 25 - 99: 13%
- Less than 25: 21%

**Company Revenue***

- $1 Billion+: 30%
- $500 - $999.9 Million: 8%
- $100 - $499.9 Million: 11%
- $50 - $99.9 Million: 7%
- $10 - $49.9 Million: 13%
- $1 - $9.9 Million: 14%
- Less than $1 Million: 16%

**Job Title***

- CFO/Controller/VP Finance/Director of Finance: 31%
- CEO/President/Owner/Partner: 23%
- Business/General Management: 19%
- VP/SVP/EVP: 6%
- Treasurer: 3%
- Other (Finance included): 19%

**Company Revenue for Print/Digital Edition***

- Manufacturing: 15.7%
- Finance/Banking: 12.3%
- Service Organization: 11.7%
- Wholesale/Retail Trade: 9.9%
- Technology: 8.5%
- Healthcare/Pharmaceuticals: 7.9%
- Transportation/Printing/Publishing: 7.5%
- Government/Education: 7.1%
- Insurance/Real Estate: 6.1%
- Energy/Utilities: 3.4%
- Communications/Media: 3.2%
- Telecommunications: 2.6%
- Accounting/Auditing: 1.3%
- Other*: 2.9%

**Industry Breakdown for Print/Digital Edition***

- Manufacturing: 3.2%
- Finance/Banking: 2.6%
- Service Organization: 1.3%
- Wholesale/Retail Trade: 2.9%
- Technology: 3.4%
- Healthcare/Pharmaceuticals: 7.9%
- Transportation/Printing/Publishing: 7.5%
- Government/Education: 7.1%
- Insurance/Real Estate: 6.1%
- Energy/Utilities: 3.4%
- Communications/Media: 3.2%
- Telecommunications: 2.6%
- Accounting/Auditing: 1.3%
- Other*: 2.9%

**CFO.com (website)**
- Average page views per month: 578,882
- Average unique page visitors per month: 300,000
- Readers average time spent on CFO.com: 0:04:58
- Total annual page views (September 2012-September 2013): 7,997,692
- Total annual unique visitors (September 2012-September 2013): 2,430,714

**CFO eNewsletters**
- Delivered to: 220,000 subscribers

**Mobile**
- 30,000 subscribers

**Tablet**
- Launched late 2013
- Available at the Apple store
- Opt-in subscribers

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*Publisher’s Survey Data

*Google Analytics
Editorial

CFO Magazine and its associated products provide corporate finance content unparalleled in its depth, practicality, comprehensiveness and focus on the world of senior finance executives.

CFO writers, editors, and designers have received numerous awards for journalistic and visual excellence, including those presented by:

- **American Society of Business Press Editors (ASBPE): Magazine of the Year (twice), Multi-Platform Presentation of the Year and Lifetime Achievement Award**
- **Folio: Year’s Best Business-And-Finance Publication**
- **New York Society of Certified Public Accountants: Excellence in Online Journalism**

CFO’s major areas of coverage are Accounting, Tax, Banking, Capital Markets, Risk Management, Compliance, Human Capital, CFO Careers, Growth Companies, Technology, and Strategy.

### Print/Digital Calendar

<table>
<thead>
<tr>
<th>Theme</th>
<th>Feature</th>
<th>Special Report:</th>
<th>Special Section:</th>
<th>Survey:</th>
<th>Bonus Distribution:</th>
<th>Ad Close:</th>
<th>Materials Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Talent Management</td>
<td>Soft Skills, Hard Numbers</td>
<td>Portrait of a Finance Team</td>
<td>Deep Dive</td>
<td>CFO Rising East</td>
<td>2.10.14</td>
<td>2.11.14</td>
</tr>
<tr>
<td>May</td>
<td>Finance</td>
<td>Core Finance: Accounting standards update (FASB, private company GAAP); Budgeting, Planning &amp; Forecasting Accounting: Revenue Recognition</td>
<td>Deep Dive</td>
<td>AICPA; Treasury Management Summit</td>
<td>4.10.14</td>
<td>4.11.14</td>
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<tr>
<td>June</td>
<td>Technology</td>
<td>Shaking Up Audit Seeing the Future Technology Spending: Big Data, Big Spending</td>
<td></td>
<td>Corporate Performance Management West; FEI Summit; IMA; SHRM</td>
<td>5.16.14</td>
<td>5.19.14</td>
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<tr>
<td>August (Digital Edition only)</td>
<td>SMB</td>
<td>Growth Strategies, Pricing Strategies</td>
<td></td>
<td></td>
<td>7.17.14</td>
<td>7.18.14</td>
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<tr>
<td>September</td>
<td>Banking</td>
<td>Banking</td>
<td>Corporate tax Roundup</td>
<td>Deep Dive</td>
<td>Risk Management Summit; Compliance &amp; Regulation Summit</td>
<td>8.18.14</td>
<td>8.19.14</td>
</tr>
<tr>
<td>October</td>
<td>Health Care Benefits</td>
<td></td>
<td>Duke/CFO Business Outlook Survey</td>
<td>CFO Rising West; Corporate Venturing Summit; Start Ups &amp; The CFO Summit; MIT Sloan CFO Conference</td>
<td>9.17.14</td>
<td>9.18.14</td>
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<tr>
<td>November</td>
<td>Risk Management</td>
<td>Insurance Control</td>
<td>Risk Management Loss Control</td>
<td>Deep Dive</td>
<td>Big Data for Finance Summit; CFO Playbook; Controller Summit</td>
<td>10.17.14</td>
<td>10.20.14</td>
</tr>
<tr>
<td>December</td>
<td>Annual Outlook</td>
<td>Benefit/Pensions: Tuning Up the 401k Deals of the Year (M&amp;A, IPO, etc.)</td>
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<td></td>
<td>11.17.14</td>
<td>11.18.14</td>
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</table>
CFO ADVERTISING SOLUTIONS

