2017 MEDIA PLANNER

Digital Transactions
Trends in the Electronic Exchange of Value

DigitalTransactions.net
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For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net
Now in our 13th year, Digital Transactions products cover, report and deliver the latest information about consumers paying for products and services electronically.

The common term is **PAYMENTS.**

We start by looking at where the consumer makes the purchase—the retailer. It may be a brick-and-mortar retailer, a catalog operation, online, person to person, or mobile. We also look behind the retailers and follow the processors (gateways, ISOs, VARs, MSPs), financial institutions, and transaction networks. Over the past 13 years, products and services have changed greatly.

To put it simply, our readers process electronic payments from many markets. Our editorial reporting talks about this function across their markets.

### Consumer Electronic Transactions in the U.S. (In billions)

**4.88%**

Average annual growth rate, 2008-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>94.0</td>
</tr>
<tr>
<td>2009</td>
<td>87.4</td>
</tr>
<tr>
<td>2010</td>
<td>100.7</td>
</tr>
<tr>
<td>2011</td>
<td>110.6</td>
</tr>
<tr>
<td>2012</td>
<td>119.0</td>
</tr>
<tr>
<td>2013</td>
<td>121.4</td>
</tr>
<tr>
<td>2014</td>
<td>123.4</td>
</tr>
<tr>
<td>2015</td>
<td>131.2</td>
</tr>
</tbody>
</table>

Note: Figures include all consumer-based card and ACH volume. Source: Digital Transactions estimates
The use of electronic payments has grown at an average annual rate of 4.88%. In 2015 there were 131.2 BILLION TRANSACTIONS.

That means that 131.2 billion times last year in North America a consumer paid for a product or service electronically. Digital Transactions is the only publication, web site and newsletter to look at them all, even after 13 years.

### U.S. E-Commerce Volume (In billions)

- 2008: $142.1
- 2009: $145.1
- 2010: $169.3
- 2011: $198.6
- 2012: $228.6
- 2013: $259.9
- 2014: $297.3
- 2015: $341.6

Average annual growth rate, 2008-2014: 13.4%

### NFC Growth

(Merchant locations enabled for near-field communication in millions and as a percentage of all EMV-capable locations)

- 2016: 118
- 2017: 3.15
- 2018: 5.47
- 2019: 6.14
- 2020: 6.59

Average annual growth rate, 2008-2014: 25%

2016 figures are actual; 2017-2019 figures are estimates. Source: Aite Group
Who We Are

OUR MISSION is to chronicle and explain the revolution impacting the way consumers pay for goods and services in North America. We do this by providing the most informative and comprehensive publication, newsletter and website covering the many markets affected by the way consumers buy goods and services. We are committed to covering all types of consumer-based payments wherever they take place. We further accomplish our mission by relying on a staff of professional journalists who thoroughly understand the payments market.

THE PUBLISHER behind Digital Transactions, Digital Transactions News, and DigitalTransactions.net is Boland Hill Media, LLC. Formed in 2003 as a partnership between two veteran publishing executives with years of experience addressing the payments market, Boland Hill Media is a Chicago-based multimedia publisher serving the informational and analytical needs of markets undergoing fundamental transformation brought on by shifts in technology and consumer behavior. We are uncompromising in our commitment to quality. From the content of our publications to our design and presentation to our circulation, Boland Hill Media is and will always remain committed to our high standards. Only in this way can we guarantee that we will always serve the interests of our readers and advertisers as a single community.

For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net
Digital Transactions magazine is produced monthly.

Digital Transactions is a feature-formatted publication written with a business approach that reviews trends affecting the payments market.

Every month we provide special editorial:

**THE GIMLET EYE**
An editorial from our Editor-in-Chief John Stewart discussing the impactful events for the month

**TREND AND TACTICS**
A news section featuring short recaps from the payments market

**SECURITY NOTES**
A look by Gideon Samid at the technology impacting the payments function

**PAYMENTS 3.0**
A review by George Warfel of the effects of payments on financial institutions

**ENDPOINT**
A monthly opinion column written by guest authors on trends in the payments market

Add the monthly stories from all functions of payments and you have a monthly issue packed with information that the payments professional looks for and wants to stay ahead of the competition.
Our Circulation

**Digital Transactions** monthly magazine is your **one stop** for marketing of products and services to the very senior executive who has the **authority and readiness to buy**.

