



IVolatility.com

IVolatility.com Media Package

Overview & Target Audience:

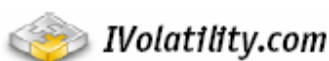
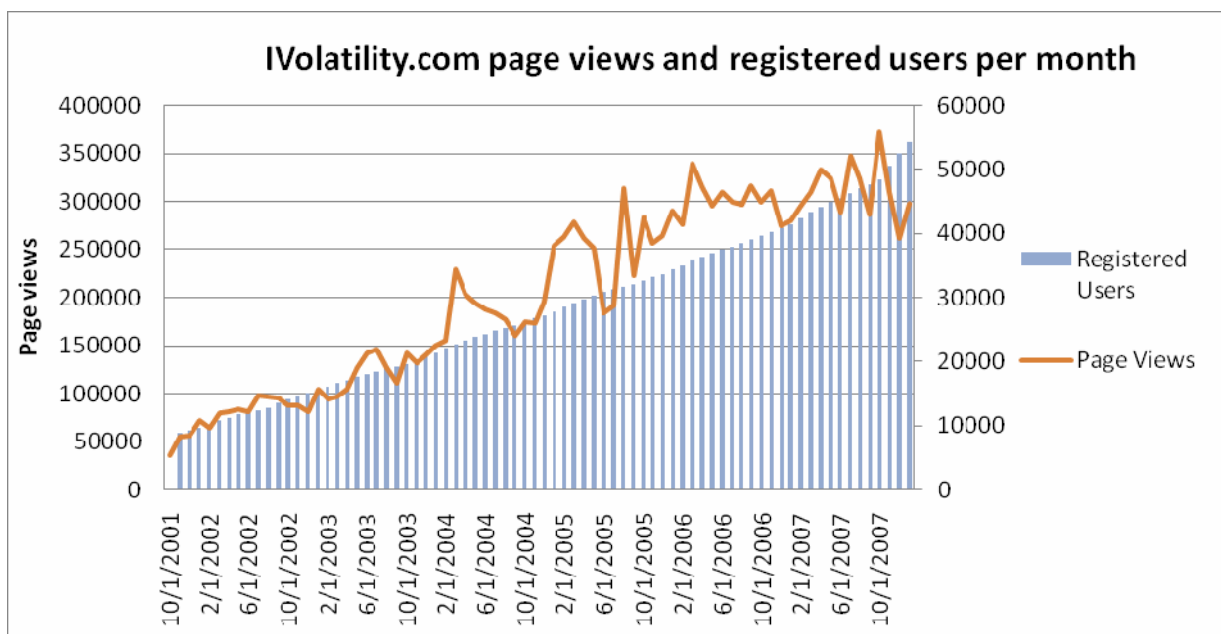
If you want to attract serious traders - both individual and institutional - who actively trade futures and equity options, IVolatility.com provides the most targeted and focused group of options participants available on the web. Our viewers access our data services for option trading strategies every day. Forbes, Barron's, Institutional Investor and many others have recognized our options database as the place for market volatility data including the best volatility charts in the business.

IVolatility.com is an award-winning, revolutionary data service that provides all the daily data required by options traders for pre-trade analysis, post-trade decision support and risk management. IVolatility.com database represents the most complete and accurate source of historical implied volatility (IV), underlying historical volatility (HV) and correlation data ever developed that can be accessed with a simple web browser or a direct data feed. We also offer **private labeling** of IVolatility.com data, analysis tools, features and services as well as **custom development projects**.

Demographics and User Statistics:

Site Launched: June 2000

Registered users: Currently (March 2009) over 68,000. Over 42,000 have opted to receive our newsletters and partners e-mail promotional offers.



IVolatility.com

866 United Nations Plaza, St 566 Phone: +1 (646) 401-1190
New York, New York, 10017 Fax: +1 (212)-937-5288

Email: sales@ivolatility.com
Web: www.ivolaitility.com

Geographic breakdown of users:

North America:	70%
Europe:	20%
Other:	10%

Advertising on IVolatility.com

IVolatility.com offers wide range of advertising tools. We offer both the standard approaches – such as banners, dedicated e-mails to our subscriber's base, and custom solutions – including advertising in our “**IVolatility Trading Digest™**” blog and more.

We do not belong to networks such as Double-click or 24/7. We work with third party media/tracking firms on a case-by-case basis.

