



imn.org / media kit 2013-14

Global institutional finance and investment professionals
C-level business networking & education

Structured Finance | Real Estate | Investment Management

QUALITY AND TARGETED SITE TRAFFIC

Average page views per month: **105,000+**

Average unique visitors per month: **33,000+**

Primary source of up to the minute conference content:

On average, new content is added to our active conference websites every ten minutes. Thousands of unique visitors return to our conference website on a regular basis for agenda and participant list updates.



Advertising Options

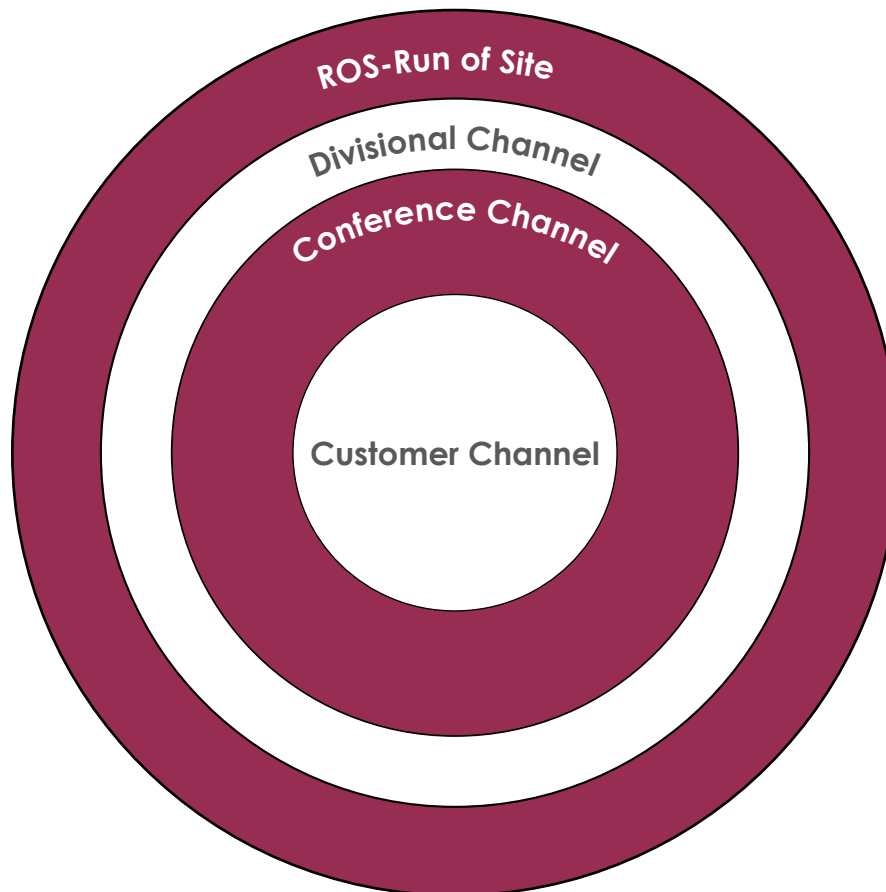
Run of site (ROS): includes all imn.org website pages, customer only website and customer emails.

Divisional channel: includes divisional homepage, divisional conference pages, customer only website and customer emails.
REAL ESTATE – STRUCTURED FINANCE – INVESTMENT MANAGEMENT

Conference channel: includes specific conference pages, customer only website and customer emails.

Sample list: ABS East, Global Indexing & ETFs, REO to Rental, Global ABS, Real Estate Opportunity Funds, CLOs, etc.

