

RFP
Connect

**Where Technology Buyers
Meet Technology Sellers**

MEDIA KIT

www.RFPConnect.com

membership@rfpconnect.com

RFPCconnect.com is a global online marketplace where technology buyers meet technology sellers. The site provides a regularly updated directory of technology vendors, service providers and consultants from around the world.

RFPCconnect.com offers a database searchable by sector, service provider and product which includes product updates and reviews; a continuously updated news service, supported by daily news broadcasts; and a Mandate Monitor service, tracking publicly announced new business wins. RFPCconnect.com is developed by Venom Media Limited, a privately held company based in London.

RFPCconnect.com provides an RFP Exchange, where vendors can access technology buyers across the financial services, healthcare, industrial, commercial and public sectors. The site is open to buyers posting Requests for Information (RFIs), Requests for Quotations (RFQs) and Requests for Proposals (RFPs).

Accounting

Banking Systems

BPM /
Outsourcing

Consultancy

Content Mgmt

CRM

Custody / Back /
Middle Office

Data

ERP

Fund / Asset
Mgmt

Healthcare

HRMS

Infrastructure

Insurance

Learning Mgmt

PPM

Retail

Risk Mgmt

Supply Chain
Mgmt

Trading Systems

Travel and
Hospitality

Treasury
Systems

Voice and Visual



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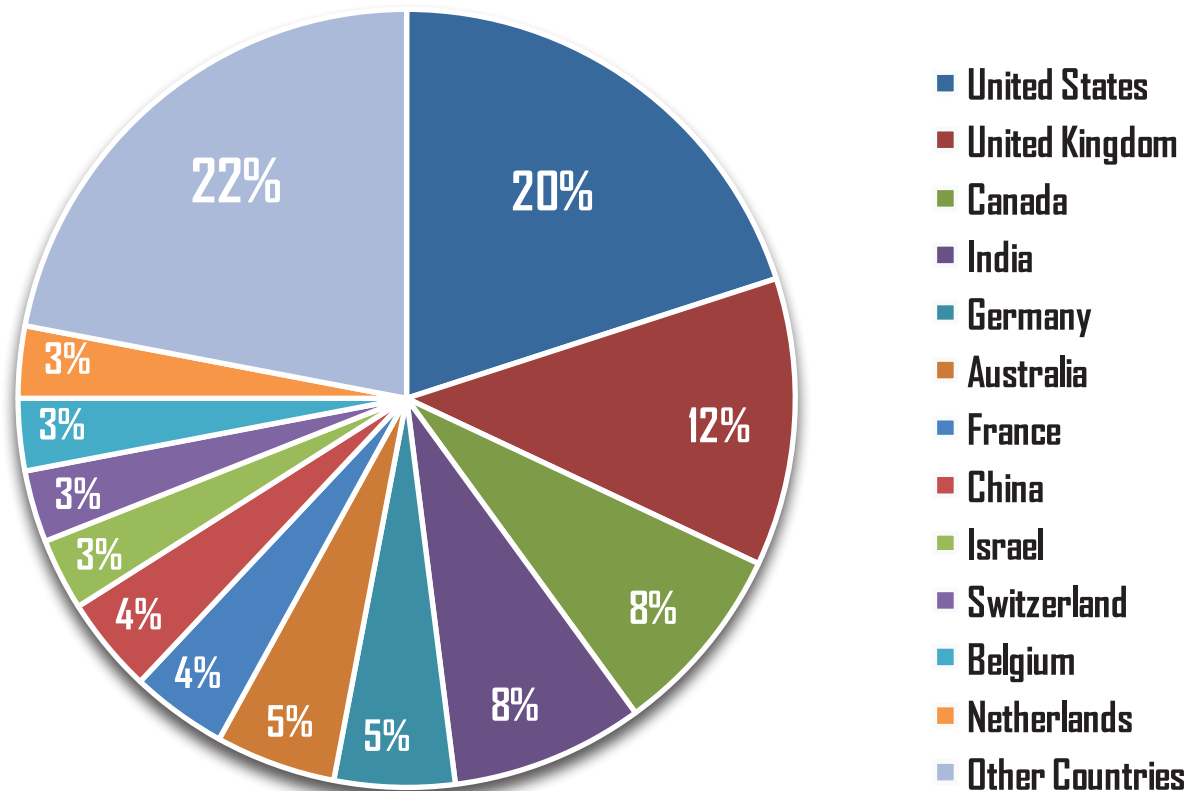
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RFPCconnect.com is an information marketplace where technology vendors like yourselves, advertise products and services to buyers of technology in public and private sectors around the world. Better still, RFPCconnect brings potential customers directly to your Inbox-via templates we supply to companies and public sector bodies posting RFPs, RFIs and RFQs-giving you the opportunity to win new business. And that is not all. RFPCconnect's search engine optimised (SEO) directories provide full listing of your products and services, allowing potential buyers to find them using our sophisticated search and selection tools. If you want to bring a new product to the attention of potential buyers, alert them to an upgrade of an existing version, or tell them about a mandate you have won, use RFPCconnect to post your news! Our News Service provides daily broadcasts and blogs about your products that go only to buyers that have registered their interest in your areas of expertise. White papers, thoughtleadership essays, research reports, survey results, even books about your business-they can all be posted on RFPCconnect.



