



Media Company
RATE CARD

2009-2010 WORLDWIDE PROFESSIONAL INVESTMENT COMMUNITY STUDY

Print Media**

<u>Region</u>	<u>Early Commitment*</u>	<u>Basic Rate</u>
Asia	\$16,000	\$19,950
Japan	\$10,300	\$12,900
Other Asia	\$10,300	\$12,900
Europe	\$16,000	\$19,950
Continental Europe	\$10,300	\$12,900
United Kingdom	\$10,300	\$12,900
North America	\$18,375	\$22,995
United States **	\$16,000	\$19,950
Canada	\$ 5,200	\$ 6,425
Other Countries	\$ 5,200	\$ 6,425
Other Regions	***	***
Worldwide	\$32,875	\$41,000

Note: All rates are in U.S. Dollars

* A signed Purchase Agreement received on or before November 1, 2009 earns the early commitment rate (approximately a 20% discount off the Basic Rates).

** Broadcast and Print measured in United States market. Receive both Broadcast and Print in the United States when ordering United States or Worldwide edition of the study

*** Please contact Erdos & Morgan for pricing on all other specified regions.

MULTI-TITLE PUBLISHER DISCOUNT

Two publications	5%
Three publications	10%
Four or more publications	15%



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Digital Media

<u>Region</u>	<u>Early Commitment*</u>	<u>Basic Rate</u>
Asia	\$11,200	\$13,965
Japan	\$ 7,250	\$ 9,030
Other Asia	\$ 7,250	\$ 9,030
Europe	\$11,200	\$13,965
Continental Europe	\$ 7,250	\$ 9,030
United Kingdom	\$ 7,250	\$ 9,030
North America	\$13,000	\$16,097
United States	\$11,200	\$13,965
Canada	\$ 3,650	\$ 4,498
Other Countries	\$ 3,650	\$ 4,498
Other Regions	***	***
Worldwide	\$23,100	\$28,700

Note: All rates are in U.S. Dollars

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Print and Digital Media

<u>Region</u>	<u>Early Commitment*</u>	<u>Basic Rate</u>
Asia	\$19,200	\$23,850
Japan	\$12,375	\$15,500
Other Asia	\$12,375	\$15,500
Europe	\$19,200	\$23,850
Continental Europe	\$12,375	\$15,500
United Kingdom	\$12,375	\$15,500
North America	\$22,100	\$27,600
United States **	\$19,200	\$23,850
Canada	\$ 6,250	\$ 7,750
Other Countries	\$ 6,250	\$ 7,750
Other Regions	***	***
Worldwide	\$39,450	\$49,200

Note: All rates are in U.S. Dollars

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AGREEMENT TO PURCHASE

The Erdos & Morgan **Worldwide Professional Investment Community** Study has been conducted biennially since 1987. The twelfth in the series will be released in the winter of 2010. The survey targets more than 40,000 individuals in firms with a minimum of \$100 million (USD) under management. These individuals are from the Buy-Side equity universe in approximately 35 different countries.

To qualify for selection, an individual was required to have one of the following five job functions, including Analyst, Chief Investment Officer, Director of Research, Head of Trading, and Portfolio Manager. Ipreo is the sample source. The survey results cover the following areas:

- Opinions about various issues impacting equity markets;
- Geographic markets/areas followed for investments;
- Portfolio turnover;
- Investment orientation;
- Types and value of funds managed/influenced;
- Generalist or industry specialist;
- Coverage strategy;
- Publication readership/Website usage and qualitative data;
- Involvement with social media

PROFESSIONAL INVESTMENT COMMUNITY STUDY – 2009-2010

(please check all that apply)

- Early Commitment (signed on or before November 1st, 2009)
- Basic Rate

REGION *(please check all that apply)*

- Asia**
- Japan
- Other Asia
- Europe**
- Continental Europe
- United Kingdom
- North America**
- United States
- Canada
- Other Country *(specify)* _____
- Other Region *(specify)* _____
- Worldwide**

MULTI-TITLE PUBLISHER ADDITIONAL DISCOUNT *(please check only one, if applicable)*

- Two publications (5% discount)
- Three publications (10% discount)
- Four or more publications (15% discount)

SPONSOR NAME (PUBLISHING COMPANY):

FOR THE SPONSOR:

FOR ERDOS & MORGAN:

Signature

David March

Signature

Printed Name: _____

Printed Name: David March

Title: _____

Title: Executive VP Sales & Marketing

Dated: _____

Dated: August 14, 2009