Get Your Message Seen By The CFO Community With Advertising & Sponsorship Opportunities

CFO MAGAZINE
For over 25 years, our magazine has been delivering award winning content exclusively for senior finance executives. Each month, CFO Magazine consists of a timely cover story, feature articles and reporting on topics of importance to the financial world. Our principle areas of coverage include: Accounting & Tax, Human Capital & Careers, Risk and Compliance, Technology, Growth Companies, Banking & Capital Markets, and Strategy. CFO Magazine also includes monthly special reports and surveys.

FACT: The 2012/13 Magazine Media Factbook reports that more than 60% of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with 91% taking action after reading a digital issue. Studies show that 43% of magazine readers make online purchases vs. 21% of non-readers.

Distribution:
Print 100,000
Digital 340,000

Print Opportunities Include:
• Display Advertising
• Survey Sponsorships
• Special Report Sponsorship
• Polybag Ride Alongs
• Bellybands
• Advertorials & Native Advertising
• Inserts

Call your sales representative for pricing & packages.

POLYBAG
Polybags are an effective branding opportunity for your message to be displayed independently but packaged with CFO Magazine in a clear polybag mailer for high visibility.

Call your sales representative for pricing.

MARKETPLACE SECTION ADVERTISING
Introducing CFO’s display section designed for companies on a limited budget or those simply interested in company listings. Display ads will be run in a non editorial environment and appear in our back of book section. Rates also include online exposure.

Business Profiles
• Available sizes are 1/4, 1/2 and full pages
• All ads are 4 color
• CFO will provide production services. Simply provide a logo and text up to maximum word count

Marketplace Ads
• Also available in 1/4, 1/2 and full pages
• All ads are 4 color
• Provide artwork according to specs

For more information contact Alicia Upchurch at 646-556-7653.
TABLET EDITION LAUNCHED SEPTEMBER 2013

CFO content is delivered monthly in an interactive, rich media format, creating a high level of engagement. CFO’s tablet edition is distributed by Apple through it’s newsstand application enabling access beyond the CFO opt-in audience. Content is data driven and “web first”. Content will always appear in the tablet prior to print.

A variety of creative units are available including high impact ads:

- Full Page Slideout-Advertorial: 1536x1848 @264dpi
- 1/2 Page Windowshade: 1538x956 @264dpi
- Full Page Ads: 1536x1848 @264dpi
- 1/8 Page Banner: 1536x140 @264dpi
- 1/2 Page Pull-Out Ad (1/2 page vertical): 1538x956 @264dpi
- Interstitials: 1184x736 @264dpi

FACT: 73% of readers read/tap on ads appearing on electronic magazines (2012/13 Magazine Media Factbook)

Call your sales representative for pricing.