With its deep and all-encompassing reach in the payments marketplace, **Digital Transactions** monthly magazine is your one stop for marketing of products and services to the very senior executive who has the authority and readiness to buy. Subscribers to **Digital Transactions** come from a diverse array of markets, but have one thing in common—payments. We ensure that this is the case by carefully crafting our circulation to include all the segments of the payments function. No segment is left out. **Digital Transactions**’ circulation is **audited**, giving you the best assurances that you are reaching the payments function.

**Total Circulation: 20,645**

**Source:** BPA audit dated June 2016

**CIRCULATION BREAKDOWN**

- Financial Institutions: 4,905
- Consumer Service Companies/Retailers: 2,854
- Independent Sales Organizations: 7,505
- Software Vendor and Distributor: 2,159
- Consultants: 1,020
- Vendor: 230
- Other: 1,972

**NFC Growth**

(Merchant locations enabled for near-field communication in millions and as a percentage of all EMV-capable locations)

For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net
### Our Circulation (continued)

#### FINANCIAL INSTITUTION 4,905<sup>1</sup>
**Deposit Size of Institution**<sup>2</sup>

<table>
<thead>
<tr>
<th>Deposit Size</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 500 Million</td>
<td>1,158</td>
<td>23.3%</td>
</tr>
<tr>
<td>501 Million - 1 Billion</td>
<td>747</td>
<td>15.7%</td>
</tr>
<tr>
<td>11 - 5 Billion</td>
<td>987</td>
<td>20.3%</td>
</tr>
<tr>
<td>51 - 10 Billion</td>
<td>493</td>
<td>10.0%</td>
</tr>
<tr>
<td>Over 10 Billion</td>
<td>1,232</td>
<td>30.7%</td>
</tr>
</tbody>
</table>

#### CONSUMER SERVICES COMPANY/MERCHANT 2,854<sup>1</sup>
**Type of Retailer**<sup>2</sup>

<table>
<thead>
<tr>
<th>Type of Retailer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick and Mortar</td>
<td>1,554</td>
<td>54.9%</td>
</tr>
<tr>
<td>Online</td>
<td>693</td>
<td>24.7%</td>
</tr>
<tr>
<td>Other</td>
<td>607</td>
<td>15.9%</td>
</tr>
</tbody>
</table>

#### INDEPENDENT SALES ORGANIZATION 7,505<sup>1</sup>
**Number of Merchant Accounts**<sup>2</sup>

<table>
<thead>
<tr>
<th>Number of Accounts</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 100</td>
<td>1,126</td>
<td>15.0%</td>
</tr>
<tr>
<td>101 - 1,000</td>
<td>2,565</td>
<td>34.9%</td>
</tr>
<tr>
<td>1,001 - 5,000</td>
<td>1,798</td>
<td>23.9%</td>
</tr>
<tr>
<td>5,001 - 25,000</td>
<td>918</td>
<td>13.6%</td>
</tr>
<tr>
<td>Over 25,000</td>
<td>1,826</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

#### CONSULTANT 1,020<sup>1</sup>
**Type of Consultant**<sup>2</sup>

<table>
<thead>
<tr>
<th>Type of Consultant</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>239</td>
<td>23.9%</td>
</tr>
<tr>
<td>Financial</td>
<td>341</td>
<td>34.1%</td>
</tr>
<tr>
<td>Operations</td>
<td>309</td>
<td>30.1%</td>
</tr>
<tr>
<td>Other</td>
<td>39</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

#### SOFTWARE VENDOR AND DISTRIBUTOR 2,159<sup>1</sup>  VENDOR 230<sup>1</sup>  OTHER 1,972<sup>1</sup>

1. BPA Statement 6/16  2. Publisher’s research 8/16
In addition to mailing to our subscriber base of 20,000+, we make Digital Transactions available as a digital product.

Our subscribers and your clients can go to our web site to view or download our digital edition. The ads and editorial pages are identical to the print edition, plus your ad becomes clickable to the viewer.

The digital edition is easy to read and navigate. We have been averaging over 2,000 views per month for the first six months of 2016.

**TOTAL PAGE VIEWS**
18,486 per issue on average for 2016

**AVERAGE VISIT LENGTH**
3.71 minutes

**AVERAGE CLICKS PER ISSUE**
19.20

Advertising in the print edition gets you into the digital edition with no added investment.

