2020 MARKETING PARTNERSHIP OPPORTUNITIES

Partner with BISA. Enhance Your Organization’s Industry Presence.
WHO ARE YOU ADVERTISING TO WHEN YOU ADVERTISE WITH BISA?

The Bank Insurance & Securities Association (BISA) is the leading financial services industry association dedicated to serving those responsible for the marketing, sales and distribution of securities, insurance and other financial products and advisory services through the bank channel.

BISA Members are...

- Program Executives and CEOs
- Managing Directors
- Financial Advisors
- National and Regional Sales Directors
- COOs
- CFOs
- Chief Risk & Compliance Officers

BISA members represent Depository Institutions, such as:

- BB&T Investment Services and SunTrust (soon to be Truist)
- BBVA Compass Investment Solutions
- Citi Personal Wealth
- Citizen’s Securities
- Comerica Securities
- Fifth Third Securities
- Key Investment Services
- M&T Securities
- PNC Investments
- Regions Investment Services
- TD Bank
- UnionBanc Investment Services
- U.S. Bancorp Investments, Inc.

Advertise with BISA if...

- Your organization provides insurance, investments and securities products and services through the bank channel.
- You are looking to engage with an attentive audience of depository institutions in a variety of ways.
- You are seeking custom media, content and print advertising opportunities.

What Content-based Opportunities are Available?

BISA offers advertising for three primary platforms that reach vast industry audiences:

- **Portfolio Annual Print Edition:** Produced once a year, the *Portfolio Annual Print Edition* contains original industry content from BISA members and thought leaders alike.
- **Portfolio:** BISA’s online content hub, *Portfolio*, is the place to find comprehensive and timely industry news, plus insights from BISA’s members and partners.
- **Portfolio Weekly:** Distributed to BISA members once per week, this email newsletter provides curated content and association updates.

FOR MORE INFORMATION, PRICING & CUSTOM OPTIONS, EMAIL ADVERTISING@BISANET.ORG OR CALL (202) 367-1111
MAKE AN IMPACT THROUGH THE PORTFOLIO ANNUAL PRINT EDITION

By the Numbers

Sent to 10,000+ industry professionals representing nearly 200 industry organizations

Select an Ad Placement to Highlight Your Organization

<table>
<thead>
<tr>
<th>AD PLACEMENT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Center Spread</td>
<td>$25,000</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$23,000</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$10,500</td>
</tr>
<tr>
<td>2/3 Page Vertical Ad</td>
<td>$8,500</td>
</tr>
<tr>
<td>1/2 Page Horizontal Ad</td>
<td>$7,500</td>
</tr>
<tr>
<td>1/3 Page Horizontal Ad</td>
<td>$6,200</td>
</tr>
<tr>
<td>Inside Front Cover Ad</td>
<td>$12,000</td>
</tr>
<tr>
<td>Inside Back Cover Ad</td>
<td>$12,000</td>
</tr>
<tr>
<td>Outside Back Cover Ad</td>
<td>$14,500</td>
</tr>
</tbody>
</table>

Many premium offerings are available. Please contact advertising@bisanet.org to discuss your options.
By the Numbers

1,200+

banking insurance and securities professionals access Portfolio monthly

3+

pages on average when visiting Portfolio

80%

of monthly Portfolio visitors are return visitors to the site

Which Ad Option is Right for You?

<table>
<thead>
<tr>
<th>TYPE OF AD</th>
<th>COST PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Homepage Banner (rotates between advertisers; up to 6 ads total)*</td>
<td>$3,000</td>
</tr>
<tr>
<td>B Department Page Banner (rotates between advertisers; up to 6 ads total)</td>
<td>Included with Homepage Banner purchase</td>
</tr>
<tr>
<td>C Article Page Ad (2 spots available)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

* This option allows an advertiser to advertise specifically on a department page and/or across all department pages.
Tailor Your Content

Interested in contributing content to Portfolio? Choose from the following options:

**CONTRIBUTED CONTENT**

Contributed content is sourced from BISA members for the Portfolio site. This content should be original articles, research, graphics, etc. written by BISA members or their organizations for the BISA audience. Contributed content can be featured in any section of the Portfolio site.

Contributed content is accepted on a rolling basis throughout the year and will be scheduled by the BISA Portfolio editorial team. Contributed content must focus on thought leadership topics and be relevant and informational for BISA members.

