

innovative

CREDIBLE Authoritative



The Best-Read and Most Trusted
Publication Covering the
Electronic Transactions Industry





91% rate *Transaction Trends* highly relevant to their job

74% consider it "must reading"

8 in 10 recipients read half or more of each issue

65% have clipped/copied/saved an article

64% have called an article to a colleague's attention

70% consider *Transaction Trends* "extremely useful/useful" to their work

Transaction Trends is the leading source for current, comprehensive information that helps electronic payments professionals advance their businesses and their careers. As the flagship publication of the Electronic Transactions Association, *Transaction Trends* is the only publication in the field with the credibility, authority, and resources of ETA. Nearly 60 percent of *Transaction Trends* readers say the magazine is more authoritative than other publications and that it's the best source of information about the electronic payments business.

Readers count on *Transaction Trends* for insightful content they can't find anywhere else. Each issue delivers the latest news on legislative, regulatory, and policy issues; new technologies; and the best practices and strategies used by top companies in the field.

Transaction Trends targets key ISO decision makers in the electronic transactions field, circulating to more than 7,000 professionals. With an average pass-along rate of 1.9 additional readers per copy, *Transaction Trends* enjoys a readership of more than 20,000, ensuring high ISO market penetration.

Advertising in *Transaction Trends*, coupled with advertising on ETA's Web site and *ETA Currents* e-newsletter, provide a cost-effective solution for reaching your target audience. More than half of *Transaction Trends* readers visit the ETA Web site at least once a month, and nearly two thirds read/scan every issue or most issues of *ETA Currents*. Marketers can further maximize their print campaigns through portal and Webinar sponsorships and Annual Meeting opportunities.

Visit *Transaction Trends* online at www.electran.org.

TRANSACTION TRENDS READERS

ISOs:	39%
Processors:	18%
Financial Institutions:	10%
Vendors/Service Providers:	27%
Median age:	46 yrs
Corporate officers:	53%
Involved in purchasing decisions at their companies:	85%

Readers depend on *Transaction Trends* more than other publications in the field

Publication	Receive and Find Extremely/Somewhat Useful
<i>Transaction Trends</i>	95%
<i>Digital Transaction</i>	84%
<i>ETA Currents</i>	79%
<i>The Green Sheet</i>	79%
<i>Transaction World</i>	75%
<i>Cards & Payments</i>	68%
<i>ISO & Agent</i>	67%
<i>Cardline</i>	42%

Research conducted by Stratton Research, August/September 2008

INSIDE THE ISSUE

Departments and columns in *Transaction Trends* cover key topics in depth:

- President's Message
- Industry News (**77% read it regularly**)
- ISO Corner
- Vertical Markets
- Data Security
- Industry Insider
- Legal
- Risk & Compliance



2010 **Print** Advertising Rates (4-Color)

FREQUENCY	1x	3x	6x	9x	12x
Full page	\$2,605	\$2,475	\$2,345	\$2,215	\$2,085
2/3 page	2,085	1,980	1,875	1,770	1,665
1/2 page island	1,875	1,780	1,690	1,595	1,500
1/2 page H or V	1,720	1,635	1,545	1,460	1,375
1/3 page V	1,300	1,240	1,170	1,110	1,045
1/4 page	860	815	775	730	690
2-pg spread	4,690	4,455	4,220	3,985	3,750

Cover 2	3,255	3,095	2,930	2,770	2,605
Cover 3	3,125	2,970	2,815	2,660	2,500
Cover 4	3,385	3,220	3,045	2,880	2,710

2010 **Electronic** Advertising Rates

Maximize your print campaign with ads in ETA's e-newsletter *ETA Currents* and the ETA Web site at www.electran.org. More than half of *Transaction Trends* readers visit the ETA Web site once a month or more often and nearly two thirds read/scan every issue or most issues of *ETA Currents*.

Marquis Advertising

Size: 728 (w) x 90 (h) pixels

Location: At top of the ETA home page

Rotation: Home page only or throughout the site

Rates:	1 month	\$1,800
	3 months	\$1,500 per month
	6 months	\$1,200 per month
	12 months	\$1,000 per month

Vertical Banners

Size: 120 (w) x 240 (h) pixels

Location: Right Side Home Page

Rotation: Home page only or throughout the site

Rates:	1 month	\$1,500
	3 months	\$1,200 per month
	6 months	\$950 per month
	12 months	\$750 per month

Portal Sponsorship

Display your logo and a brief message at the introduction of a specific portal page or section of the ETA Web site.

Rates:	1 month	\$10,000
	6 months	\$8,000 per month
	12 months	\$6,000 per month

ETA Currents Electronic Newsletter

Rates: Banner – 468 x 60 pixels \$1,200 per weekly issue

Button – 150 x 120 pixels \$900 per weekly issue

Button – 150 x 60 pixels \$750 per weekly issue

For Other **Electronic** Advertising Opportunities, Contact Fox Associates for Details



December 2010 presents a unique opportunity to be part one of the industry's most sought-after resources. The annual **Product and Services Directory** provides users a tool to use throughout the year.

This special supplement enjoys **bonus distribution at all ETA shows**, including the April 2011 Annual Meeting & Expo where it will be distributed in all attendee bags. This bonus distribution, combined with *Transaction Trends'* pass-along circulation, gives you a total reach of 23,500.