RFPConnect includes a regularly updated directory of technology vendors, service providers and consultants around the world. We have already listed over **5900 products** from **3000 companies**. Get listed on our SEO optimized directories to promote your products and services to financial community.

Listed companies by country



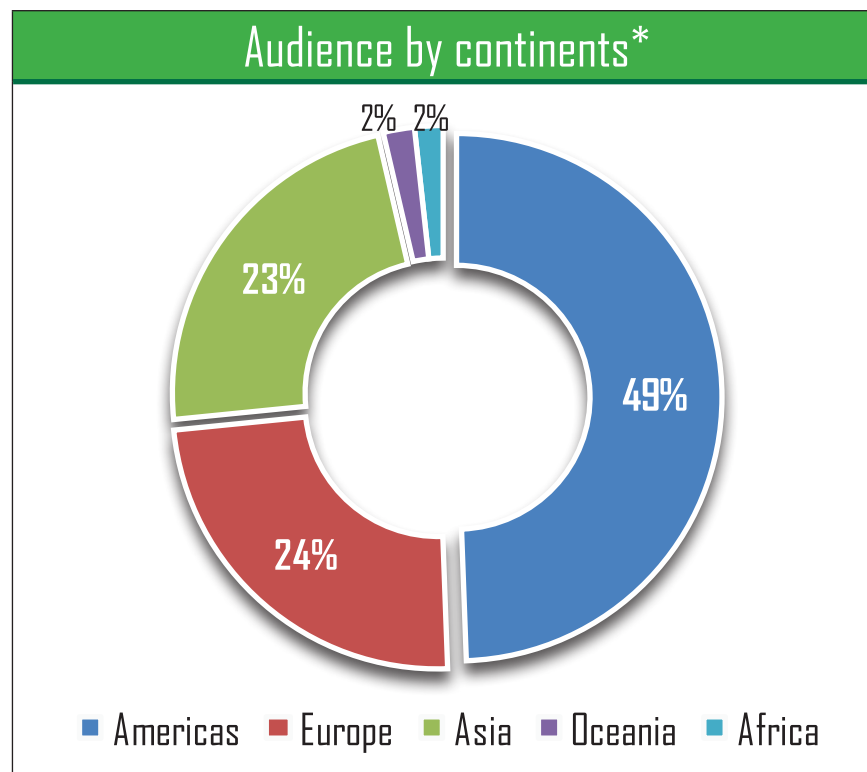
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RFPConnect engages our audience on a daily basis by providing breaking news and analysis. The number of unique users has increased significantly and now stands at **18,000** per month with over **50,000** impressions. RFPConnect offers a dynamic suite of online advertising solutions which includes banners, buttons, white papers, directory listings, web cast interviews, webinars, surveys and contextual advertising.