Please contact editorial@bisanet.org if you have a relevant submission.

**SPONSORED CONTENT**

Sponsored content lives in our Leadership Perspectives section of the Portfolio site. It is supplied by the company or organization and posted on BISA’s Portfolio site for a fee. The content will include a company logo and verbiage to distinguish it from original Portfolio content.

Sponsored content must adhere to a strict set of guidelines that uphold the editorial integrity of the publication. The Portfolio editorial team has the right to revise all articles to fit the BISA and Portfolio style and voice.

Please contact advertising@bisanet.org for more details.

**CUSTOM CONTENT**

Custom content is content developed by the BISA Portfolio editorial team in partnership with an external organization or company for a fee. This content can be featured in any section on the site and will include a note explaining the partnership between BISA Portfolio and the external organization or company.

If your organization is interested in telling your story in a unique, nontraditional way, custom content is a great vehicle to add to your initiatives.

Please contact advertising@bisanet.org for more details.
REACH MEMBERS DIRECTLY WITH PORTFOLIO WEEKLY

By the Numbers

1,200+
the number of Depository members Portfolio Weekly is distributed to each week

...  

20%  
of Depository readers click through to continue on to the Portfolio homepage

...  

Readers spend 1 minute or more on Portfolio after reading Portfolio Weekly and visit an average of 2.7 content pages.

Select from the Following Ad Options to Reach 1,000+ Readers per Week

<table>
<thead>
<tr>
<th>TYPE OF AD</th>
<th>COST PER WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Leaderboard</td>
<td>$1,000</td>
</tr>
<tr>
<td>B Sponsored Content</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION, PRICING & CUSTOM OPTIONS, EMAIL ADVERTISING@BISANET.ORG OR CALL (202) 367-1111
RECEIVE INCREASED EXPOSURE THROUGH A PARTNERSHIP PACKAGE

Purchase a $25,000 partnership package and receive $7,500 in savings.

What’s Included?

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PLACEMENT</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BISA Portfolio Annual Edition</td>
<td>Inside Front Cover or Inside Back Cover</td>
<td>$12,000</td>
</tr>
<tr>
<td>Premium Ad Placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portfolio Weekly</td>
<td>Leaderboard Ad (6x per year)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Portfolio Weekly</td>
<td>Sponsored Content (6x per year)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Portfolio</td>
<td>Leaderboard Ad (1 month)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Portfolio</td>
<td>Standard Banner Ad (1 month)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Portfolio</td>
<td>Sponsored Content</td>
<td>$3,000</td>
</tr>
</tbody>
</table>
LEVERAGE THE POWER OF ENGAGED READERS THROUGH SPONSORED RETARGETING

Expand your reach to a targeted audience through sponsored retargeted, which places your ads in front of a pinpointed audience that has expressed interest in BISA.

**Ad Reach**
Your ads will reach this targeted audience wherever they browse, from Facebook to the Wall Street Journal.

**Year-round Exposure**
Engage the BISA audience far beyond the reach of BISA events. Retargeting offers year-round exposure.

**Quantifiable ROI**
BISA will provide detailed reporting of your results, so value is easily proven.

**Pay-Per-Impression**
You supply three ads and BISA’s retargeting team will provide placement and reporting.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th># OF IMPRESSIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Engaged Package</td>
<td>25,000 impressions</td>
<td>$5,995</td>
</tr>
<tr>
<td>The Influencer Package</td>
<td>50,000 impressions</td>
<td>$7,995</td>
</tr>
</tbody>
</table>
AD SPECIFICATIONS:
WHAT YOU NEED TO KNOW

**Portfolio Ads**
- **Homepage Banner:** 1060 x 150 pixels; PNG image
- **Department Page Banner:** 1060 x 150 pixels; PNG image
- **Article Page Ad:** 326px x 400 pixels; PNG image

**Portfolio Weekly**
- **Leaderboard Ad:** 640 x 115 pixels; PNG image

**Retargeted Ads**
- **728x90 pixels; PNG image**
- **300x250 pixels; PNG image**
- **160x600 pixels; PNG image**

.JPG or .GIF static images only; no Flash.
Video options also available.

Ad Sizes & Specs

- **A** 1060 x 150 px
- **B** 326 x 400 px
- **C** 640 x 115 px
- **D** 728 x 90 px
- **E** 300 x 250 px
- **F** 160 x 600 px