

2009 Media Kit

for

www.InvestorConcepts.com

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Introduction

Overview

Congratulations! By reading this Media Kit you have taken the first step to improving your bottom line. Advertising is an essential business function that all business managers must engage in throughout the course of regular business activity. It's the way you disseminate information to potential customers about your products and services, your availability to do business, and how you can be reached. In fact without this type of essential business communication business activity around the world would be reduced substantially. To illustrate the importance of advertising consider the following quotation:

“Early to bed, early to rise, work like hell and advertise.”

According to Wikiquote this quotation is attributed to Dr. Gareth Beynon in The Oxford Dictionary of Medical Quotations, but other famed individuals of the last century such as William Scholl, B. J. Palmer, Laurence Peter, and Ted Turner are also known for saying it.

There are many forms advertising communication can take. You can have word-of-mouth (referral) advertising, multimedia broadcast advertising (i.e. radio or TV commercials), traditional media advertising (newspaper ads), and online advertising (i.e. banner advertising). When making a decision about advertising media buying, marketing managers identify the target market which they wish to reach and the media outlets that can deliver their messages to that specific market. We fit into the advertising equation by providing online advertising and creative services and delivering your messages to a niche market of web savvy investors.

Audience

Due to the nature of our niche market web publishing business we are able to offer Online Advertising services to businesses that cater to the investor community. Through our *Investor Concepts* web publication our advertisers can gain access to a niche market of readers similar to other niche market publications such as The Wall Street Journal, Teen Magazine, Computer Shopper, and other online niche market publications.

Our readers are interested in learning more about their areas of interest (“investing”) which is the reason why they visit and return to our site. We publish a large number of investment related articles and concepts on our web site which our readers can locate through search engines or by visiting our site directly. We also drive traffic to our site by doing telephone surveys of investors throughout the U.S., by marketing our site on other web sites, and by sending out direct marketing pieces. As a result about 97% of our web site visitors are from the U.S.A.

Targeting

Investor Concepts offers flexible, targeted solutions to help you reach investors with the capital and interest to invest. Our readership includes every investor classification from institutional investor and financial professional to seasoned investor, beginning day trader, and investor newbie. We provide sovereign analysis and unique insights to help every investor make knowledgeable financial decisions. Our demographics reveal an audience for marketers seeking aggressive investors, accredited investors, and high net worth individuals.

There are two primary methods for targeting the Investor Concepts audience:

Broad Audience Targeting

Broad audience targeting is the default mode of advertising on our site. Because our readers are already in a relatively narrow niche market, this type of advertising is sufficient for most advertisers wishing to reach out to the investment community. It is also the type of advertising that will result in the most amount of exposure to your advertisement messages.

Topic Targeting

Topic targeting serves ads to individuals based on the specific topics that they research and content areas that they visit on our site. This method targets consumers by inserting your ads into the specific content areas that pertain to your product. Examples of content areas are: Market Reports, Investor Education, Forecasts, Markets & Strategies, Principles & Success, Concepts, Blogs, Events, etc.

Ethnic Targeting

Although currently unavailable, we are actively working on a third way to target advertisement on our site by segmenting the readers by ethnicity. We aim to accomplish the ability to do ethnic targeting by providing content in multiple languages (i.e. Spanish, German, French, etc.). If you are interested in ethnic targeting through our web site please talk to a sales representative and find out if this feature has become available.

Advertisement Opportunities

Investor Concepts offers a number of advertising alternatives on our site. Namely we offer:

- Conventional Banner Advertising
- Article Sponsorships
- Content Area Sponsorships

Identifying which alternative is right for you depends primarily on what you're trying to accomplish with your advertisement communication. For example if you are trying to drive traffic to your existing web site to sell some form of product or service directly or to create brand awareness, then banner advertising will probably be suitable. However, if you have some type of product that you wish to sell to investors, but you prefer to use our site as a marketing channel rather than just a referral site then our Content Area Sponsorship alternative will be more suitable. Also, if you are trying to market yourself as a consultant with expert knowledge about some aspect of investing (i.e. hedging, commodity trading, foreign exchange trading, etc.) then writing Sponsored Articles might be the best alternative for you. Choosing which approach to use will depend on both your intentions and your budget. Each alternative is outlined in some detail on the following pages.