Tablet Editorial Calendar

<table>
<thead>
<tr>
<th>Theme:</th>
<th>Ad Close:</th>
<th>Materials Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>January Disruption &amp; Innovation</td>
<td>12.30.13</td>
<td>1.6.14</td>
</tr>
<tr>
<td>February Financial Mismanagement</td>
<td>1.27.14</td>
<td>2.3.14</td>
</tr>
<tr>
<td>March The Next Generation</td>
<td>2.24.14</td>
<td>3.3.14</td>
</tr>
<tr>
<td>April Money &amp; Capital</td>
<td>3.31.14</td>
<td>4.7.14</td>
</tr>
<tr>
<td>May The Cloud</td>
<td>4.28.14</td>
<td>5.5.14</td>
</tr>
<tr>
<td>June Reputations</td>
<td>5.26.14</td>
<td>6.2.14</td>
</tr>
<tr>
<td>July Global Direction</td>
<td>6.30.14</td>
<td>7.7.14</td>
</tr>
<tr>
<td>August Social Networks</td>
<td>7.28.14</td>
<td>8.4.14</td>
</tr>
<tr>
<td>September The Decisions Issue</td>
<td>8.25.14</td>
<td>9.1.14</td>
</tr>
<tr>
<td>October Predicting &amp; Anticipating</td>
<td>9.29.14</td>
<td>10.6.14</td>
</tr>
<tr>
<td>November Startups</td>
<td>10.27.14</td>
<td>11.3.14</td>
</tr>
<tr>
<td>December Payments / Revolutions</td>
<td>11.24.14</td>
<td>12.1.14</td>
</tr>
</tbody>
</table>
CFO ADVERTISING SOLUTIONS

CFO.COM

CFO.com is a powerful portal for brand building and connecting to the senior finance community. Named in 2012 as one of the top ten vertical sites by BtoB Magazine, CFO.com includes the following channels: Accounting & Tax, Human Capital & Careers, Risk and Compliance, Technology, Growth Companies, Banking & Capital Markets, and Strategy.

FACT: Each Month, CFO.com attracts 300,000 unique visitors.
As a result of visiting CFO.com, our audience has:
55.8% Investigated a product or service
50.6% Passed along information about a product or service
55.8% Filed information for the future

Ad Units
Leaderboard 728x90 (30k max) $75 CPM
Banner 300x250 (30k max) $85 CPM
Banner 970x90, 960x66 (50k max) $100 CPM
Skyscraper 160x600 (30k max) $100 CPM
Skyscraper 300x600 (30k max) $200 CPM
Home Page Road Block $20,000/day
Homepage Takeover Custom Quote
Rich Media 728x90, 300x250, 160x600, 300x600
Targeting 728x90, 300x250, 160x600, 300x600

High impact units include:
• Interstitials 800x400 $200 CPM
• Welcome Page 800x400 $200 CPM

Rising Stars
• Billboard 970x250 $175 CPM
• Filmstrip 300x600 $175 CPM
• Portrait 300x1050 $175 CPM
• Pushdown 970x90 $175 CPM
• Sidekick 300x250, 300x600, 970x250 $175 CPM
• Slider 970x90 $175 CPM
• Expandable Rich Media 728x90, 728x180 $175 CPM

ENEWSPERATORS

Readers stay on top of the market through CFO's weekly enewsletter, The Weekly Briefing. Content includes coverage of all channels on CFO.com. Each section is sponsorable. The Weekly Briefing is supplemented with breaking news Daily Alerts which will be included with your sponsorship. Topic Sponsorships: Accounting & Tax, Human Capital & Careers, Risk and Compliance, Technology, Growth Companies/SMB, Banking & Capital Markets, and Strategy.

CFO enewsletter distribution: 220,000 subscribers
Weekly distribution date: Saturday
Ad Units: 728x90 (leaderboard & anchor)
Section Sponsorship: 120x60 (logo), 550x150 (image/text/both)
Price: $6000/section sponsorship
$18000/entire eNewsletter
$10000/header and footer banners

Daily Alert: Monday - Friday
Ad Units: 728x90 (leaderboard & anchor), sponsored content
CFO ADVERTISING SOLUTIONS

WHITE PAPERS
CFO will host and market your white paper to our audience of financial decision makers.

White Paper Library sponsorship packages:

- **New Business Starter Package: $2,250**
  - Posting of up to two of your white papers for three months, including:
    - 25 qualified leads—full contact info (name, email, phone, address, job title, industry, and company size)

- **Gold Standard Package: $6,500**
  - Posting of up to three of your white papers for one year, including:
    - 75 qualified leads—full contact info
    - One “Featured Vendor” spot in the White Paper eNewsletter

- **Platinum Premier Package: $10,000**
  - Posting up to five of your white papers for one year, including:
    - 100 qualified leads—full contact info
    - One “Featured Vendor” spot in the White Paper eNewsletter
    - One permission-based marketing e-mail to 5,000 names

FACT: A recent study shows that 72% of enterprise respondents consumed a white paper to evaluate a technology purchase. 56% ranked white papers as “very” to “extremely influential” during purchasing decisions (Eccolo Media 2012 B2B Technology Collateral Survey Report).