There are some innovative ways to reach your clients and prospects when using our digital edition. For example:

- **FULL PAGE AD** across from the front page.
- **FULL PAGE AD** across from the back page.
- **BANNER ADS** across the top of the digital edition.
# 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Feature</strong></td>
<td>Buy at the Fridge and in the Car: the Internet of Things and Payments</td>
<td>Chargebacks in the New World of EMV and Mobile Payments</td>
<td>Store Cards: Merchants’ Secret Mobile Weapon</td>
<td>Faster Payments: What It Means, Where We Are</td>
<td>May Day: Will POS Systems Ever Become EMV Compliant?</td>
</tr>
<tr>
<td><strong>Components</strong></td>
<td>Restaurateurs Look for More Secure POS Systems</td>
<td>mPOS Learns to Live Without the Audio Jack</td>
<td>The Future of Host Card Emulation</td>
<td>Are Gas Stations Pumped Up for EMV?</td>
<td>Contactless Readers: How the Swap of Older C-less Readers is Progressing</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>Hackers Target Biometrics</td>
<td>Dangers in EMV Cards’ Magnetic Stripes</td>
<td>Advancements in Mobile-Device Fraud Prevention</td>
<td>ATM Skimming Threat Update</td>
<td>Is Tokenization and Encryption Making Electronic Payments More Secure?</td>
</tr>
<tr>
<td><strong>Strategies</strong></td>
<td>Can Prepaid Cards Survive the CFPB’s Regs?</td>
<td>From PCI to EMVCo: How Long Can the Networks Control Standards?</td>
<td>Making Peace: How PayPal Will Work With Visa</td>
<td>After CurrentC: Merchants’ New Efforts to Control Payments</td>
<td>Steering the ACH in the Age of Digital Payments</td>
</tr>
<tr>
<td><strong>Trends &amp; Tactics</strong></td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
</tr>
<tr>
<td><strong>Closing date</strong></td>
<td>December 1, 2016</td>
<td>January 5, 2017</td>
<td>February 1, 2017</td>
<td>March 1, 2017</td>
<td>April 3, 2017</td>
</tr>
<tr>
<td><strong>Material date</strong></td>
<td>December 8, 2016</td>
<td>January 12, 2017</td>
<td>February 8, 2017</td>
<td>March 8, 2017</td>
<td>April 10, 2017</td>
</tr>
<tr>
<td><strong>Bonus distribution</strong></td>
<td>NEAA Inspire 2017 (RSPA) Mobile Payments Innovation Summit</td>
<td>Epay (formerly EastPay) ATMIA Annual Merchant Advisory Group (Midyear) eTail West</td>
<td>SEAA Merchant Risk Council Merchant Acquirer Committee SCA Payments</td>
<td>WACHA Electronic Payments Conference NACHA Payments NBPCA</td>
<td>CNP Expo Transact 17</td>
</tr>
</tbody>
</table>
## 2017 Editorial Calendar (continued)

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Components</td>
<td>End of Life: The Future of the Magnetic Stripe</td>
<td>IoT: An Update on the Internet of Things and Payments</td>
<td>The Looming Threat of Election Fraud: Are Voting Machines Safe?</td>
<td>The Future of Bill-Payment Kiosks</td>
<td>An Update on Cardless ATMs</td>
</tr>
<tr>
<td>E-Commerce/ M-Commerce</td>
<td>How One-Touch Payments Are Changing in-App and Browser-based Commerce</td>
<td>Currency Conversion: A Key To International Markets</td>
<td>An Update on Mobile P2P</td>
<td>Merchant Apps That Are Taking off</td>
<td>What’s New in Digital Gift Cards</td>
</tr>
<tr>
<td>Networks</td>
<td>The OCT: The Card Brands’ Secret Weapon</td>
<td>Biller-Direct vs. Bank-Based Bill Pay: Which is Winning?</td>
<td>Zelle: How the Bank-owned P2P Service is Faring</td>
<td>Absorbing Visa Europe: Meet the New, Consolidated Visa</td>
<td>An Update on Distributed Ledger-Based Payments</td>
</tr>
<tr>
<td>Strategies</td>
<td>Social Commerce: Who Offers What and Why</td>
<td>Prospects for Payments IPOs</td>
<td>New Opportunities for Independent ATM Deployers</td>
<td>The Role of Loyalty and Offers in Mobile Payments</td>
<td>Adapting Cash for Online and Mobile Payments</td>
</tr>
<tr>
<td>Trends &amp; Tactics</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
</tr>
<tr>
<td>Endpoint</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
<td>Every Issue</td>
</tr>
<tr>
<td>Closing date</td>
<td>June 1, 2017</td>
<td>July 5, 2017</td>
<td>August 1, 2017</td>
<td>September 1, 2017</td>
<td>October 2, 2017</td>
</tr>
<tr>
<td>Material date</td>
<td>June 8, 2017</td>
<td>July 12, 2017</td>
<td>August 8, 2017</td>
<td>September 8, 2017</td>
<td>October 9, 2017</td>
</tr>
</tbody>
</table>

