



Seeking Alpha α

Interactive Media Kit 2009





Seeking Alpha is the #1 website for business and financial opinion and analysis.

Seeking Alpha was named the **Most Informative Investment Website** by *Kiplinger's Magazine* and has received *Forbes'* **"Best of the Web Award."**

Ranked by *Fox News* as the **top financial opinion and analysis website.**

US News & World Report just named Seeking Alpha's **Founder and CEO as one of the five most important** up-and-coming influencers of the financial world.

Regularly quoted as an important source of financial information by top-tier media, including the *New York Times*, *The Wall Street Journal*, *The Washington Post* and others.

Seeking Alpha is the **fastest growing** business/financial community on the web.



Who We Are

Values

A Powerful Brand

History & Founder

Seeking Alpha is the only social media site geared towards business and finance communities.

- α Relevant articles from the world's top market insiders, money managers, and financial experts—publishing over **250 articles daily**, written by investment professionals covering all points of view. Seeking Alpha **gives a voice to over 3,000 contributors**, providing access to the nation's most savvy and inquisitive investors and business decision makers.
- α **Free** online source for over **1,800 public companies'** quarterly earnings call transcripts, including the S&P 500.
- α Seeking Alpha differs from other finance sites because it focuses on **opinion and analysis**, and provides an online community for finance professionals.
- α **Written by investors** who describe their personal approach to stock picking and portfolio management, rather than journalists.



Who We Are

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AUTHENTIC OPINION.

real contributors. industry leaders with skin in the game.
free access to conference call transcripts.

EXPERT COMMUNITY.

outstanding. content. opinions. analysis. commentary. original.
THE place where serious investors hang out and converse.

ACTIONABLE INFORMATION.

rich content. easily navigated. intelligent discussion. trusted source.
up-to-the-minute news through a financial perspective.

DIFFERENT APPROACH.

unique voice. fresh. straight. thoughtful. actionable.
challenging. thought provoking. enjoyable.

DIVERSE COVERAGE.

impartial content. multiple points of view.
vast scope 250+ articles published daily in real time.

DISCERNING EDITORIAL.

community of respectful contributors that share knowledge.
quality of content ensured through editorial lens.



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Seeking Alpha is a premier content and headline provider to major media outlets such as **Yahoo Finance, Reuters, Bloomberg, Google, Etrade** and **CNBC**.

CNBC recently partnered with Seeking Alpha to provide a steady flow of contributors to appear on **“Fast Money,”** and other selected programs.

Seeking Alpha has taken the traditional finance site to a new level by applying the **best social networking tools** available to a financial vertical. We offer a platform for business and finance professionals to exchange ideas and information.

The site takes great efforts to focus on user experience. Products and tools such as **StockTalk**, allows users to communicate with each other in real time. Users can publish their activity to **Facebook** or **Twitter**. **No other site offers this type of financial community!**



Who We Are

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History & Founder

Seeking Alpha was founded

by **David Jackson**, a well respected

technology research analyst at Morgan Stanley in New York. David left Morgan Stanley in 2003 to manage money independently and explore new approaches to financial publishing. After publishing an immediately successful book about ETFs—one of David's investment passions—he realized the need for a new platform to publish reputable, professional financial opinion and analysis. As a result, David launched Seeking Alpha, which has quickly become the **#1 website for business and financial opinion and analysis.**

David has a B.A from Oxford University and an MSc from The London School of Economics. He is married and is the father of four children.

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Who We Are

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David Jackson was recently ranked #2 on US News and World Report's list of global 'Market Movers Gaining Influence'

MARKET MOVERS 2009

MARKET MOVERS WHO ARE GAINING INFLUENCE

1 | Tom Daschle

HEALTH AND HUMAN SERVICES SECRETARY



Tom Daschle, former Senate majority leader from South Dakota, is taking on two roles that are usually separated: He will be secretary of Health and Human Services as well as the head of the White House Office on Health Care Reform.

Daschle, who was born into a working-class family and was the first in his family to graduate from college, says the dual jobs will allow him to not just implement reform but also help generate it.

Daschle—whose wife, Linda, works as a high-powered lobbyist for the airline industry—described his healthcare views in his recent book, *Critical: What We Can Do About the Health-Care Crisis*. One of his first steps to prepare for his new jobs was to seek the input of "ordinary Americans" who participated in casual discussions hosted by volunteers around the country. Healthcare reform



3 | Erin Burnett

ANCHOR, CNBC'S STREET SIGNS

When do you think the economy will recover?

