



WALLSTREETOASIS.COM

2013 Media Kit

WallStreetOasis.com is the largest online community of students and young finance professionals looking to advance their careers. With more than 10 million unique visitors and 100 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 hundreds of thousands of 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 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

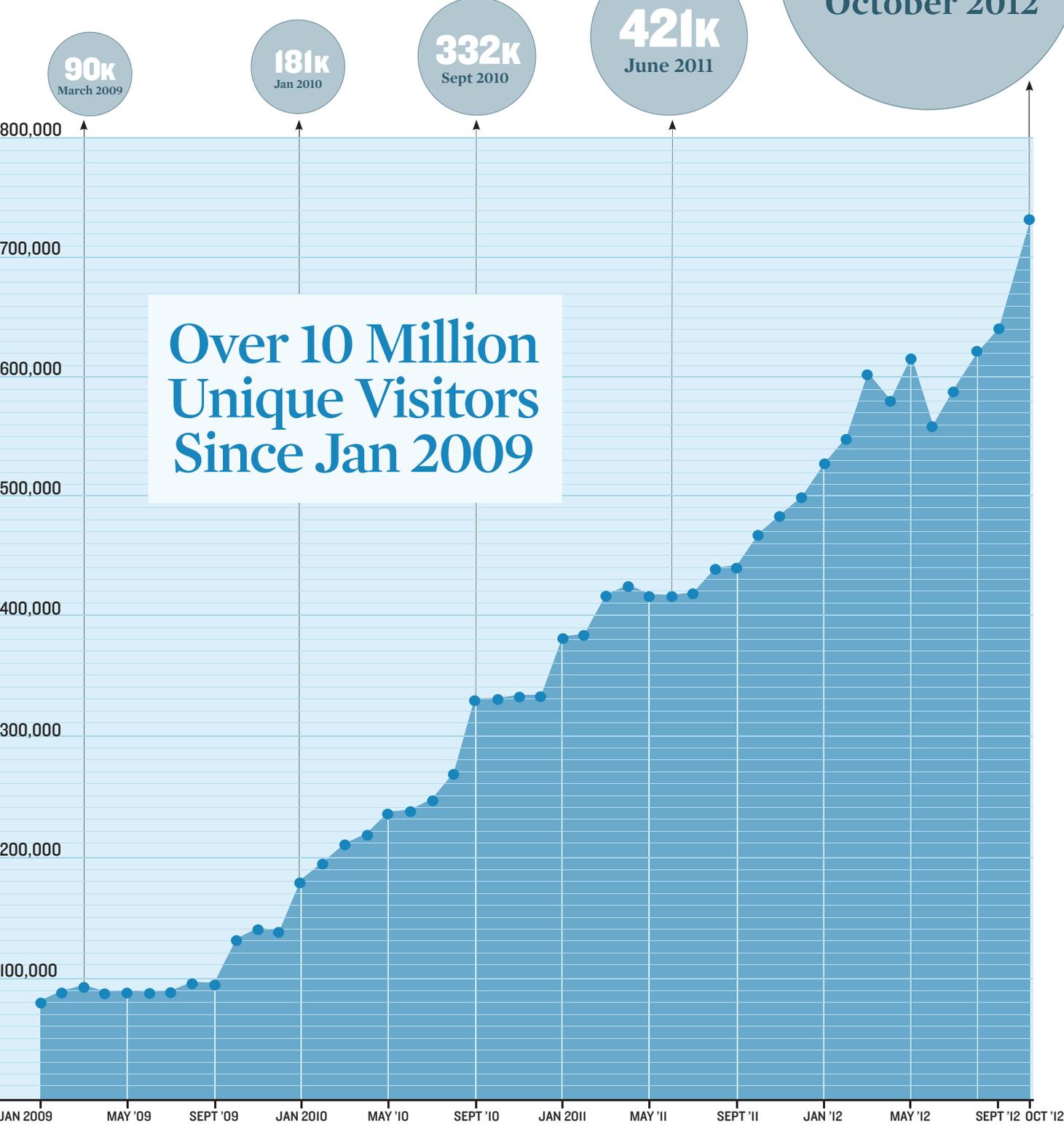
As seen in:





