

07 FINANCIAL IT  
**SECURITY**  
media planner

Securing financial enterprises  
from the inside



out



## Industry Snapshot

How much of a problem is security for the financial industry? Various research firms suggest the following trends and statistics make security a top priority:\*

- Overall cyber crime losses hit \$400 billion in 2004.
- The global costs of identity theft, according to analysts at the World Bank, hit \$222 billion in 2004.
- Cyber crime is big money. Experts say it cost U.S. companies \$67 billion in 2005. Average corporate loss per incident ranged between \$300,000 and \$350,000.
- Phishing losses at global FIs exceeded \$400 million in 2004. In 2006, more than half of external attacks reported by the top 100 global FIs were due to phishing and pharming, followed by spyware and malware.
- The amount of global card fraud is expected to be \$15.5 billion by 2009, more than double what it is today.

Source: Celent, Javelin Strategy & Research, Aite Group, Deloitte, Financial Insights, TowerGroup, Forrester

## Securing Financial Enterprises from the Inside Out

With more than 60,000 readers spanning the financial services industry (banking, insurance, securities and asset management), Financial IT Security provides readers with market intelligence on enterprise, network, and data security to chief executive, chief financial, chief security, chief information security, CIOs and senior IT managers. The mission of the magazine is to provide readers with insight, analysis and commentary about the security challenges before institutions and the innovative technologies and policies designed to thwart internal and external security breaches.

Each month, readers will have access to valuable insight and data through editorial departments, columns and feature stories all designed to cater to the total security needs of banks, securities firms, insurance companies and asset management firms. Regularly featured departments include:

**Firing Line:** the editor-in-chief's commentary

**Stats:** the most up-to-date statistics on financial security-related issues

**Buzz:** a department which provides news and analysis

**Spy:** a section dedicated to covering new technologies and developments to watch

**Regulation & Compliance:** a column that explores challenges and opportunities raised by regulatory and compliance issues

**Shop Talk:** an insider's take on the most compelling security issues of the day

**Bottom Line (Banking, Securities, Insurance and Asset Management):** a comprehensive section, broken out by sector, that explores specific security challenges within business lines

**Networked:** a department committed to uncovering all security issues related to network management

**Perimeter:** a department focused solely on the challenges of protecting physical sites

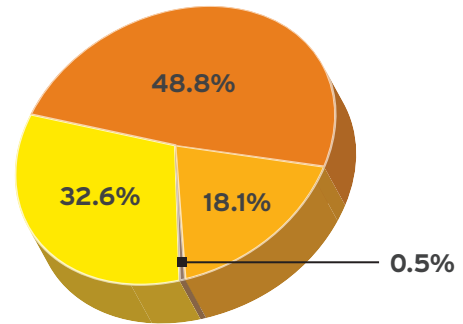
**Final Say:** an OpEd-like column that addresses a specific security issue or controversy within the industry

## Editorial Calendar 2007

MONTH	EDITORIAL FEATURES		
	2007 Products and Services Directory		
<b>MARCH</b> Ad Closing Date: 2/14 Materials Due: 2/21	<b>Beyond Detection:</b> Technologies that Can Help Institutions Prevent Fraud	<b>Network Access Control:</b> Empowering Employees without Compromising Security	<b>Biometric Technologies</b>
<b>JUNE</b> Ad Closing Date: 5/17 Materials Due: 5/23	<b>Tools to Encrypt Data Across the Enterprise</b>	<b>The Regulation &amp; Compliance Issue:</b> Best 'Business' Practices for CISOs	<b>Thwarting the Phishing Phenomenon</b>
<b>SEPTEMBER</b> Ad Closing Date: 8/16 Materials Due: 8/22	<b>Identity Verification and Authentication</b>	<b>Info Sec Modeling:</b> How to Determine What Should Be Spent to Protect Assets	<b>Shoring Up Security at Offshoring Operations</b>
<b>DECEMBER</b> Ad Closing Date: 11/13 Materials Due: 11/19	<b>Employee Screening and Behavior Monitoring</b>	<b>The Top 25 Security Products of the Year</b>	<b>Strength in Numbers:</b> Have Fraud Networks Been Effective?
<b>Please contact your representative for a full bonus distribution schedule.</b>			

