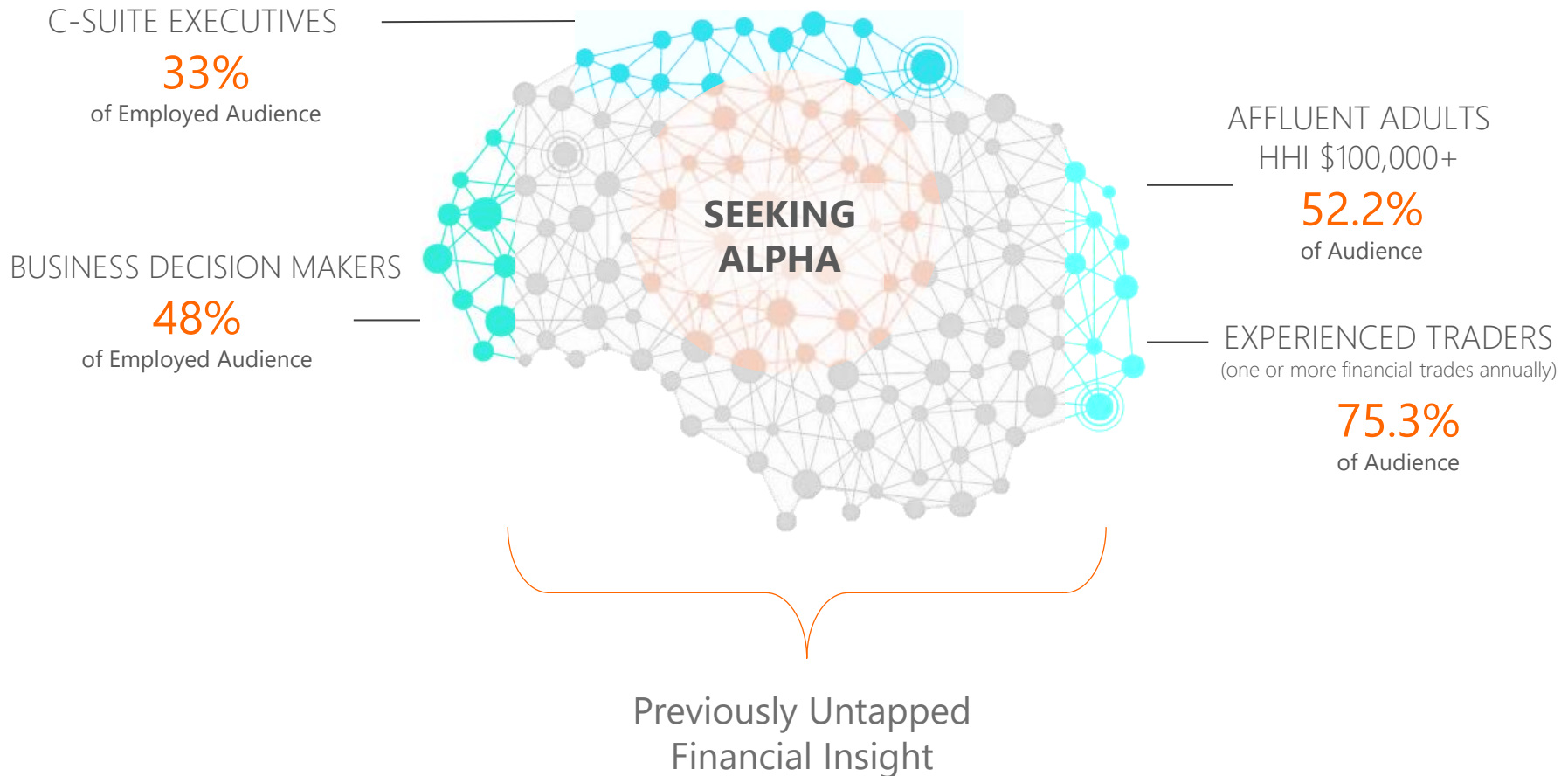




The proven social platform for financial insights

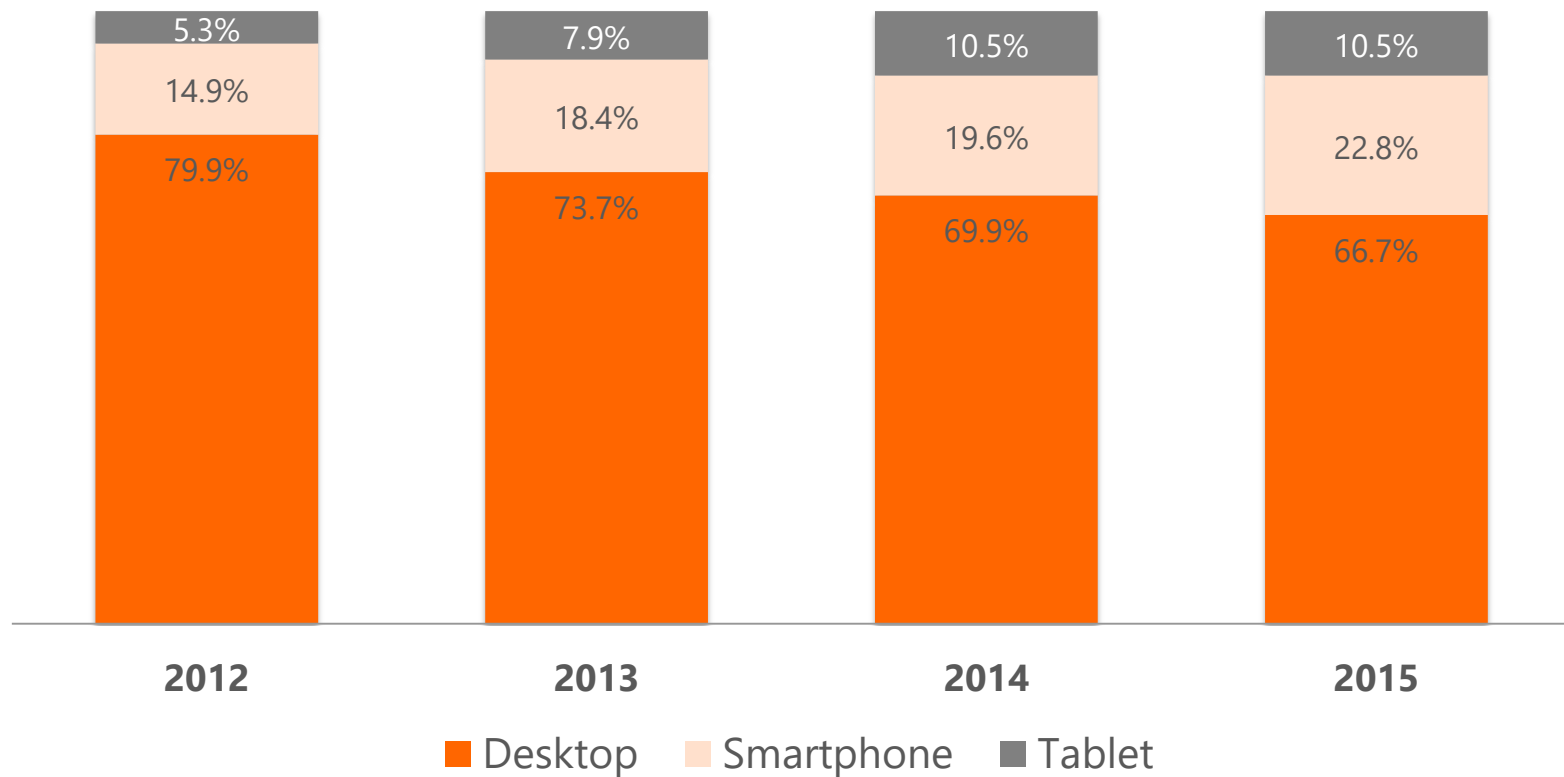
- Seeking Alpha Mission -

To make the world's investment insight accessible *to everyone* and provide *relevant* and *real-time* content to our dedicated audience.



▶ A Trend Toward Multi-Platform Engagement

In step with the industry, Seeking Alpha visitors are trending towards a more integrated form of viewership - with web usage lessening in favor of tablet and smartphone displays.