The short answer is, I don't know and nobody does. Maybe people feel a little better now than they did a couple of months ago when the market was moving 800 points for no reason—now there's usually a headline linked to that end of movement.

What will affect the timing of the recovery?

It's really going to depend on the speed and success of Obama's stimulus package, which will include everything, from stimulus on steroids.

—Kimberly Palmer

4 | Dylan Ratigan

ANCHOR, CNBC'S FAST MONEY

Off the air, Dylan Ratigan is fuming, if in a relatively measured manner. The 36-year-old CNBC anchor and host of *Fast Money* watched last year as the financial sector imploded, dragging the economy into the worst recession in decades. Now, he wants to lead the charge in exposing what he sees as systemic abuse of public trust by the people who control America's money. "It was as if a bomb went off under my chair," he says of the crisis, calling it "total compromising of the capitalist system by our political leaders and bank CEOs."

Specifically, he puts blame on Henry Paulson (for advocating the use of leverage as head of Goldman Sachs),

Robert Rubin (who helped Citigroup bankers "wind that thing up like a top"), and former Federal Reserve Chairman Alan Greenspan. So, is Ratigan up to the task? Yes, he argues. "There are few people... who have had a more central confluence of information than I have had just because of the chair that I occupy," he says. —K.S.



2 | David Jackson

FOUNDER, SEEKING ALPHA



David Jackson, a former Wall Street analyst, started blogging about the markets in 2003 and quickly realized most people who went to the usual venues for investment analysis—raw company filings, costly analyst research, and the financial press—

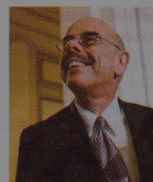
were missing out on a vast sea of smart commentary floating around the Internet. The result is Seeking Alpha, Jackson's popular online clearinghouse for a growing army of market-obsessed bloggers, finance professionals, and journalists who regularly weigh in on everything from popular stocks like Apple to obscure names that barely merit a mention in the pages of the *Wall Street Journal*. —Kirk Shinkle

Henry Waxman

MAJOR, HOUSE ENERGY AND COMMERCE

The Democratic "mustache of justice" lives from his roost on the Oversight and Government Reform Committee to head the House Energy and Commerce Committee in a tenacious campaign to unseat long-time chair Rep. John Dingell. Expect the yota-driving tough guy to be hurling redballs at Detroit automakers and over-riding new legislation on energy, healthcare, and climate change. It's a risky balancing act: Legislate tough, forward-looking standards that will help American industry be more competitive in an expensive-energy world without going too far and killing productivity.

—Liz Wolgemuth



Audience

Average Monthly Unique Visitors  α 3,254,364

Average Monthly Page Views  α 40,007,792

Pages/Visit  α 5.20

Average Time on Site  α 00:17:14

Male/Female  α 70%/30%

Average Household Income  α \$98,724

Bachelors/Post Graduate  α 81%

Professional/Managerial  α 70%

Current Market Value of Total Investments over \$1 Million  α 13.4%

“Highly Engaged Readers”

Average Time on Site:

00:17:14

*Google Analytics, June 2009

**Nielsen @Plan, June 2009

Channels & Tools

Channels

Interactive Tools

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3. AKAM

4. TWX

5. WDC

6. COP

7. ROC

8. AET

9. TWC

10. V

Most Recent

1. EnCana Corporation Q2 2009 Earnings Call Transcript

2. West Coast Bancorp Q2 2009 Earnings Call Transcript

3. Ingersoll Rand Q2 2009 Earnings Call Transcript

4. Developers Diversified Realty Corp. Q2 2009 Earnings Call Transcript

5. The Black & Decker Corporation Q2 2009 Earnings Call Transcript

Most Popular

1. Huntington Bancshares Incorporated Q2 2009 Earnings Call Transcript

2. Citicorp Bancorp Q2 2009 Earnings Call Transcript

3. Buycorp International Inc. Q2 2009 Earnings Call Transcript

4. Suncoast Bancshares Q2 2009 Earnings Call Transcript

5. EnCana Corporation Q2 2009 Earnings Call Transcript

Latest Comments on Transcripts

1. Bank of America Q2 2009 Earnings Call Transcript

2. The All Deck on Amazon.com Inc. Q2 2009 Earnings Call Transcript

3. JPMorgan Chase & Co. Q2 2009 Earnings Call Transcript

4. Wells Fargo & Co. Q2 2009 Earnings Call Transcript

5. Citicorp Bancorp Q2 2009 Earnings Call Transcript

US Macro ETFs

	Today	1 yr		Today	1 yr
Total Market (VXXF)	1.10%	-22.1%	Gold (GLD)	0.8%	1.4%
Long Term Treasuries (EDV)	-1.2%	1.9%	Silver (SLV)	1.3%	-22.6%
Oil (USO)	6.3%	-63.7%	Commodities (DBC)	3.6%	-43.2%