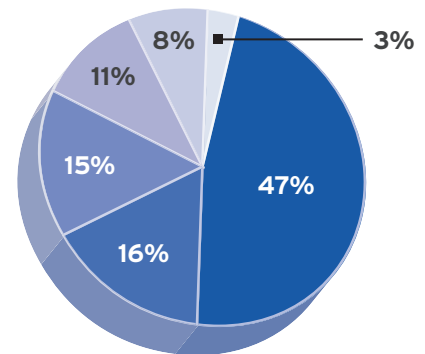
### Our Readers Have Purchase Influence in One or More of the Following Areas:

- Access Control
- Anti-Theft Equipment
- Authentication Tools
- Biometrics
- Compliance Systems & Services
- Computer Hardware & Software
- Data Security Systems
- Data Storage & Backup
- Disaster Recovery Systems & Software
- Email, Internet & Intranet Security
- Encryption
- Enterprise Security Management
- Environment Controls
- Firewalls
- Fraud Detection
- Intrusion Detection & Protection Systems
- ISP Services
- Mainframe Security
- Microcomputer Security
- PKI
- Routers
- Security Training
- Surveillance Systems
- Telecom Security
- Virus Protection
- VPNs



### Job Title

- 48.8%** EVP/SVP/VP/Managing Director of Business Lines
- 32.6%** CEO/President/Chairman/Owner/Partner
- 18.1%** CFO/CTO/CIO/EVP/SVP/VP/Managing Director of IT/IS/Networking
- 0.5%** Other



### Business Type

- 47%** Financial Institutions
- 16%** Insurance (Property/Casualty/Reinsurer/Life/Health Carrier/Broker)
- 15%** Non-bank Financial Institutions
- 11%** IT & Telecom, Systems Developers & Resellers
- 8%** Others Allied to the Field
- 3%** Government/Regulator/Education/Association



Reach your target audience **successfully**:

“ Over 50% of our readers say that FITS provides them with **useful** and **up-to-date** information on Compliance, Risk Management, Identity Theft, Network and Data Security. ”

## Integrated Marketing Programs

Whatever your needs, we've got the solution.

Financial IT Security's extensive range of products and services, from traditional print advertising to fully integrated programs that are designed to meet every need and budget.

## Custom Marketing Solutions

Our Custom Marketing programs allow you to increase your marketing capabilities without increasing your staff. We help you create a professionally designed promotional piece that will get the attention you deserve.

### Custom Publishing/Advertorials:

We can provide a range of services designed to meet your marketing objectives, including:

- Advertorials
- White Papers
- Promotional Collateral
- Ad Development
- Show Guides

### Dedicated Dialogues/Roundtables:

Highlight your expertise, underscore your success stories, and increase brand awareness among our readers. You handpick the roundtable participants who will be brought together to discuss topics that you have chosen beforehand. Following the recorded event, approved excerpts are published along with color photographs of the participants as a four or six page insert in a selected issue and publication. This exclusive sponsorship also includes a VIP mailing to your top clients and prospects.

### Reprints:

Add a new dimension to your marketing and communications vehicles by including a reprint of your advertisement or featured editorial in your sales literature, direct mail or trade show handouts.

## What do our readers say about the information value of **Financial IT Security**?

“ Over 60% of our readers are likely to discuss an item with someone else in or outside of their firm.

35% learned something that benefited their employer or their client.

45% saved an item for future reference. ”

## Lead Generation & Beyond:

### **Web Seminars:**

Our Web Seminars give you access to hundreds of participants who are interested in what your company has to say. For approximately 60 minutes, you'll have the opportunity to offer informative, valuable content and real-time polling to this attentive audience, concluding with an engaging Q&A.

We use Microsoft ® Office Live meeting to deliver your web seminar with real-time visuals, audio and interactivity in a completely secure environment. All Marketing programs to generate attendance for your web seminar, from creative concept (with your full approval) to implementation, will be handled by us.

### **Web Casts:**

As an alternative or supplement to live Web Seminars events. Web Casts are streaming video presentations. We'll film, produce and host your Web Cast, and generate leads through a marketing support program.