For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net
Magazine Ad Rates and Specs

2017 Digital Transactions Magazine Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$7,070</td>
<td>$6,595</td>
<td>$6,205</td>
<td>$6,015</td>
<td>$5,775</td>
<td>$5,580</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$6,110</td>
<td>$5,730</td>
<td>$5,420</td>
<td>$5,265</td>
<td>$5,070</td>
<td>$4,920</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,150</td>
<td>$4,860</td>
<td>$4,630</td>
<td>$4,515</td>
<td>$4,375</td>
<td>$4,260</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$4,430</td>
<td>$4,215</td>
<td>$4,045</td>
<td>$3,955</td>
<td>$3,845</td>
<td>$3,760</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$3,855</td>
<td>$3,695</td>
<td>$3,570</td>
<td>$3,500</td>
<td>$3,425</td>
<td>$3,360</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$3,470</td>
<td>$3,350</td>
<td>$3,255</td>
<td>$3,205</td>
<td>$3,145</td>
<td>$3,100</td>
</tr>
</tbody>
</table>

Rates are gross. Two color and matched rates available. Ask your DT representative.

Productions specifications

**TRIM SIZE**
All sizes in inches. For spread and full-page bleed ads, size listed is the trim size. An additional 0.125” bleed on all sides is required, and copy cannot be within 0.125” of the trim. See “Full-page ad demo” at right for more details.

<table>
<thead>
<tr>
<th>Description</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread, bleed</td>
<td>16’</td>
<td>10.75’</td>
</tr>
<tr>
<td>Full page, bleed</td>
<td>8’</td>
<td>10.75’</td>
</tr>
<tr>
<td>Full page, no bleed</td>
<td>7.5’</td>
<td>10.25’</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.5’</td>
<td>10’</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4.5’</td>
<td>7.5’</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7’</td>
<td>5’</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 page square</td>
<td>4.5’</td>
<td>4.75’</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.125’</td>
<td>10’</td>
</tr>
<tr>
<td>1/4 page square</td>
<td>4.5’</td>
<td>3.75’</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>2.125’</td>
<td>7.5’</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>4.5’</td>
<td>2.5’</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2.125’</td>
<td>4.75’</td>
</tr>
</tbody>
</table>

**Special Positions**
- Inside Front Cover: $675
- Inside Back Cover: $590
- Back Cover: $675
- Center Spread: $1,260
- Page 1 through Trends & Tactics: $590

**FULL-PAGE AD DEMO**
Black line is trim—where the page will be physically cut. Dimensions: 8 inches by 10.75 inches.

Red indicates bleed. It must extend 0.125 inches beyond the trim on all sides.

Yellow shows the safety margin. Text and important images cannot be within the safety margin (0.125 inches on all sides).

Light-blue is the live area—7.875 inches by 10.625 inches.
Print ads design checklist

- Please submit electronic files via e-mail.
- PDF format is strongly encouraged for best quality. EPS, AI (Illustrator), TIF and PSD (Photoshop) formats are also acceptable. You may include a color proof, if desired.
- Printer’s marks (registration/trim/bleed marks) should not be included.
- Artwork should be 300 dpi.
- If JPEG image compression is used in a PDF, Image Quality should be set to Maximum.

- All colors should be CMYK process—no RGB or spot color inks.
- Ink density (combination of cyan, magenta, yellow and black ink in any given location) should be 300% or lower in all places.
- Rich black text (black ink plus a combination of cyan, magenta and/or yellow inks) smaller than 12 pts. is not recommended.
- White type reversed out of solid color and smaller than 12 pts. is not recommended.