Thursday, Jul 30 2009, 02:28 PM EDT - Real-time quotes; page auto-refreshes

Market Outlook

Beating on the Federal Reserve

Steven Hirtman - DIA, EWA, EWC - 1 Comment

U.S. Indices: YTD Stats, Current Moving Averages (July 24 Close)

The Inflation Point - DIA, QQQQ, SPY - Comment!

3 Income Generating Strategies Using Index ETFs and Options

Marco Hickey - DIA, QQQQ, SPY - 1 Comment

Explain This Rally!

John Dalt - USO, SPY - Comment!

Oil

Explain This Rally!

John Dalt - USO, SPY - Comment!

Today in Commodities: Portfolio Doldrums

Matthew Bradbard - BAL, GLD, SLV - 2 Comments

Noticed the Oil Backup?

Hard Assets Investor - USO, DBO, ICE - 2 Comments

Gasoline Inventory to Sales Ratio: Is It?

Brian Kelly - 2 Comments

Today in Commodities: Inflection Point

Matthew Bradbard - GRC, LNK

todd su - Portfolio

Thursday, July 30 2009 | 02:31 PM EDT | DJIA (DIA) ↑ 1.70% S&P 500 (SPY) ↑ 1.81%

Symbol	Last Trade	Change
ADM	30.53	↓ -0.20 ↓ -0.65%
BGP	4	↑ 0.23 ↑ 6.10%
BKS	23.26	↑ 0.58 ↑ 2.55%
BRKB	3166.89	↑ 47.89 ↑ 1.53%
C	3.14	↓ -0.08 ↓ -2.48%
CAT	43.77	↑ 1.94 ↑ 4.63%
CHD	59.61	↑ 0.39 ↑ 0.65%
CSX	40.70	↑ 0.93 ↑ 2.33%
DE	43.03	↑ 1.85 ↑ 4.49%
DOW	21.62	↑ 1.35 ↑ 6.66%
GOOG	449.77	↑ 13.53 ↑ 3.10%
GS	163.65	↑ 4.21 ↑ 2.64%
HOG	22.56	↑ 0.99 ↑ 4.59%
KO	50.28	↑ 1 ↑ 2.02%
MO	17.77	↑ 0.08 ↑ 0.45%
OC	17.96	↑ 0.82 ↑ 4.77%
SBUX	17.74	↑ 0.58 ↑ 3.38%
SHLD	67.36	↑ 0.76 ↑ 1.14%
SHW	57.02	↑ 0.83 ↑ 1.47%
TGT	43.89	↑ 0.31 ↑ 0.71%
USO	13.94	↑ 0.58 ↑ 4.34%
USO	35.62	↑ 2.15 ↑ 6.42%
WB	N/A	N/A
WFC	25.03	↑ 0.65 ↑ 2.66%
WMT	50.14	↑ 0.77 ↑ 1.56%

Edit Portfolio

Sunday, July 26th

Goldman Sachs: Still Amagant and Unrepentant

GS - by Michael J. Golde

Market Charts, Trading Ideas

GOOG - by Bob Liang

Five Investment Banks - An After Earnings Comparison

GS - by David White

Counting on Caterpillar (Updated)

CAT - by Shiva Kapoor

Explain This Rally!

USO - by John Dalt

Market Transparency: Flash Trading Org Chart

GS - by Tyler Darden

Friday's Market Action and the Problem with Wells Fargo's Car Equity Loan

WFC - by Economic Disconnect

Why CIT's No-Bankruptcy Solution Matters

C, GS, BRKB - by Daniel Harrison

Saturday, July 25th

Friday Roundup: Have They No Shame?

GOOG - by David Fry

Friday, July 24th

Evaluating a Company's Future Prospects, Part I

KO, WMT - by Brian Gaudet

It's Good to Be Goldman Sachs

GS - by Tim Iacono - Comments (8)

StockTalk

todd su

Followers 625

What are you trading and why?