Top 10 Countries (Visits)*		
1.	United States	25 355
2.	India	7 341
3.	United Kingdom	7 253
4.	Canada	1 997
5.	France	1 010
6.	Australia	985
7.	Germany	945
8.	Singapore	622
9.	Switzerland	549
10.	Netherlands	538

* Stats are based on visitors volume for the last quarter

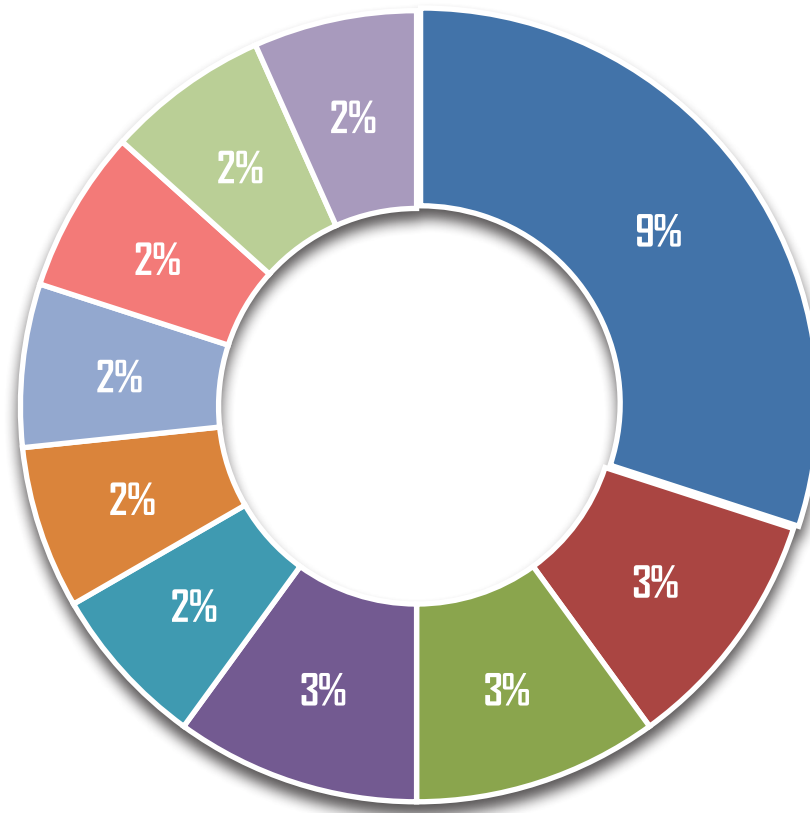


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Visitors Profile

Did you know RFPConnect's daily newsletters are sent out to over **35,000** subscribers including key decision makers from **FTSE 500** and **Forbes Global 2000** companies. Most of our visitors come from the financial industry (around **70%** financial technology buyers and **30%** financial technology sellers).



- AVP/SVP/EVP/VP
- Director/Managing Director
- Analyst/Researcher/Economist
- Consultant
- Account Manager
- Client Service Manager
- Client Relations Manager
- Executive/Dept Head/Manager
- Business Analyst
- Associate



A CORE MARKETING TOOL TO GROW YOUR BUSINESS

post your white papers on RFPCconnect.com and generate real leads

Editorial approval Our editors approve the white paper is relevant to RFPCconnect.com readership and is likely to generate interest.

Dedicated space RFPCconnect.com has a dedicated 'white papers' section and a preview block on the Home page that includes a short introduction to the white paper and a company logo.

Accessing the full white paper A simple click on the introduction will take the reader to a quick and simple registration form. Once filled in, the reader will have full access to the white paper.

Lead generation Once a month we will give you the leads generated through the registration forms. This is an invaluable marketing tool, which will allow you to track any person who was interested in reading your white paper.