Visitor Growth Jan. 2009 - Oct. 2012

732k
October 2012

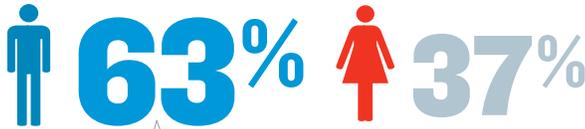


JAN 2009 MAY '09 SEPT '09 JAN 2010 MAY '10 SEPT '10 JAN 2011 MAY '11 SEPT '11 JAN '12 MAY '12 SEPT '12 OCT '12

 **Statistics**

Demographic Breakdown

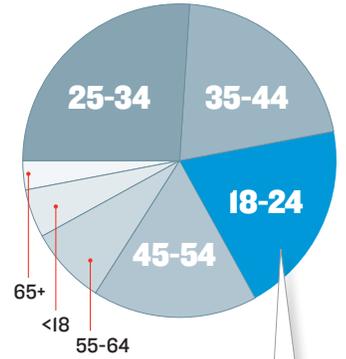
Gender



WSO attracts 1.3x more males than the internet average of 49%.

Age

< 18	5%
18-24	20%
25-34	26%
35-44	21%
45-54	17%
55-64	8%
65+	3%



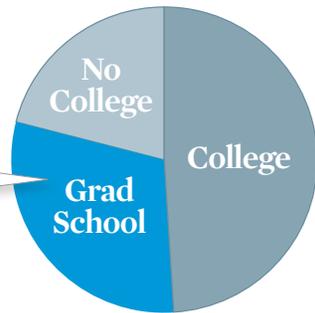
WSO attracts 1.6x more visitors in the 18-24 age segment than the internet average.

20% **12%**
On WSO Internet Avg

Education Level

WSO attracts 2x more visitors with a graduate school-level education than the internet average.

29% **14%**
On WSO Internet Avg



No College	22%
College	49%
Graduate School	29%

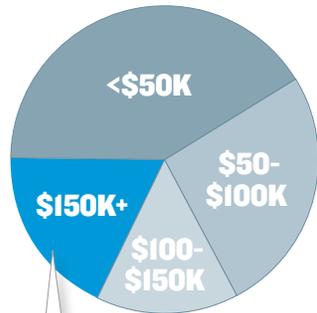
Geography



Other Visitors:
Australia 1.5%, Singapore 1.4%, Hong Kong 1.2%, France 1%, Germany 1%

Household Income

< \$50K	41%
\$50-100K	26%
\$100-150K	15%
\$150K+	17%



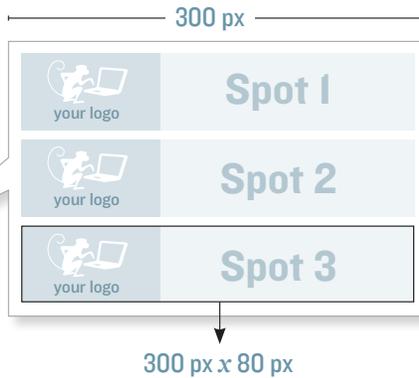
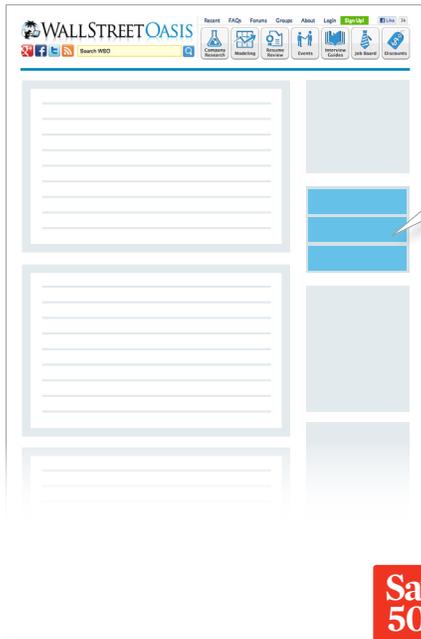
WSO attracts over 2x more visitors in the \$150K+ income segment than the internet average.