Banner Advertising

Banner advertising is the most common method of advertising on the Internet. It implies creating an animated block of content (usually Adobe Flash or animated GIF) with a specific message detailing a specific product or service offering and placing it on highly trafficked web sites whose user demographics match the target demographics of the offering. Investor Concepts caters to the investor community and includes a readership spectrum that ranges from novice investors to expert investment advisors, and high net worth investors. By creating banner ads and placing them on our site you can create brand awareness and solicit services to this user community.

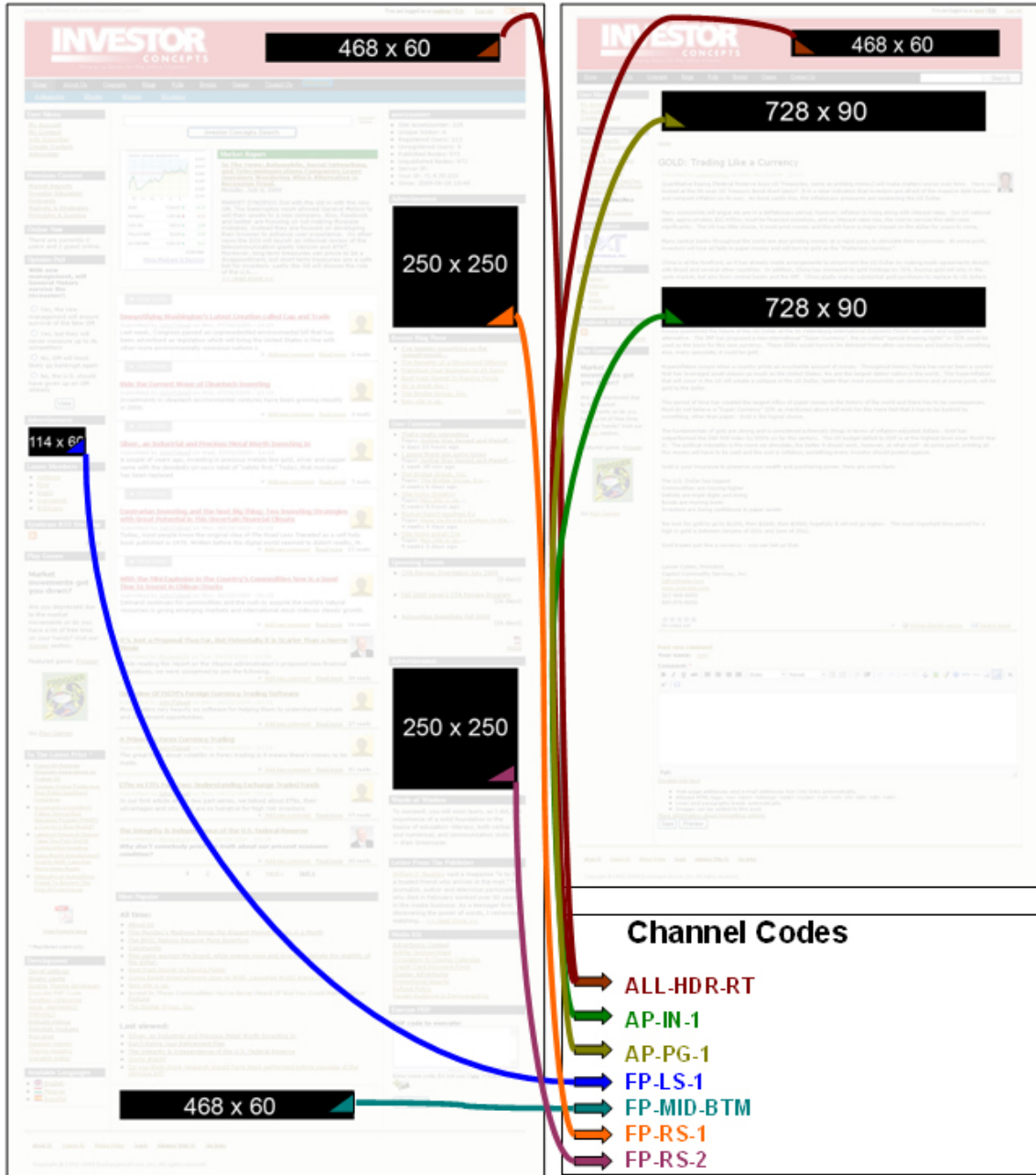
Investor Concepts offers several advertising opportunities to suit your particular marketing needs. Investor Concepts has a variety of ad styles to present your marketing message in an advantageous position to our community. Ad sizes can be purchased separately or combined into a customized advertising package to promote your company in greater rotation on our site. Online advertising rates are sold on monthly terms, or prorated per month.