Daily Cross-Platform Trends

With changing viewer habits, time of day also impacts usage and frequency across the different platforms.

Morning: Gathering Data

Daily newsletters like Wall Street Breakfast ready Seeking Alpha visitors for Market Open

3.9MM+ Newsletters Sent Daily

Market Hours: Making Decisions

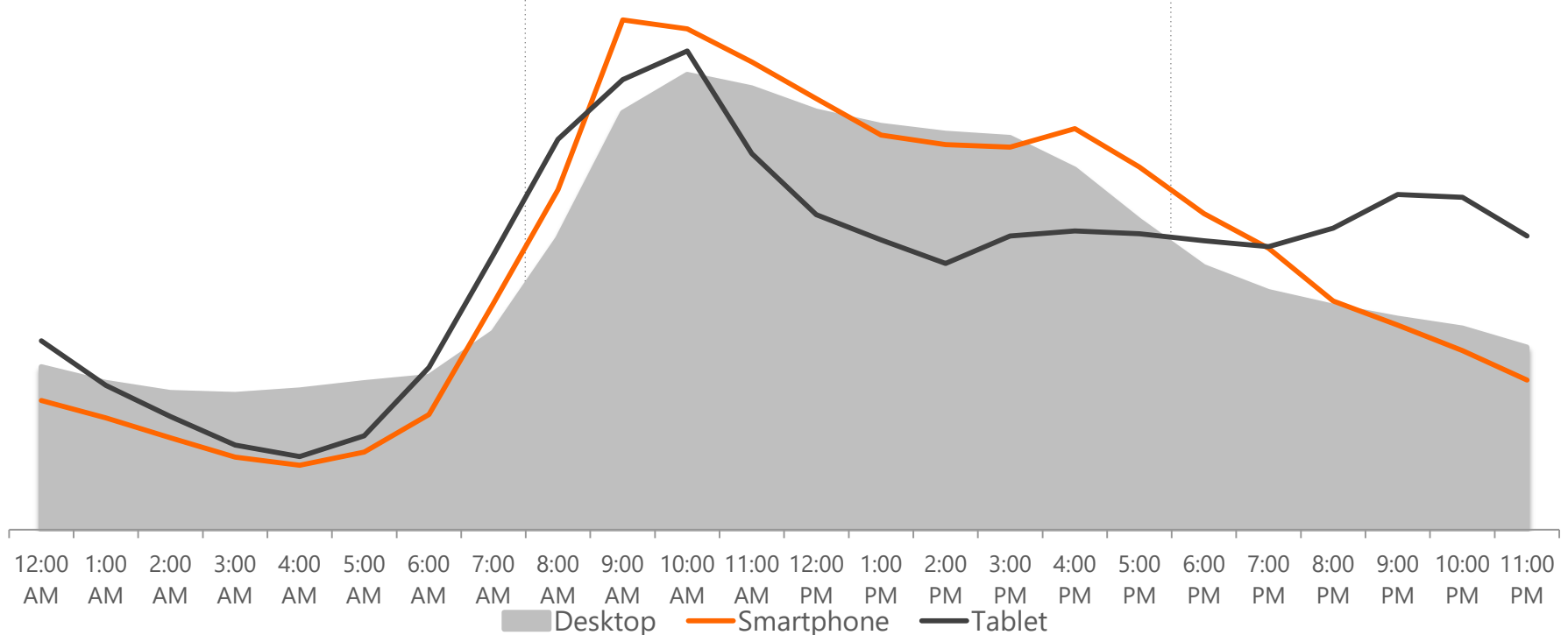
Breaking news and article real-time alerts help Seeking Alpha visitors gather investing insights to inform decisions