17% **8%**
On WSO Internet Avg

Sponsorship in Action

Home Page Sponsorship

Limited Spots Available: 3



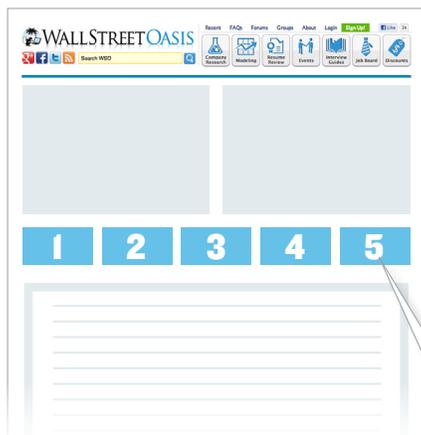
With over 5 million hits to the home page in 2012, be sure to gain maximum exposure for your company with this prominent sponsorship.

Spot 1 Rate	Spot 2 Rate	Spot 3 Rate
\$1,499 /month	\$1,299 /month	\$999 /month
\$8,994 /year	\$7,794 /year	\$5,994 /year

Save 50%

Job Board Sponsorship

Limited Spots Available: 5



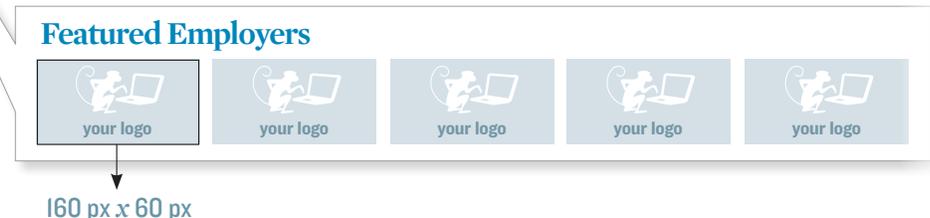
With hundreds of thousands of job seekers visiting WallStreetOasis.com every month, make sure your company is given the spotlight as a Featured Employer with this sponsorship on our popular job board.

Rate
\$299 /month
\$1,999 /year

Save 50%

Plus

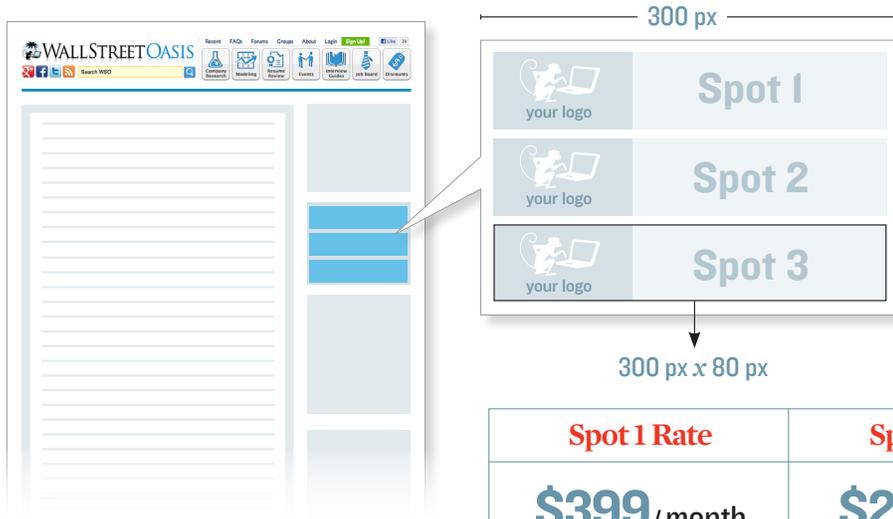
Wall Street Oasis will feature one of your job postings on our homepage each month.



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.

Save 50%

Spot 1 Rate	Spot 2 Rate	Spot 3 Rate
\$399 /month	\$299 /month	\$199 /month
\$2,394 /year	\$1,794 /year	\$1,194 /year

Industry Forum Sponsorship

Limited Spots Available: 1



This sponsorship allows you to put a 300x125 logo next to the active discussion in the industry forum of your choice and a 468x60 banner within each discussion.

