BANK SYSTEMS & TECHNOLOGY

2011 Media Kit

UBM

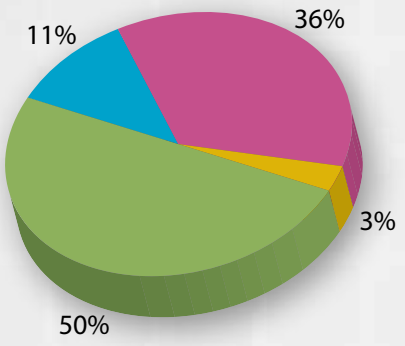
Bank Systems & Technology's editorial mission is to provide banking, insurance and financial services' executives involved in technology management —whether in the IT organization or in line-of-business areas — with the targeted and timely information and analysis they need to help their organizations reduce risk while improving customer retention, competitiveness and financial performance.

Our content spans across multiple media platforms —including Web site, e-newsletter, live events, virtual events, webcasts, video and RSS feeds —to enable BFSI executives access information via any channel/platform they prefer.

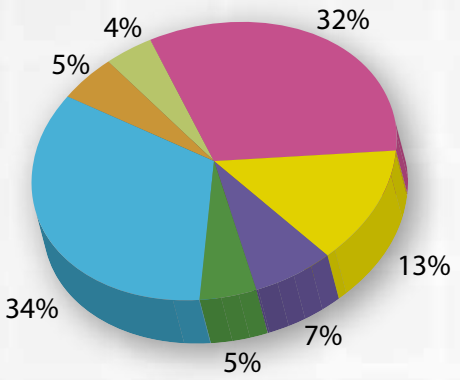
BS&T's audience comprises the key commercial financial segments, ranging from global banks to community banks and credit unions to insurance companies to financial services, covering both retail and wholesale areas of business. Key ongoing areas of focus include core systems, payments and cards, channel optimization, regulation/compliance, risk management, security, customer insight/business intelligence and architecture/infrastructure.

Readership Statistics

Total Subscriber: 6250



- Finance /Capital / Venture / Fund / Trading / Others
- Insurance
- Bank
- Securities



- MD / Director / Chairman / President
- Director IT
- CTO
- CIO
- Head IT
- Manager IT / General Manager
- Other

General Banner ADS						
	Leaderboard	Footer	Vertical Banner	Skyscraper	Center Rectangle	IMU
Banner Size	**728x90**	**728x90**	**120x240**	**120x600**	**468x60**	**300x250**
Home Page	80,000.00	NA	52,000.00	101,000.00	67,500.00	49,500.00
OS	120,000.00	NA	78,000.00	152,000.00	101,000.00	74,000.00
Home Page + ROS	175,000.00	150,000.00	115,000.00	225,000.00	150,000.00	110,000.00

Rich Media Properties	Price PM (INR)
Page Curl	250,000.00
Road Block - 2 times a week limit	250,000.00
Road Block - 2 times a week limit + Page Curl on other days	425,000.00

Expandable Banner Ads				
	Leaderboard	Footer	Vertical Banner	Skyscraper
Banner Size	**728x90 -> 728x180**	**728x90 -> 728x180**	**120x240 -> 120x400**	**120x600 -> 300x600**
Home Page	NA	NA	65,000.00	126,500.00
ROS	149,000.00	NA	97,500.00	190,000.00
Home Page + ROS	NA	187,500.00	144,000.00	281,000.00

Sponsored Text Links	Monthly (INR)
ROS	10,000.00

Content Sponsorship	
Minimum commitment of 100 leads, additiional lead @ Rs. 2500 / lead	
	Price PM (INR)
Whitepapers	250,000.00
Case Studies	250,000.00
Analytics and Reports	250,000.00

Please Note :

- All charges are in INR and are on a flat per month basis unless specified otherwise
- Plus taxes as applicable
- Lead Based Campaigns also available on request
- All ad positions are on non exclusive basis

Embedded Browser	Setup Charge	Net Monthly
Up to five (5) pages of content featuring supplied marketing assets (ex. white papers and case studies) • Total maximum assets allowed: 15 mimimum commitment of 100 leads Content to be provided by client & existing relevent content will be used from website New Content will be charged extra.	50,000.00	400,000.00

Section Sponsorship	Per Section
Section Branding	200,000.00
Including Sponsored by bubble in the top navigation bar	

Newsletter and EDM	
Skyscrapper 120x600	225,000.00
Vertical Banner 120x240	115,000.00
Full Banner 468x60	200,000.00
EDM	Cost per Shot / person Rs.3.00

About UBM Technology Media

UBM India is a part of UBM plc which is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, and in print, providing them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists, around the world. Our 6,000 staff in more than 30 countries is organized into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently. UBM worldwide organizes 300 events, publishes 200 magazines and periodicals and host 200 websites.