4.6MM+ Alerts Sent Daily

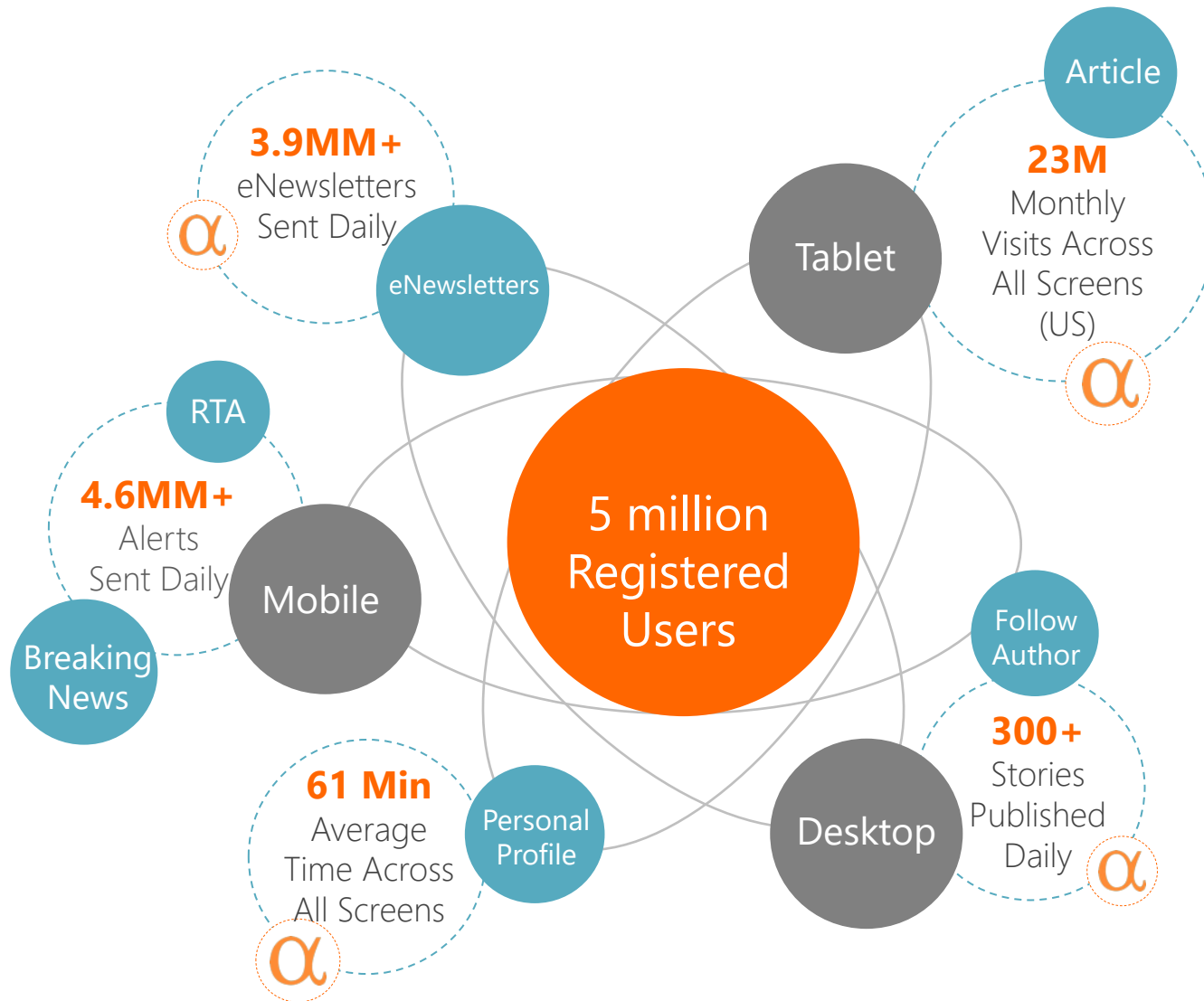
Evening: Assessing Results

Post Market Closing, Seeking Alpha visitors making plans to take action.