Rates by Forum Topic

Investment Banking	\$2,999 /mo	\$17,994 /yr
B School	\$1,999 /mo	\$11,994 /yr
Careers, Get a Job, PE, HF, Consulting, Fashion	\$1,499 /mo	\$8,994 /yr
All other forums	\$599-\$999 /mo	Contact WSO for annual rates

Forums include: Investment Banking, Private Equity, Venture Capital, Trading, Asset Management, Consulting, Hedge Funds, Equity Research, Corporate Finance, Real Estate Finance, Career, Resume Review, WSO Success Stories, Fashion, WSO Products, Off-Topic

Save 50%

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

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

Newsletter Spot Rate

\$499/newsletter

\$5,988/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!](#)

[Sign Up Now](#)

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 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	Description	Testimonials	\$29.99	YES ADD TO CART
Behavioral Interview Guide	Description	Testimonials	\$19.99	YES ADD TO CART
Consulting Case Interview Guide	Description	Testimonials	\$29.99	YES ADD TO CART



Sponsorship in Action

WSO Conference Sponsorship

In 2012, the inaugural WSO Conference was a tremendous success with a sold out conference of close to 300 attendees. Keynote was Josh Rosenbaum, Managing Director of UBS and author of “Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions.”

Platinum Sponsor **\$20,000** (1 spot available)

The Platinum Sponsor will receive prominent thanks in the opening and closing address, included in all of our materials and be given more exposure through posts on the Wall Street Oasis home page leading up to the conference and have choice of positioning for their table to interact with guests.



Gold Sponsor **\$5,000** (4 spots available)

Gold Sponsors will also be included in all of our materials as well and will also be given the opportunity to interact with guests through a designated area at the conference.



Silver Sponsor **\$1,000** (10 spots available)

Silver Sponsors will be given thanks in our agenda and also be allowed to set up a table to interact with guests and pass out materials during the event.





Sponsorship in Action

Company Hub Sponsorship

Take control of your Company Hub on Wall Street Oasis to drive talented applicants to your open positions and highlight your company's strengths through social media and engaging video.

Company Hub Rate

\$3,895/year

Support for your company's social media campaigns.

Control over your company description. You can shorten it, lengthen it (unlimited but recommended maximum of 1,000 words) and insert up to 20 links.

Addition of a large "Apply Now" button to drive traffic to your online submission form for applicants.

Support for any video content you would like to share.

Plus

Wall Street Oasis will feature one of your company's WSO job board postings on our homepage each month.

 **Annual Packages/Bulk Discounts**

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

Home Page Sponsor.....	\$8,994 Value
Industry Forum Sponsorship.....	\$11,994 Value
Top 3 Spot in Job Newsletters Guaranteed	\$5,988 Value
Main Forum Page Sponsor	\$2,349 Value
Job Board Featured Employer	\$1,999 Value
Total Value at Annual Rates (50% Off).....	\$31,324 Value
Price of Annual Platinum Package	\$24,999

Over
60% off
Monthly
Rates

Gold Package **\$16,999/year**

Home Page Sponsor.....	\$8,994 Value
Top 5 Spot in Job Newsletters Guaranteed	\$5,988 Value
Main Forum Page Sponsor	\$2,349 Value
Job Board Featured Employer	\$1,999 Value
Total Value at Annual Rates (50% Off).....	\$19,330 Value
Price of Annual Gold Package	\$16,999

Over
60% off
Monthly
Rates

Silver Package **\$8,999/year**

Top 5 Spot in Job Newsletters Guaranteed	\$5,988 Value
Main Forum Page Sponsor	\$2,349 Value
Job Board Featured Employer	\$1,999 Value
Total Value at Annual Rates (50% Off).....	\$10,336 Value
Price of Annual Silver Package	\$8,999