### **eBooks:**

These portable, self-contained, electronic documents allow you to provide custom content to attract a specific audience. Distribute more content presented with online-friendly interface, including an interactive table of contents, hyperlinks, page-turners, and chart enhancers. For a demonstration of this powerful tool, contact your sales representative.



## Direct Connections

### Connect with Your Market

#### Financial IT Security Intellegencer

By sponsoring this email Bulletin, your text or graphic message is seen twice a month by over 20,000 technology decision-makers in banking and financial services.

#### Co-Branded Emails:

Benefit from the recognition of our brand. We'll send out your message via email to our opt-in subscribers, under our brand name.

## Face to Face Interaction:

#### One-Day Road Shows

Present your Company's solutions and viewpoints on the topic of your choice in the cities of your choice. We'll put together these one-day events for you from top to bottom, including audience generation and location logistics. You decide whether you want attendance to be free or paid.

#### Executive Round Tables:

Sponsor an off the record roundtable with an elite group of high-level industry executives, brought around the table by us. Single or multi-sponsorships available.

## Research Capabilities:

#### Proprietary Research:

Need answers? We can conduct via industry and corporate research for you. We'll help fine-tune your questions, survey our readers, and summarize the final results.



When asked,  
**“What do you like  
 most about FITS?”**  
 our readers responded:

“Finally, a magazine  
 that **specifically** caters to  
 the Financial industry.”

“**Comprehensive** scope of  
 Security issues within the  
 Financial Services industry”

“I like the combination  
 focus on security in the  
 Financial industry.  
**It greatly enhances the  
 quality and applicability  
 of what I read.**”



## Additional Opportunities:

### Connect with Your Market

#### List Rental:

Our qualified subscriber lists are available for you to rent for your own direct mail campaigns

#### Custom Events:

Our Custom Events team increases your event planning department without increasing your staff by producing, marketing and managing your custom event.

## Mechanical Requirements

Dimensions	Non-Bleed width x height	Bleed width x height
2-Page Spread	15 x 10"	16¼ x 11"
Full Page	7 x 10"	8¼ x 11"
2/3 Page	4½ x 10"	
1/2 Page Vert.	3¾ x 10"	
1/2 Page Horiz.	7 x 4⅞"	
1/2 Page Island	4½ x 7¼"	
1/3 Page Vert.	2½ x 10"	
1/3 Page Square	4½ x 4⅞"	

Trim Size 8 x 10¾" Live Area 7 x 10"

**Materials** High-res pdf file. Two (2) matchprints or progressive proofs required with all color ads. All materials must conform to SWOP standards.

**Line Screen** 133 for 4/c ads, 280% maximum density 120 for B&W and 2/c ads, 180% maximum density.

■ **Binding** Saddlestitch

■ **Printing** Web Offset

## 2007 Rates

### Premium Positions

Back Cover +20%  
Inside Back Cover +10%  
Inside Front Cover +15%

4-Color	1x	2x	4x	8x
Full Page	\$11,450	\$11,075	\$10,700	\$9,950
2/3 Page	9,670	9,310	8,740	8,265
1/2 Page	7,780	7,560	7,120	6,650
1/3 Page	6,420	6,260	5,920	5,490

2-Color	1x	2x	4x	8x
Full Page	\$10,210	\$9,845	\$9,450	\$8,700
2/3 Page	8,430	8,070	7,500	7,010
1/2 Page	6,550	6,330	5,890	5,490
1/3 Page	5,190	5,020	4,680	4,270

Black & White	1x	2x	4x	8x
Full Page	\$9,125	\$8,775	\$8,375	\$7,550
2/3 Page	7,360	7,000	6,430	6,010
1/2 Page	5,480	5,260	4,820	4,490
1/3 Page	4,120	3,950	3,610	3,250

### Dedicated Dialogues:

4 pages	\$34,000
6 pages	46,000
8 pages	57,000

**Web Seminars** \$22,000/event

### E-Newsletter Sponsorships

Banner ad	\$3,860/email
Logo + 50 words	\$3,310/email
Text with link only	\$2,730/email

**Co-Branded Emails** \$528/M

Transmission Fee	\$95/M
Selection Fee	\$25/M
Minimum per transmission	\$2,640
(regardless of selection quantity)	

50% premium surcharge for creative that markets web events of any kind.  
All rates are gross. Classified opportunities are also available. Call for details.