41% of Screen Views are on Portfolio/Ticker Pages



▶ Seeking Alpha's Cross Platform Opportunities Engages Audiences of all Habits and Display Preferences



AUDIENCE

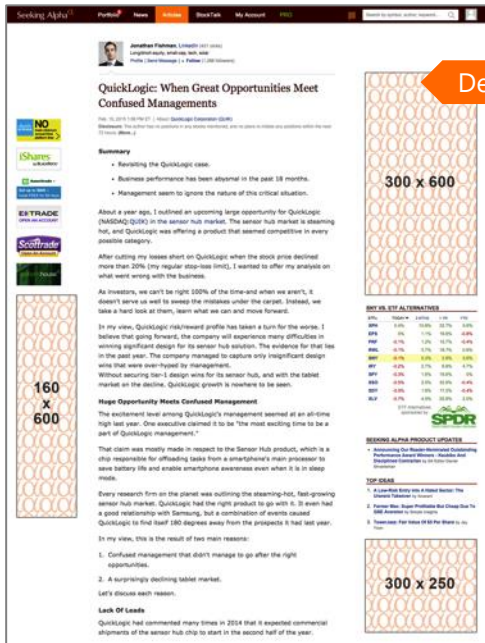
	COMP %	INDEX
GENDER, AGE & INCOME		
Male	75.4%	152
Female	24.6%	49
Age 18-34 years	20.4%	69
Age 35-54 years	35.9%	118
Age 55+ years	43.0%	189
Average Age	52 years	
HHI <\$100,000	47.8%	70
HHI \$100,000+	52.2%	164
Average Income	\$111,394	
Average Affluent* Income	\$240,262	
Average HH Net Worth*	\$1,768,532	
EDUCATION & EMPLOYMENT*		
Educated (College degree or more)	90.6%	128
Employed	89.8%	115
Retired	9.0%	96
C-Suite Executives**	33.0%	145
Business Decision Makers**	48.0%	138
Financial Professionals**	36.6%	185
Other Business Professionals**	37.4%	90
Small Business Owner//Executives**	15.6%	145
INVESTMENT BEHAVIOR*		
Is Saving for Retirement	95.5%	109
Makes Financial Trades (1 or more Annually)	75.3%	154
Consults Any Financial Expert	84.1%	126
Average Value of Financial Investments	\$1,155,500	



Cross-Platform

Opportunities

Targeted Display Using First Party Data



Desktop

By creating an account on Seeking Alpha, registered users voluntarily provide relevant information about themselves.

First Party Data includes:

- Job Title
- Investing Interests
- Trading Frequency
- Portfolio Ticker Targeting

Ads can be targeted to users using this data on Seeking Alpha across platforms – and across the web through our new audience extension program.

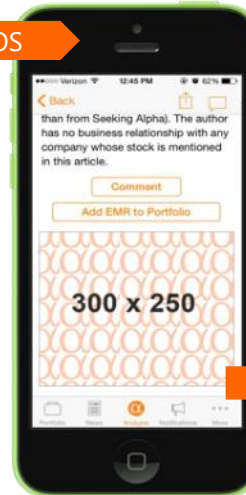


Tablet Web

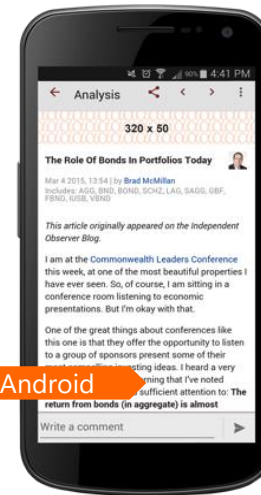
Audience Extension



iOS



Android



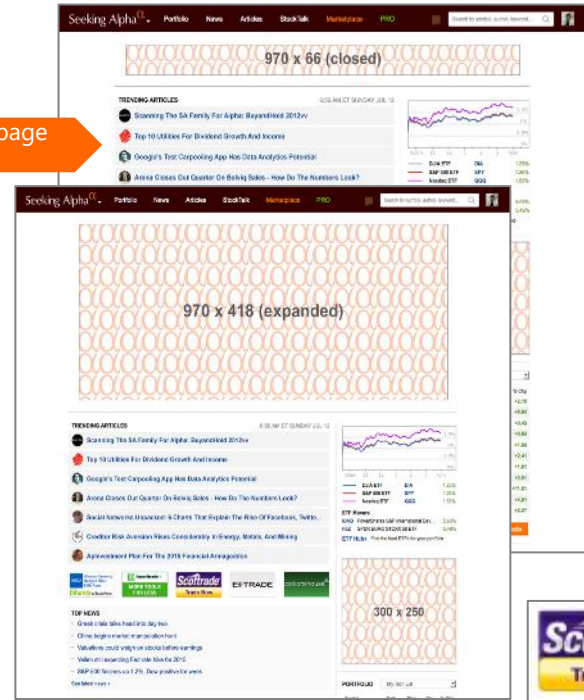
High Impact Placements

Reach audience and increase brand awareness with a variety of high impact advertisements.