140 characters left

Publish to Facebook

Filter the activity feeds

Articles

Instablogs

Comments

Todd Sullivan

625 Followers

1 Following

Profile

Articles (1030)

Comments (188)

What are you trading and why?

140 characters left

Publish to Facebook or Twitter

View: All | My archive (0)

Articles

Comments

Instablogs

StockTalk

Todd Sullivan new article: Dow Ag: More Evidence It's Not for Sale

5 days ago

Todd Sullivan new article: Philip Morris's Great Quarter

6 days ago

Todd Sullivan new article: General Growth: Prudential's Offer to Extend Maturities Is Wonderful News

Thu, Jul 23, 2009

Todd Sullivan new article: Wells Fargo: Don't Take Earnings at Face Value

Wed, Jul 22, 2009

Todd Sullivan new article: Buyers for CMBS Market?

Tue, Jul 21, 2009

Todd Sullivan new article: Why I'm Buying Compass Diversified Holdings

Tue, Jul 21, 2009

Todd Sullivan new article: A CRE Deal: Implications for General Growth Properties

Mon, Jul 20, 2009

Todd Sullivan new article: Lampert Sells More AutoZone Shares

Mon, Jul 20, 2009

Yehuda Granot: publish ST to T&F

3 days ago

Robinson's

the Econo

David

CHANNELS

TOOLS

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Seeking Alpha ^α

Channels & Tools

Channels

Interactive Tools



Interesting Fact:

Recently, Seeking Alpha was invited to be an exhibitor at the [National Investor Relations Institute conference](#), which focused heavily on the social media explosion and why the Investor Relations world can’t afford to miss it. A main suggestion to attendees on ‘[how to best manage these changing times](#)’ was for Investor Relations professionals to sign up for [Seeking Alpha](#) and [follow our contributors](#). Seeking Alpha contributors were highly praised and recommend to audience members.

292,000 registered users and growing every day
207,000+ email subscribers
3,000 editorial contributors

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Channels & Tools

Channels

Interactive Tools

The screenshot displays the Seeking Alpha website interface. At the top, a navigation bar includes links for Home, Who We Are, Audience, Channels & Tools, Advertise With Us, and Contact. Below this, a large banner for a Range Rover Sport lease is featured. The main content area is divided into several sections:

- Financial Advisors on Seeking Alpha:** A list of advisors ranked by followers, including Don Dion, J. S. Kim, and Joseph L. Shafer. Each entry includes a profile picture, name, firm, and a 'Follow' button.
- Top StockTalkers:** A list of top contributors, including Beyond Trading, TradingHelpDesk, Hedged In, and Graham and Dodd I... Each entry shows their rank, name, number of StockTalks, and a 'Follow' button.
- Latest StockTalks:** A list of recent posts, including 'Ruthanne Williams Rousset: Non-pharma note: CMRG, CHRS worth a look as possible deep value plus-size retail plays' and 'Beyond Trading: FOREX-Dollar edges up but hovers near 2009 low vs euro'.
- Jack Haddad's Instablog:** A detailed view of a user's instablog, showing a list of posts with titles like 'Sold DIG for an intraday bounce trade' and 'Bought DIG for an intraday bounce trade'. It also includes a 'Latest Followers' section and a 'Full Index of posts' link.

The bottom of the page features a footer with a search bar, a 'Logout' button, and the Seeking Alpha logo.

Advertise With Us

Ad Units Available
Newsletter Opportunities
Ad Specs

Standard Ad Placements

Header:

728 x 90 pixels;
40k max

Skyscraper:

160 x 600 pixels;
40k max

Big Box:

300 x 600 pixels;
40k max
(300 x 250 pixels
also available)

Please Note:

We have a
\$5,000 net per
month minimum
spend level.

The screenshot shows the Seeking Alpha website interface. Several ad units are highlighted with orange boxes and callouts:

- Header:** A banner ad at the top right for a Range Rover Sport lease, with a callout indicating dimensions of 728 x 90 pixels and a 40k max limit.
- Skyscraper:** A vertical ad on the right side for Prudential's Q1 2009 Update, with a callout indicating dimensions of 160 x 600 pixels and a 40k max limit.
- Big Box:** A large ad on the left side for Scotttrade's \$7 Online Trades, with a callout indicating dimensions of 300 x 600 pixels, 40k max, and that 300 x 250 pixels is also available.