## Requirements for Electronic Submission of Ad Materials

### PDF SPECIFICATIONS

Our preferred format for receipt of digital advertising files is PDF. Typically, PDF files are created from Postscript files using Adobe Acrobat Distiller. We strongly recommend that you generate a postscript file from your native application and then create your PDF using Distiller with the settings provided below. We do NOT recommend exporting PDF files directly from your native application (Quark, InDesign, etc.). The results of exporting can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process. There are two files you should download and use in the creation of both your Postscript and PDF files from our FTP site:

### POSTSCRIPT PRINTER DESCRIPTION FILE

The PostScript Printer Description (PPD) file is used by Quark for the creation of your Postscript file. Download this file, uncompress, and then place in the following folder for your respective Operating Systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/  
Distiller%20Settings/DDAPv3\_PPD.sit

#### OS 9:

Macintosh HD/System Folder/Extensions Folder/ Printer Descriptions Folder/

#### OS X:

Macintosh HD/Library/Printer/PPDs/Contents/ Resources/  
en.proj/

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/  
Distiller%20Settings/DDAPv3\_PPD.zip

#### WINDOWS:

C:\WINNT (or WINDOWS in XP)\system32\spool\  
drivers\w32x86\3

### ADOBE ADOBE ACROBAT DISTILLER SETTING FILE

This Adobe Acrobat Distiller job profile will automatically set up Distiller with the correct settings to create PDFs from your Postscript files. Download this file, uncompress, and then place in the following folder for your respective Operating Systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/  
Distiller%20Settings/SourceMedia.joboptions.sit

#### OS 9:

Macintosh HD/Application/Adobe Acrobat X/ Distiller/Settings/\*

#### OS X:

Macintosh HD/Users/Shared/Adobe PDF X/Settings/\*

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/  
Distiller%20Settings/SourceMedia.joboptions.zip

#### WINDOWS:

C:\Program Files\Adobe\Acrobat X\Distillr\Settings\*

\* X denotes the Adobe Acrobat version. The installation location of your Adobe Acrobat may vary.

### POSTSCRIPT CHECKLIST

Prior to making the Postscript file, please check your file to make sure that it meets the following SourceMedia specifications:

- Check Page Size: Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is 11" wide x 17" high and maximum spread image is: 22" wide x 17" high. All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. The trim sizes for our publications are detailed in our rate card.
- Check Colors Used: Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)
- Check Fonts: Ensure that all fonts used are PostScript type 1 fonts. We do not accept TrueType or MultipleMaster fonts.
- Check Images:
  - All images must be CMYK or Grayscale TIFF or EPS between 200 & 300 DPI.
  - Do not nest an EPS file into another EPS file.
  - Do not embed ICC profile with images.
  - Total area density should not exceed the SWOP standard of 300%.

### CREATING PDF ADS IN ADOBE ACROBAT DISTILLER:

- Create a PostScript file from your page layout application, using the DDAP PPD that you downloaded. Make sure you only output one page per Postscript file.
- Launch Acrobat Distiller
- Select the SourceMedia Distiller Job Option
- Drag your PostScript file on to the Distiller window to create your PDF file.

### PROOFS

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All b/w documents must include a composite laser.

### FILES CAN BE SENT VIA:

- CD/DVD ROM
- FTP

### FTP INFORMATION (with proofs sent to the indicated address):

Set your FTP Client software to the following configuration:

FTP Site Address: ftpfiles.sourcemedia.com

User Name: AdDrop

Password: rainbow

Upload files to: /dropbox/AdMaterials

**When files are uploaded, please notify Production Department. Send files with proofs to:**

SourceMedia  
Financial IT Security  
One State Street Plaza, 27th Floor  
New York, NY 10004  
Attn: Financial IT Security – Trafficking  
(212) 803-8200