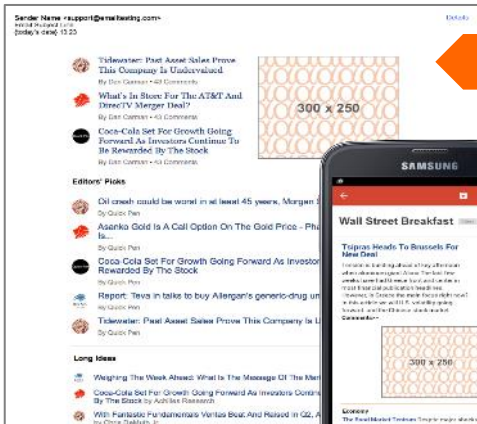
Placements Include:

- **24-Hour Homepage Takeover**
 - Offers 100% homepage sponsorship, featuring the OPA pushdown and 300x250 units
- **eNewsletters**
 - Leverages first party data to reach specific user vocations or interests
- **Tablet Full Page (1024x768)**
 - Engages visitors with brand when users flip between the first and second pages of an article
- **"Always On" Button Sponsorship (Desktop)**
 - Fixed placement sponsorship throughout Seeking Alpha

24 Hour Homepage Takeover



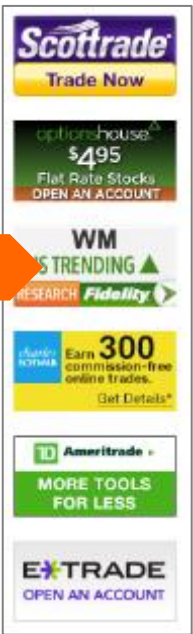
eNewsletters (Desktop)



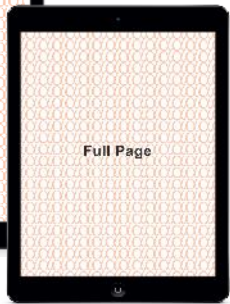
Tablet Full Page



"Always On" Button Sponsorship



eNewsletters (Mobile)



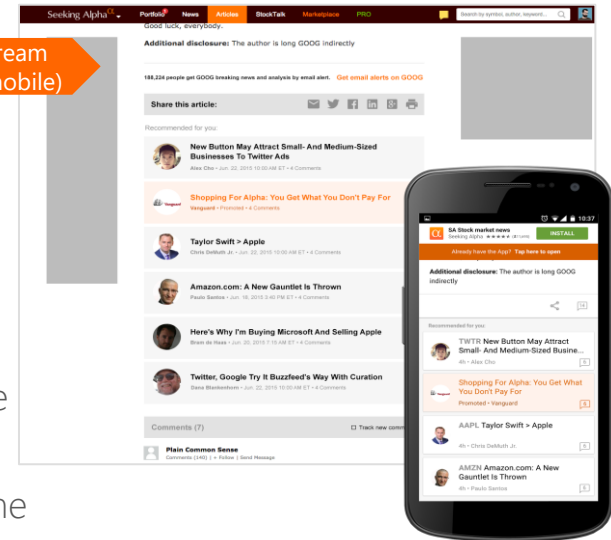
Content Distribution and Thought Leadership

Enhance user engagement, and promote leading content through Seeking Alpha's array of Integrated products.

