



# WALLSTREETOASIS.COM

## 2012 Media Kit

**WallStreetOasis.com** is the largest online community of students and young finance professionals looking to advance their careers. With more than 8 million unique visitors and 75 million hits since 2009, WallStreetOasis.com is the ideal place to source talented candidates and target young adult males with high disposable income.

Every month, WallStreetOasis.com is frequented by thousands of the top students looking to gain an edge in recruiting for financial careers. The schools below are a small sample of the top institutions we work with across the world to help prepare their students.



Harvard Business School



Wharton School of Business



Goizuetta Business School



Wisconsin School of Business



BYU Marriot School



Olin Business School at Washington University

The screenshot displays the WallStreetOasis.com website. At the top, there is a navigation bar with links for 'RECENT', 'FORUMS', 'GROUPS', 'FAQs', 'LOGINS', 'SIGN UP!', 'ACCOUNT', and 'SEARCH WSO'. Below this is a banner for 'JAGUAR'. The main content area features several articles and forum posts. One article is titled 'WHAT IS THE MINIMUM YOU NEED TO BE CONTENT?' by Senior Contributor Genitor Conilla. Another article is 'COMING SOON: ANOTHER BAILOUT FUND' by Edmund Braverman. There are also sections for 'FORUM TOPICS' and 'HOT TOPICS'. The website layout is clean and professional, with a focus on financial and career-related content.

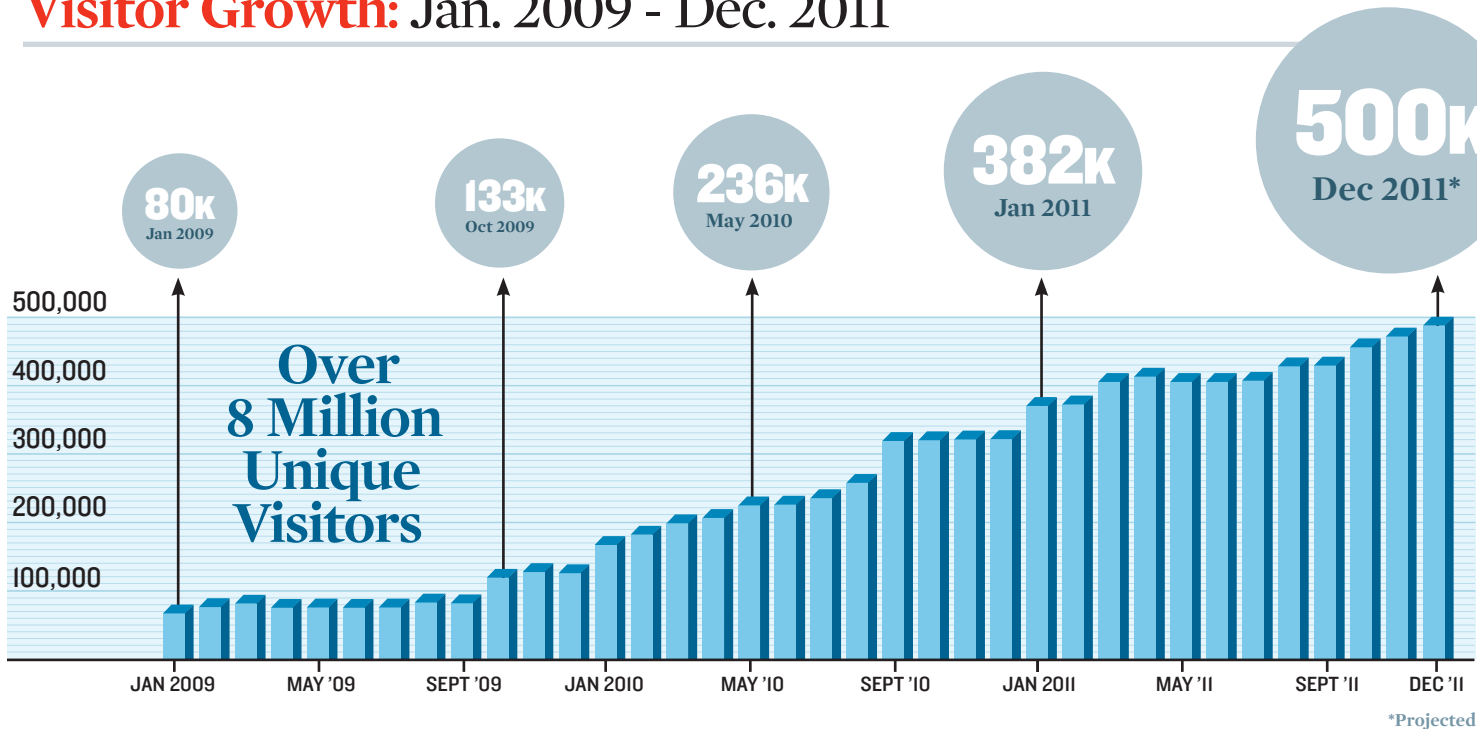
The majority of WallStreetOasis.com users either work in the following industries or are trying to break in:

- Investment Banking
- Private Equity
- Management Consulting
- Hedge Funds
- Sales and Trading
- Accounting
- Asset Management

# Recruit@WallStreetOasis.com

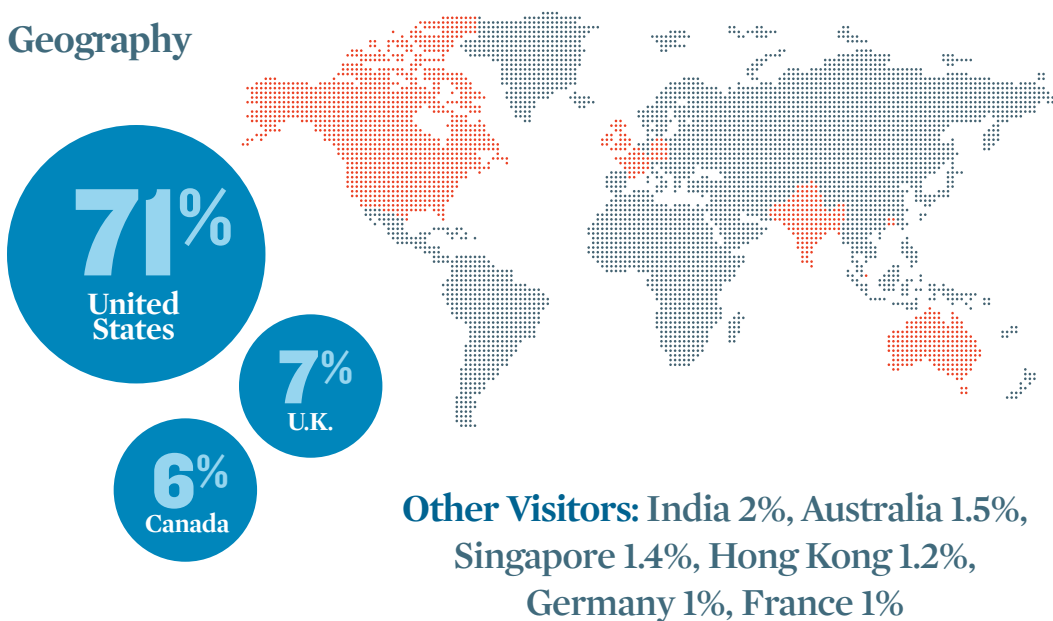
 **Statistics**

**Visitor Growth: Jan. 2009 - Dec. 2011**

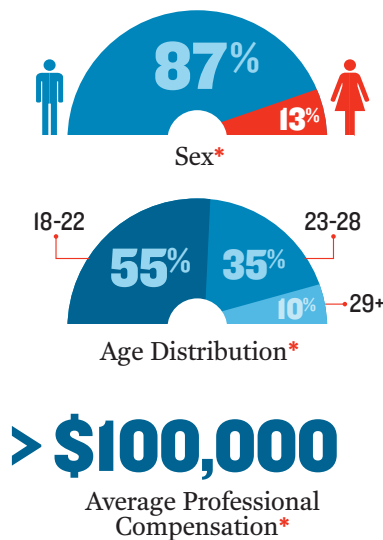


**Demographic Breakdown**

**Geography**



**Registered User Data**

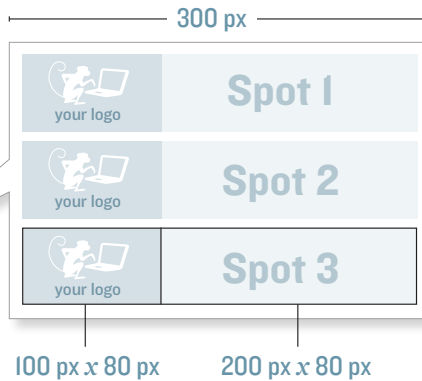
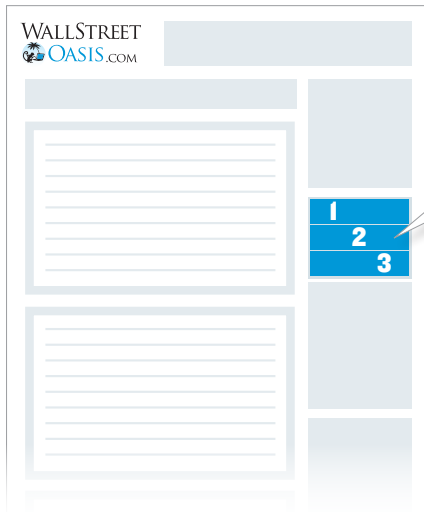


\*Approximations based on user registration data

# Sponsorship in Action

## Home Page Sponsorship

Limited Spots Available: 3



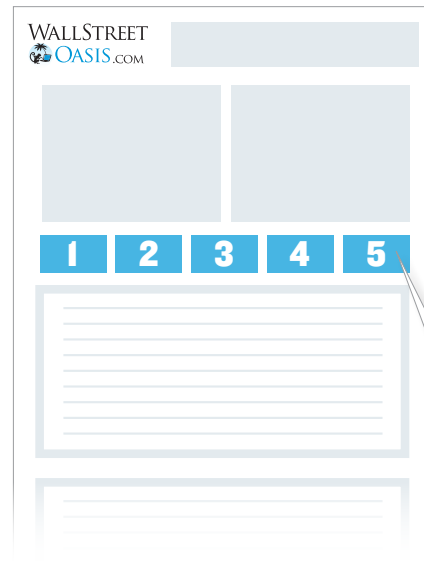
With over 3.3 million hits to the home page in 2011, be sure to gain maximum exposure for your company with this prominent sponsorship.

**Save 50%**

Spot 1 Rate	Spot 2 Rate	Spot 3 Rate