Spread & full-page bleed ads
(in addition to the preceding requirements)

- Live area is 0.125 inches inside the trim on all sides (including both sides of the gutter in a spread ad). All text, and any images that must print, need to be inside the live area. See “Full-page ad demo” on previous page.
- Bleed must extend 0.125 inches beyond the trim on all sides.

Digital Transactions is printed computer-to-plate. Printing is web offset. Binding is saddle stitch. 3 columns per page, each 2.11 inches wide.

Publisher’s Protective Clause
The publisher reserves the right to cancel or reject any advertising at any time, and to add the word “advertisement” at the top of any copy which in the publisher’s opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card.

Cancellation Clause
Cancellation is permitted only before the first of the month prior to issue date. Cover positions cannot be cancelled.

Inserts
Rates and mechanical requirements for inserts furnished upon request. Please contact your sales representative for details.

For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net
Over 15,000 subscribers receive Digital Transactions News EVERY DAY!

They are influential executives—decision makers who rely on Digital Transactions News to stay ahead of the competition.

Payments is a fast changing market and Digital Transactions News delivers original stories every day.

Digital Transactions recognizes that the proactive distribution of information is an extremely effective way to inform and build our readership and your marketing opportunities. With Digital Transactions News, it is not necessary to download files in order to find the news. It is delivered in a concise, readable, responsive design that gives our readers the opportunity to secure more details about the event if they choose. This approach has enabled Digital Transactions News to develop a following of thousands—a readership that is growing every day—with over 15,000 subscribers receiving the newsletter. They are influential executives—decision makers who rely on the newsletter to stay ahead of the competition. Every morning, Digital Transactions News is in the decision maker’s email inbox.
Results from our BPA Brand Study

97.57%  Average delivery rate
15.52%  Average open rate
11.57  Average clicks per ad banner

Source: BPA Brand Report June 2016

DIGITAL TRANSACTIONS NEWS SETS THE BENCHMARK by sending a uniquely-delivered electronic newsletter to a comprehensive list of industry professionals. The newsletter is formatted in HTML, so most e-mail browsers will display a preview of the content before the message is even opened, enticing subscribers to read further. The newsletter uses responsive design, which enables the subscriber to view the newsletter in any format they like. Whether on a tablet, mobile or desktop, Digital Transactions News is sure to get directly in front of your intended audience.

THE ADS ARE IN TWO FORMATS at the same time: Banner, plus 35 words of copy. This way if the banner is blocked by the email software, you still get your advertising message delivered via the 35 words of copy. Digital Transactions News is the only newsletter offering this unique service. All ads can be linked to your web page or email address and are trackable.

2017 Digital Transactions News Rates

Logo banner (200X60 pixels), plus 35 words of copy. Rates are gross and per issue.

<table>
<thead>
<tr>
<th></th>
<th>1-4 issues</th>
<th>5-12 issues</th>
<th>13-24 issues</th>
<th>25+ issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>First ad in the newsletter</td>
<td>$610</td>
<td>$560</td>
<td>$515</td>
<td>$470</td>
</tr>
<tr>
<td>Second and third position as well as column position</td>
<td>$390</td>
<td>$365</td>
<td>$325</td>
<td>$295</td>
</tr>
</tbody>
</table>
Co-Branded Emails

Over the past thirteen years, *Digital Transactions* has evolved by creating new products and services. Co-branded emails are one of those success stories.

11,609
Average database size in 2016

13.25%
Average open rate

99
Average clicks per deployment

**TARGETING YOUR PROSPECTS** is vital to today’s successful marketer. *Digital Transactions* offers the most targeted product to reach the payments decision maker.

We take your HTML creative and email it to a select group of our subscribers. It is co-branded because we mail it out under the banner of our email newsletter, *Digital Transactions News*. By doing this we increase the number of email addresses that will receive your message.
Co-Branded Emails (continued)

We can reach the total payments market or target just the section of the market you want to reach, such as:

- Independent Sales Organizations (ISOs)
- Independent Software Vendors (ISVs)
- Only East Coast executives
- Exclusively CEOs

**THESE SUBSCRIBERS** are from *Digital Transactions*’ database, which is constantly updated to provide you with the best list in the market. With constant changes in the payments market, *Digital Transactions* invests more time and effort than any publication to reach the desired decision maker.