Placements Include:

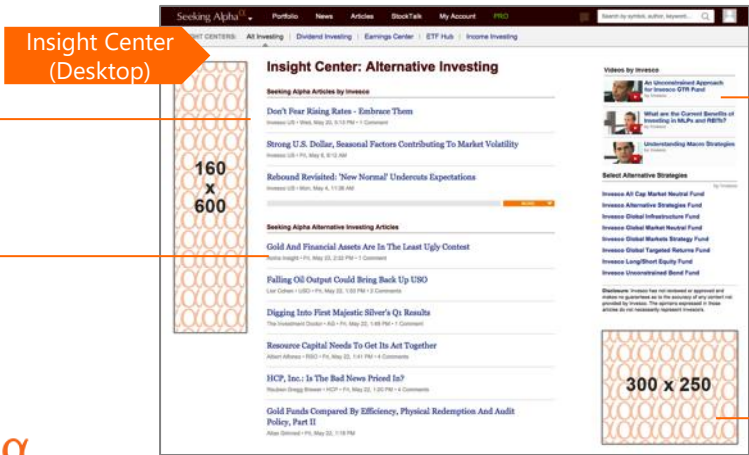
- Insight Center**
 - Establish thought leadership by native integration of content and messaging through full ownership of one financial theme.
- Native In-Stream**
 - Promote content natively in our new "Recommended for You" module that surfaces content for users based on first-party data
 - Also includes 100% advertising ownership on content landing page
- Custom Resource Center**
 - Deliver brand message to users in a placement that shares the same look and feel of links native to Seeking Alpha. Unit can include user initiated video units, white paper downloads, and hyperlinks to content on a off-site landing page. Can also include optional 300x250 banner ad.

Native In-Stream
(Desktop & mobile)



Advertiser content

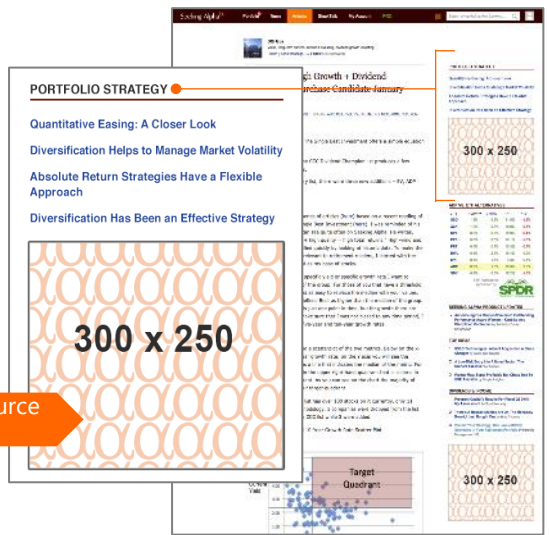
Seeking Alpha content



Video

Custom Resource Center

"Always on"
300x250
Branding

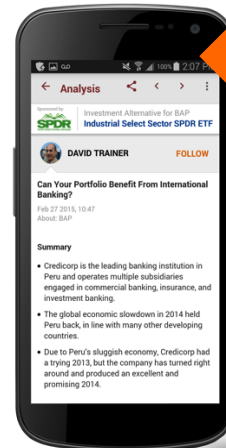


Data Driven Product Promotion

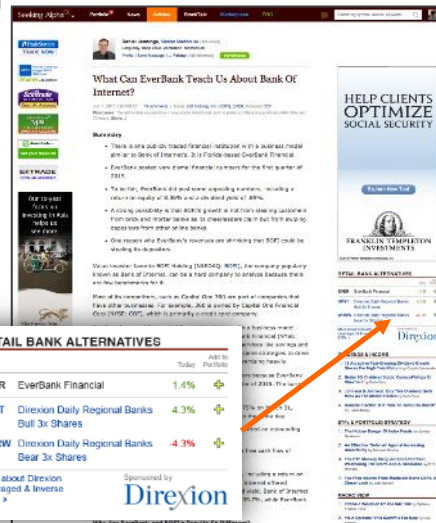
Showcase compelling data driven content through one of Seeking Alpha's interactive data placements.

Users can engage and explore data on the following placements:

- **Investing Alternatives**
 - Presents your fund as an alternative to the stock featured in the article with a given comparison metric and time frame.
- **Databoard Sponsorship**
 - Natively displays current data on ETF, Mutual Fund, CEF, and ETN products along the right rail of article pages.
- **Fund Match**
 - Dynamically selects the most relevant funds to display in the ad unit based on a proprietary algorithm which considers the stock/fund currently on the page, the user's portfolio, and the user's registration interests.



Investing Alternatives (Mobile & Desktop)



Databoards



Fund Match