Promotion of the white paper RFPCconnect.com will promote the existence of your white papers through its various channels, including its email broadcasts, and direct e-mail blasts.

Cost US\$20 per lead generated, for the first 100 leads
US\$25 per lead generated, for the next 100 leads up to a maximum of 200.



Webinars & Video Interviews

Webinars and video interviews with a highly regarded journalist in the industry - Dominic Hobson - on how your company or products meet financial industry challenges.

Webinar Sponsorship costs 5000 USD



About Dominic Hobson:

Dominic Hobson is Editor-in-Chief of Global Custodian magazine. Born and educated in Southern Rhodesia, graduated from Cambridge University in 1980. He spent four years in investment banking with Morgan Grenfell before electing to work for himself. In addition to his role at Global Custodian, Dominic is a published author, with three books to his credit. The most recent, *The National Wealth: Who Gets What in Britain*, is a study of the ownership and distribution of income and wealth in the United Kingdom.



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Membership Packages

	LITE PACKAGE	REGULAR PACKAGE	PREMIUM PACKAGE
	\$250 USD £175 GBP €200 EUR	\$1250 USD £860 GBP €1000 EUR	\$3,000 USD £2,000 GBP €2,400 EUR
Products Online	Up to 10 (search optimised)	Unlimited (search optimised)	Unlimited (search optimised, updates available)
Product Reviews/ Comparison Charts	✗	✓	✓
Editorial coverage	Unlimited News, Press Releases & Events plus the posting of White Papers & Subscription to RFP Alerts	<ul style="list-style-type: none"> ✓ News, Events, ✓ RFPs White papers ✓ Blog Support ✗ Social Networking 	Full editorial coverage
Version Control Newsletter Featured Coverage	✗	One featured VC Newsletter (in a form of interview, specific to your company)	Up to 3 VC Newsletters
Company Logo	Company/Product page Link to company website	'Featured Provider' Directory pages	'Featured Provider' Home page, Directory pages & Newsletters
Banner	✗	Directory pages (1 month)	Home Page (1 month) + Directory pages (3 months)
Additional Bonus	✗	Product Demo/Video showcase (1 month)	Product Demo/Video showcase (3 months) plus 1 Webinar hosting



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Item	Description	Period	Price (Home page)	Price (Rest of pages)
728x90 Leaderboard	Top of the page. Animated banners are available. Maximum rotation of 3 banners.	3 month	\$1,200 / £800	\$1,500 / £1,000
		6 month	\$2,000 / £1,350	\$2,500 / £1,670
		9 month	\$3,000 / £2,000	\$3,500 / £2,350
468x60 Banner	Top of the page. Animated banners are available. Maximum rotation of 3 banners.	3 month	\$900 / £600	\$1,200 / £800
		6 month	\$1,500 / £1,000	\$2,000 / £1,350
		9 month	\$2,000 / £1,350	\$3,000 / £2,000
Featured Vendor block	Special info box located on the bottom of the web page and newsletters.	1 month	\$500 / £350	
		3 month	\$1,200 / £800	
		6 month	\$2,000 / £1,350	
Events Promo	Events promotion within the Events Calendar as well as Newsletter inclusion	1 month	\$500 / £350	
		3 month	\$1,200 / £800	
		6 month	\$2,000 / £1,350	
White Papers Promo	White papers promotion on the web-site as well as Newsletter inclusion	1 month	\$500 / £350	
		3 month	\$1,200 / £800	
		6 month	\$2,000 / £1,350	
Product Showcase	Video demo of a product. Promotion to the home page.	1 month	\$1,000 / £670	
		3 month	\$2,000 / £1,350	
		6 month	\$3,000 / £2,000	
Sponsored Blog	Editorial assistance in Specific Blog Maintenance on desired topic	3 month	\$1,200 / £800	
		6 month	\$2,000 / £1,350	
		9 month	\$3,000 / £2,000	