The website content includes a navigation bar, a search bar, and various articles and market data sections.

Advertise With Us

Ad Units Available

Newsletter Opportunities

Ad Specs

Dimensions	Location
728 x 90	Top of Page
300 x 250	Right Rail Flex
300 x 600	Right Rail Flex
160 x 600	Left Rail
760 x 435	FULL SCREEN Flash Unit—lasts :08 seconds in between pages
234 x 60	Varies
120 x 60	Top Left, Above the Fold
ETF Text Link	35 characters of text in established site format Right Rail, Mid-Fold
Emails	728 x 90 or text, 300 x 250 unit available coming soon

Targeting Capabilities: Geography, Day of Week, Hour of Day, Browser Operating System

Advertise With Us

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Newsletter Opportunities

Ad Specs

Wall Street Breakfast

50,200 subscribers

One-page summary of the day's top financial and business stories, popular with portfolio managers and executives.

Daily on trading days only.

Investment Ideas (see right)

28,600 subscribers

Out best ideas, daily: Long Ideas, Short Ideas, Jim Cramer's stock picks, new IPOs and dividend paying stocks.

The Macro View

21,300 subscribers

Outlook for the overall market and its key drivers, with sections on the Economy, the Dollar, Oil and more.

Stocks & Sectors

19,000 subscribers

Must read analysis of individual stocks and sectors such as Financial, Energy, Internet, Biotech and more.

ETF Daily

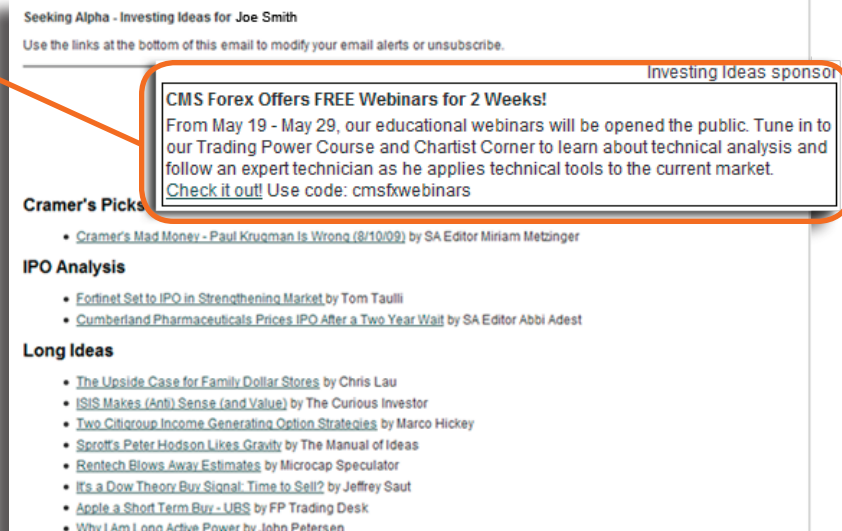
17,700 subscribers

Low-cost investing with exchange traded funds: building & managing a portfolio, new ETFs, commodities, currencies, etc.

Global Markets

12,300 subscribers

Investing in China, India, Japan, Brazil and other global markets.



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All newsletters are delivered daily unless noted otherwise. Subscribers as of August 2009.

Advertise With Us

Ad Units Available

Newsletter Opportunities

Ad Specs

Alternative Energy Investing 15,200 subscribers

Coverage of the latest trends and their impact on public companies--for investors and industry watchers.

Today's Transcripts 7,500 subscribers

A daily email with links to new Earnings Call Transcripts of leading companies.