You can choose:

1. Banners - See specifications below

2. Dedicated e-mails to our subscribers – IVolatility.com offers e-mails drops to all registered users who opted to receive our emails. As of March 2009, the list size is about 42,000 and counting. All emails from IVolatility.com contain content as well as advertising space. Advertisers are welcome to provide content or we can assist with providing content. This assures our readers are never spammed and our emails are opened. E-mail drops start at **\$2,800 per event**.

3. IVolatility.com newsletters sponsorships at \$500 per event. Our newsletters contain both education materials on IVolatility.com services usage and announcements of the new services launched.

4. IVolatility.com Trading Digest™ sponsorship at \$500 per week. IVolatility.com launched our weekly trading digest in February 2007. This weekly newsletter format and blog includes market commentary and overview, new trading ideas along with suggestions and advice on how to use IVolatility.com services to make money in the options markets. For targeted special purpose campaigns, portions of the Digest content can be written to complement specific messages by request.

5. IVolatility.com Trading Digest™ Blog advertising. Our weekly Trading Digest is e-mailed and published on the web site as a blog. Banner Blog advertising space is available. Please contact us for more information.

6. Sponsorship of on-line seminars – We will be offering on-line webinars in the near future. Please contact us for more information about sponsorship opportunities.

7. Special ads – We will assist in the design of specialized ads targeted to options participants on request. Please contact us for more information.



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Banners Specifications:

Headline and Bottom-line Banners

Location:	Top and bottom of the page
Dimensions:	468x60, 728x90
Acceptable file formats:	.gif, .jpg or Macromedia Flash
Maximum file size:	< 30 Kbytes, max 3 animation loops
Available pages:	All site pages

Homepage banners

Location:	Homepage – center, right side or left side	
Dimensions:	300x250, 120x120, 120x600 & 160x600 (skyscraper)	
Acceptable file formats:	.gif or .jpg or Macromedia Flash max 3 animation loops	
Maximum file size:	< 15 Kbytes	
Available pages:	Home	Skyscraper is also available on services 'entry' pages (shown to non-subscribed users in addition to headline and bottom line banners)

Banner Ad Rates, Policies & Procedures:

RATE CARD MONTHLY SPONSORSHIP (Exclusive rotation of your ads only)					
	Headline Banners	Bottom-line Banners	Half-Banners	Skyscraper	Middle Page
Main pages					
Home page	\$1,500	\$500	\$700	\$1,500	-
Basic Options page	\$3,000	\$500	-	\$700	-
Basic Options page (data section)	-	-	-	-	\$800
Basic Calculator	\$1,700	\$600	-	\$1,000	-
Premium Services pages*	\$750	\$500	-	\$800	-
Data Access services	\$750	\$250	-	\$250	-
All Other pages	\$500	\$175	-	\$175	-
Exclusive web site rotation	\$7,000	\$2,000	-	\$2,000	-
Trading Digest Blog sponsorship	\$250	-	-	-	-
Trading Digest Email sponsorship	\$700	-	\$300	-	-

Unless noted, access to all pages is free to all users

*Fee-based pages (service description is shown for non-subscribed users; banner is displayed as well)

We give priority to requests for monthly banner ad placements based upon calendar months.

1. Requests are accepted on a first-come, first-serve basis.
2. However, placements are confirmed when payment is received and priority will be given to previous advertisers.
3. Payments and files must be received 48 hours prior to start date for testing.
4. Banner ad fees are not refundable.
5. We are not liable to compensate for site downtime.
6. Exclusive ad space entitles our sponsors to display an unlimited (within reason) number of different gifs/jpg, which can rotate exclusively to the ad space. Some pages may have more than one ad space.
7. Shared ad space is limited to 3 sponsors, each providing no more than 3 banners priced on a CPM basis.
8. Exclusive whole-site sponsorship is negotiable on a case-by-case basis.



IVolatility.com has enjoyed extensive press coverage and has been named Best of Web by both Barron's and Forbes. Since its inception, the most illustrious industry information providers have covered it, to include:

- Active Trader
- Barron's
- Business Week
- Derivatives Strategy
- Derivatives Week
- Forbes
- Fortune
- Futures
- IFR
- Institutional Investor
- Online Investor
- Technical Analysis of Stocks and Commodities
- TheStreet.com
- Wall Street & Technology

For more information about IVolatility.com sponsorship and advertising opportunities please email us at sales@ivolatility.com or call +1 (646) 401-1190