Customer channel: includes a specific group of customers based on advertiser defined criteria: business type, job function and asset class. See page 3





An overview of IMN's conference attendee and website visitor types include:



Structured Finance

- | | | |
|-----------------------------|---------------------------|-------------------------------|
| Accounting Firms | Financial Advisors | Private Equity Firms |
| Analysts | Fixed Income Investors | Rating Agencies |
| Asset Management Firms | Hedge Funds | Regulators |
| Broker/Dealers | Institutional Investors | Syndicate |
| Central Banks | Insurance Companies | Technology Platform Providers |
| CLO Managers | Investment banks | Traders |
| Credit Enhancers | Issuers/Originators | Trustees and Servicers |
| Equipment Finance Companies | Law Firms | Underwriters/Structurers |
| Finance Ministers | Mortgage Industry Lenders | |
| | Mutual Funds | |



Real Estate

- | | | |
|------------------------|--------------------------|------------------------|
| Advisors & Consultants | Financial Advisory Firms | Property Managers |
| Banks | Financial Planners | Opportunity Funds |
| Broker/Dealers | HNW Individuals | REITs |
| Accountants | Institutional Investors | REO |
| Originators/Issuers | Law Firms | Risk Management |
| Corporate Pensions | Lenders | Sovereign Wealth Funds |
| Debt Funds | Insurance Companies | Special Asset Officers |
| Developers & Owners | Loan Review | Special Servicers |
| Equity Funds | Non-Traded REITs | |
| Family Offices | Pension Funds | |
| Finance Professionals | Private Equity Firms | |



Investment Management

- | | | |
|---------------------------|--------------------------|------------------------|
| Accountants | Family Offices | Public Pensions |
| Agent Lenders | Financial advisors/ RIAs | Research Analysts |
| Asset Managers | Foundations | Risk Managers |
| Assurance Companies | Fund of Funds | Sovereign Funds |
| Attorneys | Hedge Fund Managers | Superannuation Schemes |
| Banks | High Net Worth Investors | Technology Providers |
| Chief Investment Officers | Index providers | Traders |
| Consultants | Mutual Funds | Union plans |
| Corporate Pensions | Portfolio Managers | Unit Trusts |
| Endowments | Private Equity Funds | |



Available Advertisement Positions



IMN public website leaderboard
(752 x 96 pixels)

IMN public website tower
(200 x 500 pixels)



IMN customer website tower
(160 x 500 pixels)



IMN customer emails
(160 x 500 pixels)



IMN mobile website leaderboard
(752 x 96 pixels)



Other Advertising Program Options

Customer Channels: Advertisers can tailor their advertising program to specific members of IMN's customer base. Through the use of logged traffic, IMN identifies and serves ads based on the visitor, not where they visit. Customer channel advertising is a great way to stay in front of your target audience.

Lead Generation: Advertisers can benefit from the high volume of new visitors IMN websites generate every year by adding a lead generation component to the advertising program. By offering IMN website visitors access to an asset of interest (i.e. white paper, prospectus), visitors will be prompted to share their contact details with the advertiser before they can view/download the asset of interest. Lead generation demonstration video: <http://www.imn.org/newbizleads>

PROGRAM PRICING

| Ad | Pageviews (Avg.) | Unique visitors (Avg.) | Gross | Net |
|--------------------|------------------|------------------------|-----------|--------------|
| Run of site (ROS) | 105,000/month | 33,000/month | \$145/CPM | \$123.25/CPM |
| Structured finance | 47,000/month | 12,000/month | \$175/CPM | \$148.75/CPM |
| Real estate | 36,000/month | 14,000/month | \$175/CPM | \$148.75/CPM |
| Investment mgt. | 21,000/month | 7,000/month | \$175/CPM | \$148.75/CPM |
| Conference channel | Inquire | Inquire | \$195/CPM | \$165.75/CPM |
| Customer channel | Inquire | Inquire | \$245/CPM | \$208.25/CPM |

Lead generation component may be added for \$125/CPM

ADVERTISING SPECIFICATIONS

| Ad | Dimensions | Max File size | Looping | Format |
|-------------------|------------|----------------------------|---------|--------|
| Leader board | 752 x 95 | 35kb initial / 80kb polite | 3x max | Any |
| Tower (MPU) | 200 x 500 | 35kb initial / 80kb polite | 3x max | Any |
| Email Tower (MPU) | 160 x 500 | 35kb initial / 80kb polite | 3x max | Any |
| Mobile | 752 x 95 | 35kb initial / 80kb polite | 3x max | Any |