Available Ad Spaces

There are multiple places where banner advertisements can be placed throughout our site. Each advertisement is placed into an advertisement channel. The term "advertisement channel" refers to the ad display category that holds all the ads designated to be shown in a specific location. If you want to place banner ads on our site you will need to know what size advertisement a specific channel accepts and its channel code. The location of our advertisement channels, their dimensions, and channel codes are shown by the following illustration.

Front Page

All Article Pages



Media File Formats

We accept banner ads in both Adobe Flash and animated GIF format. Because animated GIF files are less efficient to load and display than Flash animations due to their larger size, there is a 10% surcharge for using them. All media files and landing page URLs need to be submitted to your sales representative at the time or shortly following the placement of your order.

Article Sponsorships

A sponsored article involves a 500 to 1,000 word article describing your company, you as a financial professional, or an investing opportunity written in objective, non-solicitous language. It is prohibited to include financial projections, assumptions of growth or future returns, and other "pie in the sky" verbiage. A disclaimer precludes all sponsored articles on the Investor Concepts website. All sponsored articles must be approved by the Investor Concept editor before being published.

An article sponsorship package will give your firm substantial exposure to qualified investors. There are 2 available article sponsorship packages:

1. Online Article Sponsorship

- Your sponsored article will appear as a "Featured" article on the front page of the InvestorConcepts.com website
- Although the "Featured" status will expire in about one week, and your article will be preceded by newer articles, it will remain on the InvestorConcepts.com website indefinitely

2. Official Financial Analyst / Columnist

Investor Concepts also offers the opportunity for financial professionals to provide accurate and market timed education to the Investor Concepts readers. Financial professionals such as commodities brokers, financial planners, stock brokers, and real estate professionals may purchase a columnist subscription and submit articles, reports or market analysis for publication in Investor Concepts. After the articles have been submitted the editorial staff will review them during the daily publishing process and if found acceptable, make them available to the readers. As all sponsored articles, approved financial columnists must not engage in solicitation or overt self-promotion. Financial columnists should seek the profit and growth of investors first when writing articles for publication in Investor Concepts.

Content Area Sponsorships

Content Area Sponsorships allow substantially greater visibility of your company, products or services on the Investor Concepts web site. This advertising alternative is ideal for advertisers that wish to integrate their offerings into our site. As an advertiser you provide us with the content (graphics, verbiage, and links) to include on the main page of a specific section and that content will be integrated into the section for the duration specified in the advertisement contract.

Investor Concepts offers many different types of content to our readers on our web site so there is a large selection of content areas to choose from. The following list illustrates some of the available choices:

- Market Reports
- Investor Education
- Forecasts
- Markets & Strategies
- Principles & Success
- Concepts
- Polls
- Blogs
- Events
- Games

As our site grows and more content is added new areas are become available, thus making more precise targeting of advertisements on our site possible.

Forms

This page contains downloadable forms needed to complete your advertising contract. In order to begin advertising with us you must fill out the Terms and Conditions form and fax it back to us to: (818) 909-5211. If you're paying for your order with a credit card you will need to fill out the Credit Card Payment Form and fax that to us as well.

Terms and Conditions

(Can be downloaded from: <http://www.investorconcepts.com/media-kit/forms>)

Credit Card Payment Form

(Can be downloaded from: <http://www.investorconcepts.com/media-kit/forms>)

Contact Information

To discuss advertising opportunities or to place an order to advertise on InvestorConcepts.com contact a sales representative at:

Phone: (818) 933-5175

E-Mail: sales@investorconcepts.com