EBOOKS
Each month, CFO creates a limited number of eBooks available for sponsorship. Advertisers generate leads and position themselves as solutions providers within the topic area. eBooks are promoted through email blasts to drive traffic and produce leads. eBooks focus on topics currently affecting the finance community and are pertinent to the CFO role. Custom eBooks are also available.

Three eBook Sponsorship Opportunities

1) **Editorial:**
CFO edit team creates all content for the sponsor to deliver.

2) **Custom:**
CFO editors collaborate with advertisers to create an eBook.

3) **Vendor:**
Advertisers provide their own eBook and CFO delivers the content through our channels.

<table>
<thead>
<tr>
<th>Editorial eBook Topics</th>
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</thead>
<tbody>
<tr>
<td>January The CFO’s Role in HR • Strategic Social Media</td>
</tr>
<tr>
<td>February Insurance • Budgeting</td>
</tr>
<tr>
<td>March Leveraging Cloud and Mobile for Your Organization • Banking</td>
</tr>
<tr>
<td>April Data Security • Hiring Top Finance Talent</td>
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<tr>
<td>May Making Mobile Strategic • IPOs</td>
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<tr>
<td>June Using Technology for Growth • Risk Management</td>
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<tr>
<td>July Travel Expense Management • Becoming a Strategic Partner with IT</td>
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<tr>
<td>August Finance Looks to the Future of Accounting</td>
</tr>
<tr>
<td>September Financial Reporting • Data Mining</td>
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<tr>
<td>October Investing in Tax • Expanding Overseas</td>
</tr>
<tr>
<td>November 401 (k)s • Cash Flow</td>
</tr>
<tr>
<td>December Why IT Matters • Latest Health Benefits Developments</td>
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</tbody>
</table>
WEBCASTS
Sponsor a live webcast and align your brand with one of our turnkey presentations on topics of interest. By sponsoring a webcast, advertisers generate leads and secure a platform for thought leadership. Our webcasts include a 6-week promotion schedule to drive traffic and produce leads that includes 6 email blasts and banners on the CFO website as well as enewsletters and social media.

Three Webcast Sponsorship Opportunities

**Editorial**
The CFO edit team will create all the content for advertisers to sponsor. This webcast has a lead guarantee of 150 and will stay on demand for 60 days after it airs. For additional leads, CFO will rebroadcast this webcast for $2,500. Soft leads and Marketplace ads are available at a 30% discount.
**Price - $15,000**

**Custom**
The CFO edit team will collaborate with advertisers on content. This webcast has a lead guarantee of 200 and will run as an on demand webcast for 90 days. Receive a 50% discount on soft leads and/or a Marketplace ad.
**Price - $25,000**
(includes edit consulting services)

**Vendor Webcasts**
The advertiser provides CFO with all content in a presentation ready format. Any consulting by CFO is limited to the topic only. Vendor webcasts have a 125 lead guarantee and will stay on demand for 30 days. A rebroadcast is available for an extra $2,500 with all leads generated going to the vendor. Soft leads and a Marketplace ad are available at 20% off.
**Price - $10,000 base**

### Webcast Topics

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial</strong></td>
<td>How HR Technology Can Help CFOs</td>
<td>The Latest Insurance Developments and What They Mean for CFOs</td>
<td>How to Unlock Capital</td>
<td>Keeping Your Data Safe</td>
<td>Why Mobile Matters for CFOs</td>
<td>Using Technology for Growth</td>
<td>Strategic Expenses</td>
<td>Accounting for Accounting Skills</td>
<td>The Latest Financial Reporting Developments</td>
<td>New Tax Developments</td>
<td>New 401(k) Options</td>
<td>Becoming a Strategic Partner with IT</td>
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<tr>
<td><strong>Custom</strong></td>
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<tr>
<td><strong>Vendor Webcasts</strong></td>
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EMAIL BLASTS
Choose from job titles or company size to reach your specific target. You control the messaging for this turnkey list rental opportunity delivered by CFO.

**Domestic**
- Dedicated email blast
- $325 CPM + selection filter charge of $15 per thousand per filter plus a set-up fee of $175
- Minimum 5000 names

**International**
- $425 CPM + selection filter charge of $20 per thousand per filter plus setup fee of $175
- Geographic targeting is an additional $15 per thousand
- Minimum 5000 names
LIST RENTAL
Access our list of CFO magazine subscribers by: postal, email and telemarketing contact information.