Sent only when new transcripts are updated on the site

The Daily Dispatch (image right) 78,000 subscribers

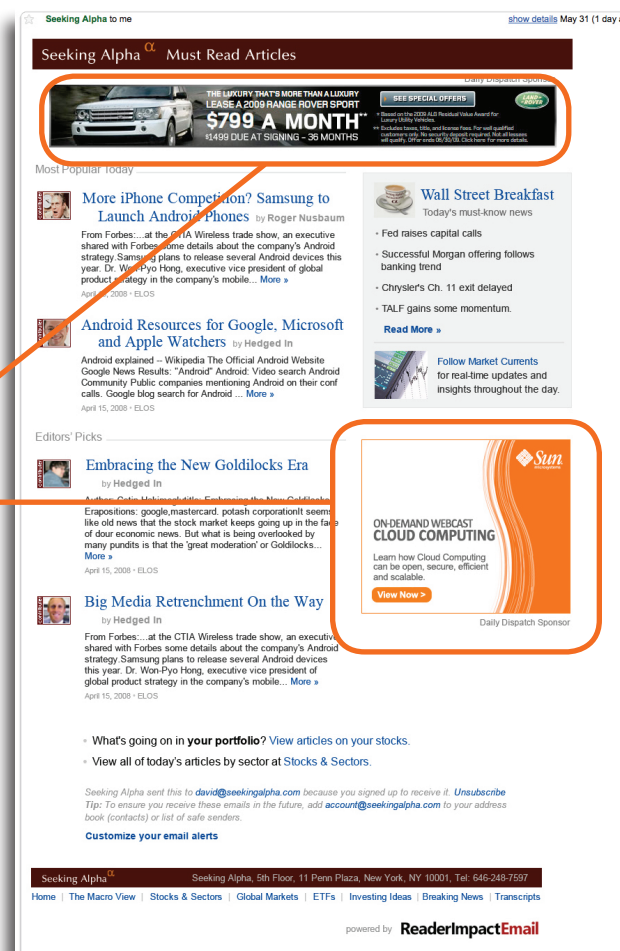
A daily email including the day's most popular articles and top editor's picks.

Jim Cramer's Picks 31,900 subscribers

Stock picks from Jim Cramer's Mad Money, Stop Trading and Lightning Round.

Portfolio and Authors Alerts 119,500 subscribers

A daily email alert with articles on reader's portfolio and by authors they follow.



All newsletters are delivered daily unless noted otherwise. Subscribers as of August 2009.

Advertise With Us

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Ad Specs

For full Ad Specs, click next.

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Seeking Alpha^α

Ad Specs

Specs	Leaderboard	Medium Rectangle	Wide Skyscraper	Half Page	Interstitial	Trading Center Button	Quote Page Button	Text Link	ETF Listing	WSB Sponsorship
Placement										
Dimensions	728 x 90	300 x 250	160 x 600	300 x 600	760 x 425	234 x 60	120 x 60		35 characters of text in established site format	728x90 or text
Location	Top of Page	Right Rail Flex	Left Rail	Right Rail Flex	Full page takeover within Seeking Alpha template	varies	Top Left, Above the Fold		Right Rail, mid fold	varies in 3 slots
Standard Specs										
Accepted File Types	gif, jpg, flash, and rich media accepted	gif, jpg, flash, and rich media accepted	gif, jpg, flash, and rich media accepted	gif, jpg, flash, and rich media accepted	gif, jpg, flash, and rich media accepted	Standard Text	Standard Text	Standard Text	Standard Text	Standard Text
Max File Size	40 K rich media 30k non - rich media	40 K rich media 30k non - rich media	40 K rich media 30k non - rich media	50 K rich media 40k non - rich media	40 K	20k	20k	NA	NA	
3rd Party	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Only click URL	Only click URL	
Animation										
Animation Length	Up to 30 Seconds	Up to 30 Seconds	Up to 20 Seconds	Up to 30 Seconds	Up to 7 Seconds	NA	NA	NA	NA	NA
Expanding Banner										
Max Panel Size	728 x 360	610 x 250	360 x 600	NA	NA	NA	NA	NA	NA	NA
User or Host Initiated	User	User	User	User	User	NA	NA	NA	NA	NA
Polite File Size	100K polite download, and up to 3 subsequent loads of 50k each	100K polite download, and up to 3 subsequent loads of 50k each	100K polite download, and up to 3 subsequent loads of 50k each	100K polite download, and up to 3 subsequent loads of 50k each	NA	NA	NA	NA	NA	NA
Panel Expand Direction	Down	Left	Right	Left	NA	NA	NA	NA	NA	NA
Controls	Mouse over 1 sec. expand	Mouse over 1 sec. expand	Mouse over 1 sec. expand	Mouse over 1 sec. expand	NA	NA	NA	NA	NA	NA
Audio Initiation	User initiated by click	User	User	User	NA	NA	NA	NA	NA	NA
Video Initiation	Auto or User	Auto or User	Auto or User	Auto or User	NA	NA	NA	NA	NA	NA
Video Length	30 seconds	30 seconds	30 seconds	30 seconds	NA	NA	NA	NA	NA	NA

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