\$1,999/month	\$1,799/month	\$1,499/month
\$11,994/year	\$10,794/year	\$8,994/year

## Job Board Sponsorship

Limited Spots Available: 5



With hundreds of thousands of job seekers visiting WallStreetOasis.com every month, make sure your company is given the spotlight as a Featured Employer with this sponsorship on our popular job board.

Rate
\$499/month
\$2,994/year

**Save 50%**

### Featured Employers

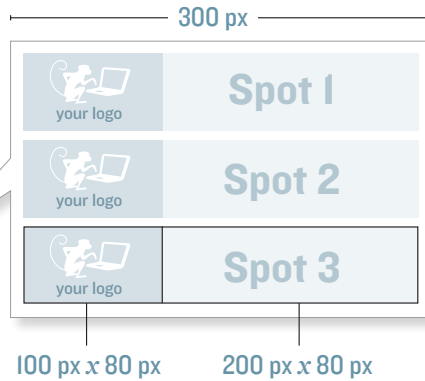
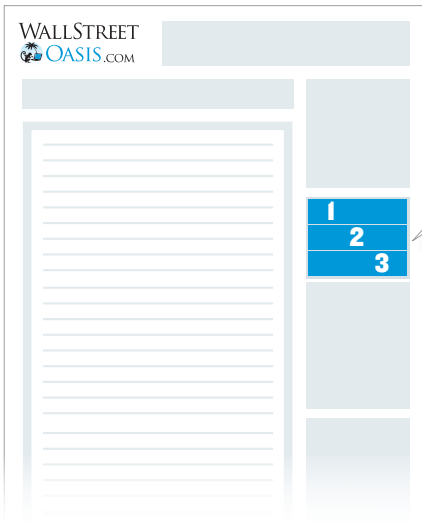


100 px x 80 px

# Sponsorship in Action

## Main Forum Page Sponsorship

Limited Spots Available: 3



Reach our visitors as they browse our forums. From investment banking, private equity, hedge funds and more, the forums are the most popular feature on WallStreetOasis.com.