UBM India with its technology and publishing division - UBM Technology Media, started in May 2007, brought the power of trusted IT media brands to technology and business decision makers through online properties, IT gatherings and industry-leading magazines with renowned IT brands like:

PRINT:

CRN

www.crn.in

InformationWeek
THE BUSINESS VALUE OF TECHNOLOGY

www.informationweek.in

OTHER ONLINE PROPERTIES:

LIGHT READING INDIA

Light Reading India will provide local analysis and insight into India's communications services and technologies markets, brought to you by a dedicated editorial team based in New Delhi and Mumbai.

www.lightreading.in

techonline india

TechOnline India is the source of detailed product and technology information for the Indian Engineering Community. TechOnline India features in-country editorial coverage and content specifically targeted to Indian designers.

www.techonlineindia.com

EVENTS:

ICSC
SECURITY | STRATEGY | SUCCESS

An Exclusive Event for CSOs, CISOs, CVOs and Senior IT professionals featuring a comprehensive program, covering key topics, to provide the security knowledge one needs to succeed in today's environment. The inaugural event was held from 19-21 May, 2011 at Radisson Spa & Resort, Alibaug.

www.icsc.in

The Financial Technology Summit FTS

An exclusive invitation-only event set up in a resort environment to provide an ambience that would facilitate idea exchange, problem-solving and retention of learning amongst the financial technology leaders and the financial technology providers alike.

www.fts.informationweek.in

Learn today. Design tomorrow.
ESC

Embedded Systems Conference is designed for embedded systems engineers and technical managers to upgrade their embedded design expertise, knowledge and skills.

www.esc-india.com

INTEROP

Interop is the only event to give you a comprehensive and unbiased understanding of all the latest innovations-including cloud computing, virtualization, security, mobility and data center advances-that help position your company for growth.

www.interop.in

TFM&A
TECHNOLOGY FOR MARKETING & ADVERTISING
India

TFMA – India's Only Integrated Marketing & Advertising Event
TFM&A India is an exhibition and conference offering a high quality programme and brings together suppliers of Data, CRM, Direct & Digital Marketing solutions with marketing, media & advertising decision makers – the only event in India for sourcing all solutions needed for truly integrated marketing & advertising campaigns.

www.tfmaindia.com

Terms and Conditions:

1. Content charges for all online ad properties will be on actuals.
2. Online Banner ads will have to be in accordance with the dimensions specified. File size for Top banner, Centre banner and Full Skyscraper
3. Ad should be maximum 21k and for Island banner and Panel banner ad should be maximum 12k.
4. Files can be sent in .jpg/.gif, .swf, click through URL format.
5. All online ad placements will spawn a new browser window when clicked upon.
6. Changes and Cancellations: All creative material must be sent 3 business days prior to the launch of the campaign.
7. Ads will not be cancelled once a RO is issued.
8. Rejecting Creative's: UBM India Pvt Ltd reserves the right to reject any creative without assigning any reason.
9. Late Creative's: UBM India Pvt Ltd will not guarantee the start date for late creative's.
10. All creative's for online should be sent to: nilesh.mungekar@ubm.com and for print to: poonam.malpote@ubm.com
11. This rate card invalidates all earlier quotations for these ad properties.
12. UBM India Pvt Ltd reserves the right to change rates in accordance with our booking terms and conditions.
13. No conditions other than those set forth in this rate card shall be binding upon UBM unless specifically agreed to by UBM in writing.
14. Positioning of advertisements is at the sole discretion of UBM except where a specific position has been agreed to by UBM in writing.
15. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed between the parties in writing. UBM is under no obligation to revise advertising materials not received by the UBM production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
16. UBM assumes no liability for any errors or omissions in key numbers appearing in advertisements.
17. UBM is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM's control.
18. In consideration of UBM's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend UBM against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UBM's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's

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