Your listing guarantees your participation, but your display ad in the December issue guarantees that you will be noticed twice! **Make this must-have directory part of your 2010 marketing plan with *Transaction Trends*.**

To place display advertising, contact adinfo.eta@foxrep.com. For information about including your company listing, contact cwood@strattonpublishing.com. **Special discounts are available.**

Exciting New 20th Anniversary Opportunities Available:

Contact Sharon Miro at adinfo.eta@foxrep.com for details.



Contacts

Sales:

Sharon Miro
National Sales Manager
Fox Associates
800.440.0232 Office
adinfo.eta@foxrep.com

Fox Associates Offices

Chicago 312.644.3888
New York 212.725.2106
Atlanta 800.699.5475
Detroit 248.626.0511
Los Angeles 213.228.1250
Phoenix 480.538.5021

Editorial:

Send editorial inquiries to Josephine Rossi at jrossi@electran.org.

Fax Insertion Orders to: 312.644.8718

Ad Materials:

Send ad materials to Carrie Wood cwood@strattonpublishing.com or call 703.914.9200 x25 for FTP instructions.

2010 Editorial Calendar and Deadlines

ISSUE	FOCUS AREAS	SPACE	MATERIALS
January	Industry Forecast Consumer Influence	11/23	12/1
February	Sales and Marketing Prepaid	12/21	12/29
March	Next-Generation Security Mover & Shaker Close-up Contactless and Mobile SPECIAL: ETA Annual Meeting & Expo Preview	1/25	2/1
April	Regulatory Update Health-Care Payments POS Technologies SPECIAL: ETA 20th Anniversary Issue SPECIAL: Bonus Distribution at ETA Meeting & Expo, Las Vegas, April 13–15	2/18	2/25
May	Interchange Debate Merchant Retention Acquiring	3/25	4/1
June	Mergers and Acquisitions Processing SPECIAL: ETA Annual Meeting & Expo Recap	4/23	4/30
July	Breach Mitigation Web 2.0 Payments Sales Training	5/19	5/26
August	Prepaid SPECIAL: Technology Super Issue	6/23	6/30
September	Mover & Shaker Close-up Compliance Review SPECIAL: Strategic Leadership Forum Preview	7/22	7/30
October	Industry Research Financing the Business	8/19	8/27
November	Business Ethics PIN Debit SPECIAL: Strategic Leadership Forum Recap	9/20	9/27
December	International Business Merchant Acquisition Sales Recruitment SPECIAL SUPPLEMENT: Product and Services Directory (mails with the December issue) SPECIAL: Bonus Distribution at ETA Meeting & Expo 2011, San Diego	10/19	10/26
		10/4	10/11



Rates and Specs

Materials: Press-optimized PDF (PDF/X-1a). All ads submitted must be in CMYK and at high resolution (300 dpi at actual size). Advertisers will incur a fee for submitting files that require additional production work. For color ads, a color proof must be submitted at 100 percent of final size. *Transaction Trends* is not responsible for ad quality if advertiser does not provide a color-accurate proof.

Shipping instructions: E-mail or post materials to ftp.strattonpublishing.com. Contact Carrie Wood at 703.914.9200x25 or cwood@strattonpublishing.com for details. Mail to Carrie Wood, *Transaction Trends*, 5285 Shawnee Road, Suite 510 Alexandria, VA 22312. Important: Please name the file with your company name and include a message indicating in which publication and in which issue the advertisement should appear.

Payment Terms and Contracts

- First-time advertisers are required to pay first insertion in advance.
- Payment for ads is due within 30 days of invoice. A late fee of \$50 per month or 2 percent per month (whichever is greater) will be charged on delinquent accounts.
- A contract covers a number of issues within a 12-month period. Two-page spreads count as one insertion. Credits earned by increasing advertising frequency during a contract year will be applied toward future insertions.

Cancellations

Must be received, in writing, prior to the space reservation deadline.

Copy Policy

Publisher reserves the right to reject advertising considered objectionable in wording and/or appearance. The advertiser assumes all liability for content of printed advertisements and any claims against ETA arising from the advertisement. The publisher is not responsible for any advertisements omitted for any reason. The trademark and/or signature of the advertiser must clearly and prominently identify all advertisements. The publisher reserves the option to add the word "advertisement" to an ad.

Contacts

Sharon Miro
National Sales Manager
800.440.0232
adinfo.eta@foxrep.com
Fox Associates
312.644.3888
Fax: 312.644.8718

Editorial

Send editorial inquiries to Josephine Rossi at jrossi@electron.org.

Note: Agency contracts apply, but are subject to ETA terms and conditions. Find full details at www.strattonpublishing.com/etaterms.pdf

Advertising Specs

	width x height
Full page:	8.25 x 10.875" (plus .125" bleed)
2-pg spread	16.5 x 10.875" (plus .125" bleed)
2/3 page:	4.75 x 9.5"
1/2 page horizontal:	7 x 4.25"
1/2 page vertical:	3.5 x 9.5"
1/2 page island:	4.5 x 7"
1/3 page vertical:	2.125 x 9.5"
1/3 page square	4.5 x 4.75"
1/4 page :	3.25 x 4.75"
Trim Size:	8.25 x 10.875"
Live Area:	7.75 x 10.375"

Bleed: Image must exceed 1/8 in. beyond trim please keep live matter 3/8 in. from final trim edges