Spot 1 Rate	Spot 2 Rate	Spot 3 Rate
<b>\$599</b> /month	<b>\$499</b> /month	<b>\$399</b> /month
<b>\$3,549</b> /year	<b>\$2,994</b> /year	<b>\$2,394</b> /year

**Save 50%**

## Industry Forum Sponsorship

Limited Spots Available: 1



This sponsorship allows you to put a large 300x125 logo next to the active discussions in the industry forum of your choice.

Industry Forum Rate
<b>\$1,299</b> /month
<b>\$7,794</b> /year

**Save 50%**

### Industry Forum Topics:

- Investment Banking
- Private Equity
- Venture Capital
- Trading
- Asset Management
- Consulting
- Hedge Funds
- Equity Research



# Sponsorship in Action

## E-mail Marketing

Limited Spots Available: 8


Gain valuable exposure in our Job Newsletter by promoting your company product/service to over 50,000 subscribers. These newsletters are sent out twice every month to highlight the latest positions in our job board.

### Featured Employers

	100-word description of your company
	100-word description of your company
	100-word description of your company
	100-word description of your company
	100-word description of your company
	100-word description of your company
	100-word description of your company
	100-word description of your company

<b>Newsletter Spot Rate</b>
<b>\$499</b> /newsletter
<b>\$5,988</b> /year (22 newsletters)

**Save 50%**




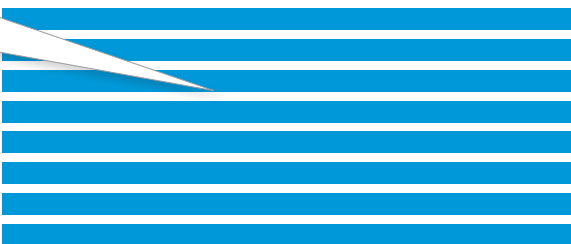
Dear Fellow Primates,

Our featured jobs and internships below are looking for talented monkeys like you: [Subscribe and Apply Today!](#)

[Equity Research Associate - New York, NY](#)  
[Technical Project Manager - Dallas, TX](#)  
[Investment Analyst - United Kingdom](#)  
[Private Equity Associate / Sr. Associate - Toronto](#)  
[Equity Research Analyst - Long Only - Technology Sector - New York](#)  
[Hedge Fund Compliance Associate - Westchester Area, NY](#)  
[Equities Portfolio Specialist - New York, NY](#)  
[Financial Reporting Analyst - New York, NY](#)  
[VP-Investment Banking - Chicago, IL](#)  
[Investment Advisor Representative, Hedge Fund Sales, Capital Raising, Partner - New York, NY](#)  
 ...and more!

[To apply all you have to do is click here to look at our subscription options and log in!](#)





**Finance Internships and Training Available**

Looking for a Pre-MBA or Post-MBA job in Hedge Funds, Investment Banking, or Private Equity?

Strengthen your resume and job skills with a top notch training program and finance internship where you will gain *real deal experience*. The **Anex Advantage Program** combines world class training with work on real deals and investments for a boutique [investment bank](#), [private equity](#) or hedge fund.

The program includes an intensive six-week training and work on live deals.

Price: \$4,995

In order to apply for this program please send your resume to [AnalystAdvantage@wallstreetoasis.com](mailto:AnalystAdvantage@wallstreetoasis.com) and a representative will contact you to give you more information on the program. Anex Advantage is now offered in the Fall on a part time basis to work with you and your busy class schedule.

Good Luck!

**Learn How to Model**

Also, don't forget about the **Wall Street Prep financial modeling** program. It will teach you everything you need to know about **financial modeling** — from how to use **Excel to Accounting 101**, to how to model and value companies, and how to **create merger models** as well as **LBO models**.

**Interview and Career Guides**

Since this is the Wall Street Jobs newsletter, we thought we would give you a friendly reminder of the Official **WSO** Guides to help you prepare for your interviews and research different fields in the world of finance. They all come with a 100% money-back guarantee and you can find testimonials and descriptions in the table below.