Over
60% off
Monthly
Rates

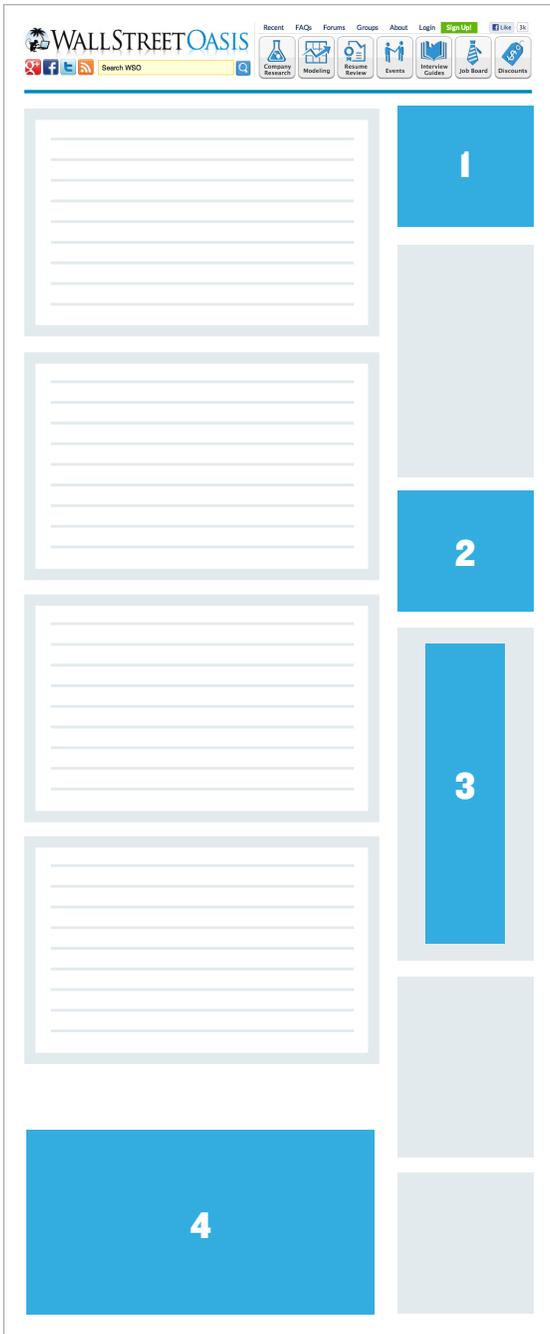
Custom annual packages available.

Please e-mail recruit@wallstreeoasis.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
1. BOX (Above Fold)	300x250	\$9
2. BOX (Below Fold)	300x250	\$3
3. Skyscraper (Below Fold)	160x600	\$2
4. 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

Spot One **\$1,499/month, \$8,994/year**
 Spot Two **\$1,299/month, \$7,794/year**
 Spot Three..... **\$999/month, \$5,994/year**

- Maximum exposure - over 5 million pageviews in 2012 and over 7 million pageviews expected in 2013.
- Limited Spots Available: **3**

Annual Packages

Platinum Package..... **\$24,999/year**
 Gold Package **\$16,999/year**
 Silver Package **\$8,999/year**

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

E-Mail Marketing

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**

WSO Conference Sponsorship

Platinum Sponsor..... **\$20,000/year**
 Gold Sponsors **\$5,000/year**
 Silver Sponsors **\$1,000/year**

Job Board Sponsorship

\$299/month, \$1,999/year

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

Main Forum Page Sponsorship

Spot One **\$399/month, \$2,394/year**
 Spot Two **\$299/month, \$1,794/year**
 Spot Three..... **\$199/month, \$1,194/year**

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

Company Hub Sponsorship

Yearly Subscription..... **\$3,895/year**

- Drive talented applicants to your open positions and highlight your company's strengths through social media and engaging video.

Industry Forum Sponsorship

I-Banking **\$2,999/month, \$17,994/year**
 B School..... **\$1,999/month, \$11,994/year**
 Career Forum, Get a Job, PE, HF, Consulting, Fashion..... **\$1,499/month, \$8,994/year**
 Other Forums..... **\$599/month**, contact WSO for annual rates

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