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The screenshot shows the RFP Connect website homepage. At the top, there's a navigation bar with 'RFP Connect' logo and 'Where Technology Buyers Meet Technology Sellers'. Below that, a search bar and a 'SEARCH' button. The main content area is divided into several sections:

- Latest Product Updates:** Features 'ControlCase' and 'Elasticity' products.
- Product Showcase:** Features 'PriceMetrix' and 'Ball Household Metrics'.
- Latest Industry News:** Features articles like 'Thomson Reuters Buys Highline Financial' and 'Hawaii State Federal Credit Union Chooses Open Solutions'.
- RFP Exchange:** Lists various RFPs for banking services, enterprise applications, and network interfaces.
- Mandate Monitor:** Lists mandates like 'Austrian Bank Reaches E&I Automation Via MSI's EXIN'.
- RFPConnect Jobs:** Lists job openings like 'Global one / Martin Developer(Hongkong)'.

Red boxes with numbers 1-4 highlight specific ad positions:

- 1:** PriceMetrix advertisement at the top right.
- 2:** SunGard advertisement in the 'Featured Vendor' section.
- 3:** TATA Consultancy Services advertisement in the 'Sponsored Vendors' section.
- 4:** Google advertisement in the 'Product Showcase' section.

1
Leaderboard
or Top Banner
or Skyscraper

2
Featured
Vendor block

3
White Paper
promotion

4
Product
Showcase

The screenshot shows a detailed view of the 'RFP Mandate Monitor' section on the RFP Connect website. The page features several articles and advertisements:

- Bank of America Merrill Lynch:** Advertisement at the top left with a red box labeled '1'.
- toq:** Advertisement in the 'SPONSORED VENDORS' section with a red box labeled '2'.
- Austrian Bank Reaches E&I Automation Via MSI's EXIN:** Article in the 'Mandate Monitor' section with a red box labeled '3'.
- JonesTrading:** Advertisement on the right side of the page with a red box labeled '4'.

The page also includes a search bar, a navigation menu, and a footer with contact information and copyright details.



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Newsletter	Description	Period
Daily Newsflash	Hot news and topics	daily
Mandate Monitor	Top contracts and mandates	weekly
RFP Alert	RFP notifications	weekly
Version Control	Newsletter in an interview style dedicated to specific company and its products	weekly
Event-driven newsletters	White papers and specific events description/short analysis	weekly
Industry Insight	Summary of the major events and trends in various industries (including Healthcare, ERP, Finance, Banking Systems, Custody, Retail and Supply)	weekly

We have more than 35,000 emails in our subscribers database including key decision makers from FTSE Top 500 and Forbes 2000 Best Global Companies

Additionally targeted distribution lists are available:

- US Hospitals - 4,500 emails
- World's Largest Retailers - 500 emails
- Best SMEs (EU and US) - 1000 emails
- Largest Hotel Chains - 1100 emails



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Time	Issue
1 st quarter	Best Technology Solutions in Finance: the Guide Benchmark CRM Solutions: the Guide Version Control: Issues 1 - 12, 2011
2 nd quarter	Benchmark Cloud Solutions: the Guide Best Infrastructure Solutions: Guide to Data and Content Management Version Control: Issues 13 - 24, 2011
3 rd quarter	Wealth Management Solution: the Buyer's Guide Supply and Retail: the Buyer's Guide Version Control: Issues 25 - 36, 2011
4 th quarter	2011 Essential Technology Solutions: Directory of Vendors and their Products Version Control: Issues 37 - 48, 2011

ADVERTISING	Full Page, 4 colours	£2000
	Half-page, 4 colours	£1200
	Full page, black and white	£1300
	Half-page, black and white	£900

FULL PAGE 210mm x 276mm 8.26" x 10.86"
HALF-PAGE (horizontal) 210mm x 140mm 8.26" x 5.5"
PLUS at least 3mm bleed on each side



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