Publication	Description	Testimonials	Price	Buy Links
Technical Interview Guide	<a href="#">Description</a>	<a href="#">Testimonials</a>	\$29.99	<a href="#">YES ADD TO CART</a>
Behavioral Interview Guide	<a href="#">Description</a>	<a href="#">Testimonials</a>	\$19.99	<a href="#">YES ADD TO CART</a>
Consulting Case Interview Guide	<a href="#">Description</a>	<a href="#">Testimonials</a>	\$29.99	<a href="#">YES ADD TO CART</a>

 **Annual Packages/Bulk Discounts**

**Platinum Package** **\$24,999/year**

Home Page Sponsor.....	\$11,994 Value
Industry Forum Sponsorship.....	\$7,794 Value
Top 3 Spot in Job Newsletters Guaranteed .....	\$5,988 Value
Main Forum Page Sponsor .....	\$3,594 Value
Job Board Featured Employer .....	\$2,994 Value
<b>Total Value at Annual Rates (50% Off).....</b>	<b>\$32,364 Value</b>
<b>Price of Annual Platinum Package .....</b>	<b>\$24,999</b>

Over  
60% off  
Monthly  
Rates

**Gold Package** **\$18,999/year**

Home Page Sponsor.....	\$11,994 Value
Top 5 Spot in Job Newsletters Guaranteed .....	\$5,988 Value
Main Forum Page Sponsor .....	\$3,594 Value
Job Board Featured Employer .....	\$2,994 Value
<b>Total Value at Annual Rates (50% Off).....</b>	<b>\$24,570 Value</b>
<b>Price of Annual Gold Package .....</b>	<b>\$18,999</b>

Over  
60% off  
Monthly  
Rates

**Silver Package** **\$9,999/year**

Top 5 Spot in Job Newsletters Guaranteed .....	\$5,988 Value
Main Forum Page Sponsor .....	\$3,594 Value
Job Board Featured Employer .....	\$2,994 Value
<b>Total Value at Annual Rates (50% Off).....</b>	<b>\$12,576 Value</b>
<b>Price of Annual Silver Package .....</b>	<b>\$9,999</b>

Over  
60% off  
Monthly  
Rates

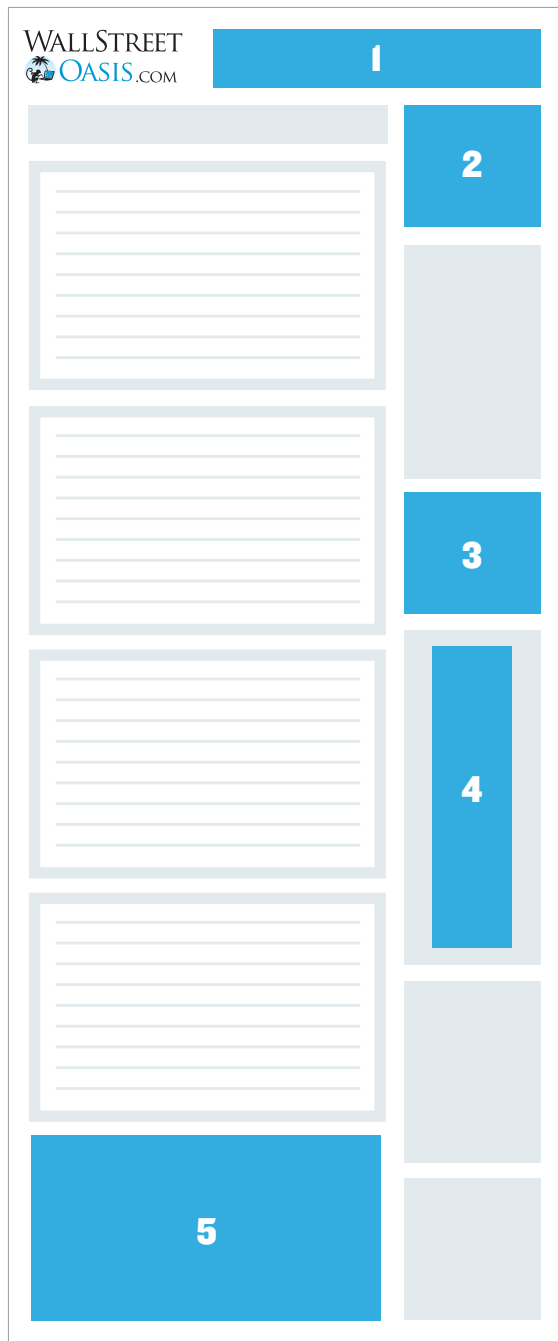
**Custom annual packages available.**

Please e-mail [recruit@wallstreetoasis.com](mailto:recruit@wallstreetoasis.com) for a custom quote.