We take your creative and prepare a text version, a mobile version, and a web version. As a result, the subscriber can view your message in any or all of the formats.

We only mail once per day to our lists to ensure that you attract the attention of your targeted market.

Every co-branded email has the ability to track deliveries, opens, and clicks.

**2017 Co-Branded Email Rates**

$450 per thousand, plus a set up fee of $125.
DigitalTransactions.net is the source for breaking news and information impacting the Payments market.

As news happens in the payments market, our reporters communicate with the industry from the news pages of DigitalTransactions.net.

We post the breaking story on the Home page and News page. EVERY DAY!

A tracking feature allows the reader to stay up to date on current news, and tracks which stories are being read the most by other readers. All news stories are completely searchable.
Web Site (continued)

Our Current Issue page offers the latest issue in Adobe Flash. Each story from the current and past issues is also available in the archive, in standard HTML format. The reader has the choice of how they want to view the issue.

BPA through Google Analytics tells us that an average of 35,535 visitors came to DigitalTransactions.net each month during the first six months of 2016, viewing an average 50,281 pages per month. Our average session time is one minute, 19 seconds.

Our Buyers’ Guide page contains listings grouped into over 131 categories with over 1,100 companies included.

Our Calendar page lists upcoming events from around the world in the Payments Market.

Web Rates

<table>
<thead>
<tr>
<th>On Home Page</th>
<th>Pixels</th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>12 month</th>
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<tbody>
<tr>
<td>Skycraper</td>
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<td>$10,030</td>
<td>$9,220</td>
<td>$8,475</td>
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<tr>
<td>Full banner</td>
<td>468 x 60</td>
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<td>120 x 60</td>
<td>$1,680</td>
<td>$1,550</td>
<td>$1,425</td>
<td>$1,325</td>
</tr>
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For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net
Premium Web Positions

- Title Update Banner
- Top Banner
- News Story
Sponsored Content

Thought leadership can be an important element of your marketing communications goals:

Digital Transactions has the product to help you reach your goals—Sponsored Content.

Sponsored Content is a 500 word story that you write and we place on our Web news page. It looks like the other stories that are posted daily from our editorial staff. Your story has an added banner: “Sponsored Content.” This shows our viewers that the story is written by an industry expert and not the editors of Digital Transactions.

- Your story runs for 30 days.
- Your story is also highlighted in four issues of Digital Transactions News, our daily news service.
- The highlight drives the viewer to your story.
- Links can be added to the written copy.
- Analytics are reported on all elements of the story.

2017 Sponsored Content Rates

$3,200 per month (30 days)
Webinars

*Digital Transactions* has produced webinars on various topics affecting the Payments industry. Webinars are created by the sponsor or the editorial staff of *Digital Transactions.*

Continuing our effort from 2016, *Digital Transactions* will continue to create webinars. The topics are chosen by the editorial staff of *Digital Transactions.*
Webinars from 2016

Enjoy the benefits of 3-D Secure™ without impacting the customer experience
Sponsored by Cybersource

Making Sense of Faster Payments
Sponsored by FIS

7 Ways to Make EMV Easier
Sponsored by Ingenico Group

Online Fraud: Prepare for the Rising Tide
Sponsored by FIS

Mobile ID Verification for Account Opening and Payments
Sponsored by Mitek

A Post EMV World: Lessons Learned
Sponsored by Vantiv

Sponsoring a webinar conveys to the payments industry that you are a thought leader in this ever-changing market.

Last year our webinars, on average, generated 320 registrants with 56% attending the live event. All webinars are archived and available for viewing for one full year.

You choose the topic; we’ll produce the event.

Your Digital Transactions representative has all the important details.

2017 Webinar Rates

Exclusive Sponsorship: $10,000
Web Site Ad Rates and Specs

Web Rates

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2017 Sponsored Content Rates

$3,200 per month (30 days)

2017 Webinar Rates

Exclusive Sponsorship: $10,000

Web ads
Please submit as GIF or JPG files, e-mailed to bob@digitaltransactions.net

Sponsored Content
Please submit in HTML format with graphic elements in JPG or GIF files.

Please send files to Bob Jenisch: bob@digitaltransactions.net
1-877-658-0418
FTP submission available on request.

For additional information please contact Publisher Bob Jenisch at 877-658-0418 or bob@digitaltransactions.net