Email:
- $325/m (2 filters only)
- $15/m for additional filters
- $175/flat for set up
- Minimum order: 5,000

Postal:
- Base: $170/m
- Demographic filters (title, employee size, annual sales, business industry): $15/m for each
- Geography/region: $10/m
- Shipping: $150/flat

Telemarketing:
- Base: $170/m + $75/m = $245/m
- Demographic (title, employee size, annual sales, business industry): $15/m for each
- Geography/region: $10/m
- Shipping: $150/flat

Note: ALL OFFERS MUST BE APPROVED BY CFO

Contact your sales representative for more information.

THE LEAD BANK
Every month, CFO accumulates a surplus of leads from our various products. We are offering these warm leads for your use. Our surplus provides you a continuous and constant flow of prospects for marketing your products and services.

Pricing for Leads:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the last 30 days</td>
<td>$50 per lead</td>
</tr>
<tr>
<td>30-60 days</td>
<td>$25 per lead</td>
</tr>
<tr>
<td>60+ days</td>
<td>$15 per lead</td>
</tr>
</tbody>
</table>

Contact your sales representative for more information.

THE LEAD STREAM
Sign a three month to one year contract and give us your lead goal. CFO will produce a lead generation program to meet your goals and fill your pipeline. Continuous branding and promotions throughout your contract.
CONFERENCES

We are proud to announce the integration of CFO’s traditional events and those of sister company, Innovation Enterprise (IE). CFO and IE’s combined event portfolio offers software & solutions providers, consultancies, advertisers & agencies the opportunity to connect with senior finance executives across multiple industries and company sizes.

For more detailed information, visit our full summit calendar at: http://theinnovationenterprise.com/summits/calendar

CFO FLAGSHIP EVENTS

Corporate Performance Management East
January 27 & 28, New York

CFO Rising East
March 12 - 13, Miami

Corporate Performance Management West
June 18 - 19, San Diego

CFO Rising West
October 21 -22, San Francisco

CFO Playbook for Private Companies
November 19 & 20, Miami

CFO SUMMITS

Payment Summit
June 11 & 12, Chicago

Treasury Management Summit
July 10 & 11, Boston

Risk Management Summit
September 11 & 12, Boston

Compliance & Regulation Summit
September 11 & 12, Boston

Corporate Venturing Summit
October 21 - 23, San Francisco

Start Ups & The CFO Summit
October 21 - 23, San Francisco

Big Data for Finance Summit
December 3 - 4, Boston

Controller Summit
December 3 & 4, Boston

Contact Patrick Lewis at patricklewis@cfo.com.
CFO ADVERTISING SOLUTIONS

RESEARCH STUDIES
Engage senior finance executives through highly credible, objective, co-branded research, conducted by our team of expert researchers, analysts, and editors.

<table>
<thead>
<tr>
<th>Global study</th>
<th>Full research study</th>
<th>Quantitative (survey-based) study</th>
<th>Omnibus Survey</th>
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<tbody>
<tr>
<td>• Survey of 200+ senior finance executives around the world</td>
<td>• Survey of 150+ senior finance executives based in the United States</td>
<td>• Survey of 150+ senior finance executives</td>
<td>• 10-15 question survey of U.S. based finance executives</td>
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<tr>
<td>• Interviews with 12+ senior finance executives around the world</td>
<td>• Interviews with 8 to 10 senior finance executives in the United States</td>
<td>• Rich data to inform thought-leadership, PR, and marketing efforts</td>
<td>• Option to add sponsored questions and receive the exclusive rights to the answers from our respondents</td>
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<td>• Deep analysis of regional and country-level research results</td>
<td>• Rich data, information, and analysis to inform global thought-leadership, PR, and marketing efforts</td>
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Published deliverables
A wide range of final deliverables is available, suitable for publication across a variety of CFO Publishing and other channels—from substantial PDF reports (from eight to 20+ pages in length) to articles for online distribution to streaming video to infographics to in-person presentations.

Sponsors’ statements
Research sponsors have the opportunity to include a one- to two-page sponsors’ statement with research.

Demographic reach
CFO Publishing is able to reach executives holding a wide variety of titles and a wide range of company sizes. Our reach among senior finance executives at large companies is unparalleled. Please contact us for more information about our services and reach.

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According to the Custom Content Council, content marketing not only creates branding, but drives leads and traffic. Let CFO’s expert team assist you in the creation of high quality content and delivery through our distribution channels.

CFO has myriad solutions for our advertisers in custom content:
• Editorial Consulting
• Advertorials
• Whitepapers
• eBooks
• Webcasts

FACTS:
• 61% of people are more likely to buy from a company that delivers custom content (Custom Content Council)

• 90% of consumers find custom content useful and 78% believe that organizations providing custom content are interested in building good relationships with them. (TMG Custom Media)

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