## Other Advertising Options

### WSO Ad Units Sold by CPM\*



We also offer the following ad units shown in the image to the left. These popular units are located in some of the most prominent locations across WallStreetOasis.com and are sold on a CPM basis.

Unit	Dimensions	Rate
<b>1.</b> Leaderboard (Above Fold)	728x90	\$7
<b>2.</b> BOX (Above Fold)	300x250	\$9
<b>3.</b> BOX (Below Fold)	300x250	\$3
<b>4.</b> Skyscraper (Below Fold)	160x600	\$2
<b>5.</b> Big Box	630x400	\$14

\* Minimum order of \$2,000. CPM stands for "cost per thousand impressions."  
To have your ad appear 500,000 times at a CPM of \$10 would cost \$5,000  
(500,000 impressions \* \$10 / 1,000).



## Frequently Asked Questions

### **Your packages don't meet my requirements, do you offer custom deals?**

Yes, in fact nearly all of our clients choose to create their own package. If you provide us with your budget and overall goals, we can make recommendations.

### **How much notification do you need before a campaign can start?**

Most products require 48 hours notice, however, for email marketing a minimum of two weeks notice is required. Home Page, Main Forum, Industry and Job Board sponsorships are served on a first come basis.

### **How do your visitors find out about WallStreetOasis.com?**

WallStreetOasis.com uses search engine optimization. This means we rank highly in Google, which sends us thousands of new visitors every day. We also work closely with universities and career centers.

### **You have a very active forum, what control do you have over user input?**

Many companies are concerned about the impact unjustified comments can have on their brand. We regularly get asked about the behavior of our forum community. We have developed a system that limits the use of indecent language and will actively try to resolve concerns your company has in relation to content in our forums should an issue arise.

### **Quick Answers**

**Can I edit my active Company Page?** Yes.

**Can I edit my logos and banner ads during a campaign?** Yes.

**Can I book for next year?** Yes.

**Do you offer discounts?** Please ask for quote.

**We have a limited budget, do you offer less expensive solutions?** Yes. Contact Us.



# Quick Reference Rate Card

## Home Page Sponsorship

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Spot One.....\$1,999/month, \$11,994/year  
 Spot Two.....\$1,799/month, \$10,794/year  
 Spot Three.....\$1,499/month, \$8,994/year

- Maximum exposure - over 3.3 million pageviews in 2011 and over 4 million pageviews expected in 2012.
- Limited Spots Available: **3**

## Annual Packages

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Platinum Package.....\$24,999/year  
 Gold Package.....\$18,999/year  
 Silver Package.....\$9,999/year

- Our best value. Gain prominent site-wide placement at over 60% off monthly rates.

## E-Mail Marketing

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Single Newsletter.....\$499  
 Yearly Subscription.....\$5,988/year

- Highlight your company as a Featured Employer on newsletters sent to more than 50,000 subscribers.
- Limited Spots Available: **8**

## Job Board Sponsorship

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\$499/month, \$2,994/year

- Highlight your company on our popular job board to potential employees.
- Limited Spots Available: **5**

## Main Forum Page Sponsorship

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Spot One.....\$599/month, \$3,594/year  
 Spot Two.....\$499/month, \$2,994/year  
 Spot Three.....\$399/month, \$2,394/year

- Reach users on WallStreetOasis.com's most popular site feature.
- Limited Spots Available: **3**

## Industry Forum Sponsorship

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\$1,299/month, \$7,794/year

- Target visitors browsing industry-specific forums with a large 300x125 logo.
- Limited Spots Available: **1** (per forum)

### Industry Forums:

Investment Banking  
 Private Equity  
 Venture Capital  
 Trading

Asset Management  
 Consulting  
 Hedge Funds  
 Equity Research