



PaymentsJournal

Powered By Mercator Advisory Group

2018 Media Kit

MERCATOR
ADVISORY GROUP

www.PaymentsJournal.com

About PaymentsJournal

PaymentsJournal is the only analyst research firm-driven news and information portal and marketing platform for industry leaders throughout the payments value chain.

PaymentsJournal delivers extensive news, unique content, expert analysis, views and shared research to create an information rich community designed for payments and banking professionals, technology providers, investors, and members of the media.

Managed by Mercator Advisory Group, PaymentsJournal keeps companies engaged and in front of qualified decision makers and their directs through brand building, thought leadership and product and service promotions. This research firm driven approach creates a unique advantage for PaymentsJournal that is simply not available through other niche publications.

Advertising on PaymentsJournal provides tremendous business-to-business brand visibility at an affordable cost. We encourage you to leverage the unrivaled value of PaymentsJournal and contribute to the success of your business

The Value of PaymentsJournal

- Companies incorporating PaymentsJournal into their marketing program benefit from a growing, global readership and Mercator Advisory Group Team's deep relationships that have been built through decades of interaction with top business leaders in payments and banking.
- PaymentsJournal provides a strategic, cost effective edge needed by companies to obtain direct exposure to an extremely desirable and targeted audience.
- PaymentsJournal provides content free of charge as a service to banking and payment professionals and stakeholders, allowing advertisers to easily reach a highly qualified group of professionals that have buying power.
- PaymentsJournal provides content free of charge as a service to banking and payment professionals and stakeholders, allowing easy access to content.

By custom packaging the marketing components offered by PaymentsJournal, companies optimize their messaging, meet marketing goals by way of a multi-channel marketing approach that's guaranteed to reach decision makers shaping the industry.

Who Is Mercator Advisory Group?

Mercator Advisory Groups is the most trusted and relevant research and consulting firm exclusively focused on the Payments Industry (and related products and channels) and is supported by a highly experienced staff of independent analysts. Our commitment to Depth, Focus and Service makes PaymentsJournal.com the most trusted and relevant content provider in the payments industry.

Membership Services



Advisory Services

- Credit
- Debit
- Prepaid
- Emerging Technologies
- Customer Interactions
- Global Payments
- Corporate & Enterprise Payments

Consulting Services

- Market Opportunity Assessments
- Competitive Intelligence
- Market Entry Strategy
- Market Projections and Forecasts
- Product Launch Analysis
- RFP Development
- Go-To-Market Services
- Executive Education / Training

CustomerMonitor Survey Series

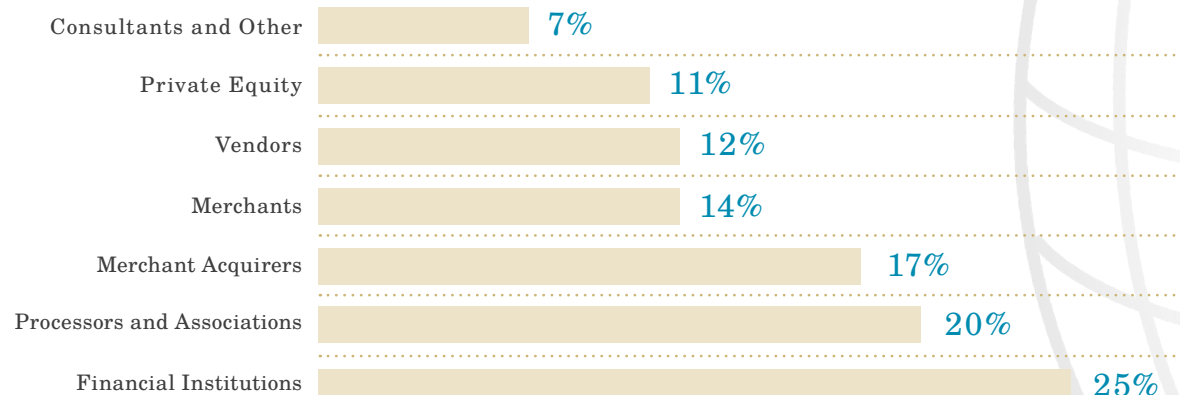
A set of topically grouped reports gleamed from a unique set of specific, pragmatic and detailed questions designed to capture consumer attitudes and behaviors toward payment products & services.

Who Reads PaymentsJournal?

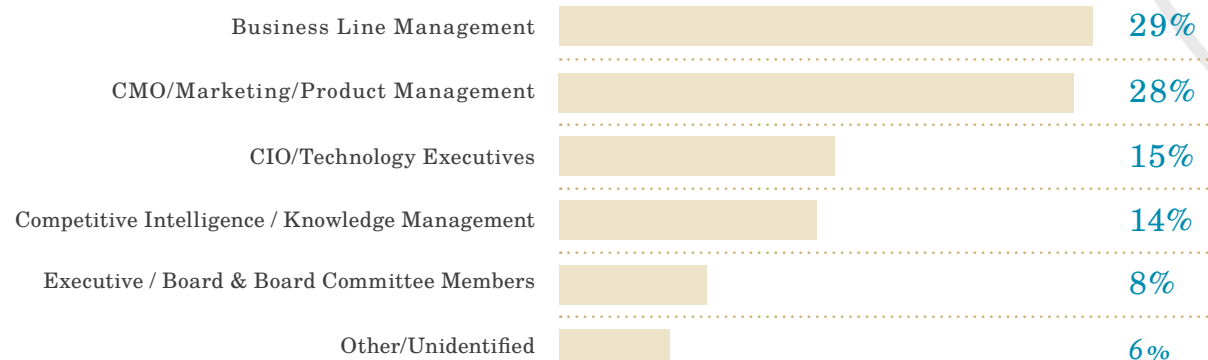
167,000+ | Page Views Annually
2016 Google Analytics

93% | Of companies that follow PaymentsJournal,
93% include executive team representation

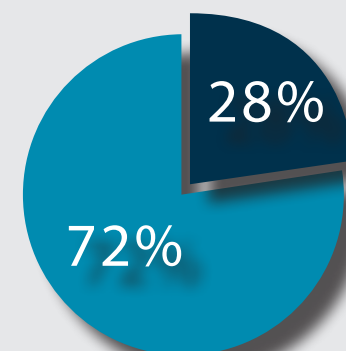
Market Vertical of PaymentsJournal Readers



Job Functions of PaymentsJournal Readers



*PaymentsJournal also
has a global reach into
the payments market*



● International
● Domestic

Web Banner Advertising

PaymentsJournal Web Banner Advertising gives your brand great visibility to a target payments and banking audience. Whether you are looking to promote your next webinar, whitepaper or product using PaymentsJournal web banners will make sure your message is heard.

If you plan to promote multiple message throughout the year make sure to ask us about our multi campaign pricing!

Leaderboard Banner (728 X 90)

3X	6X	12X
\$3,000	\$2,250	\$1,500

Featured Stories

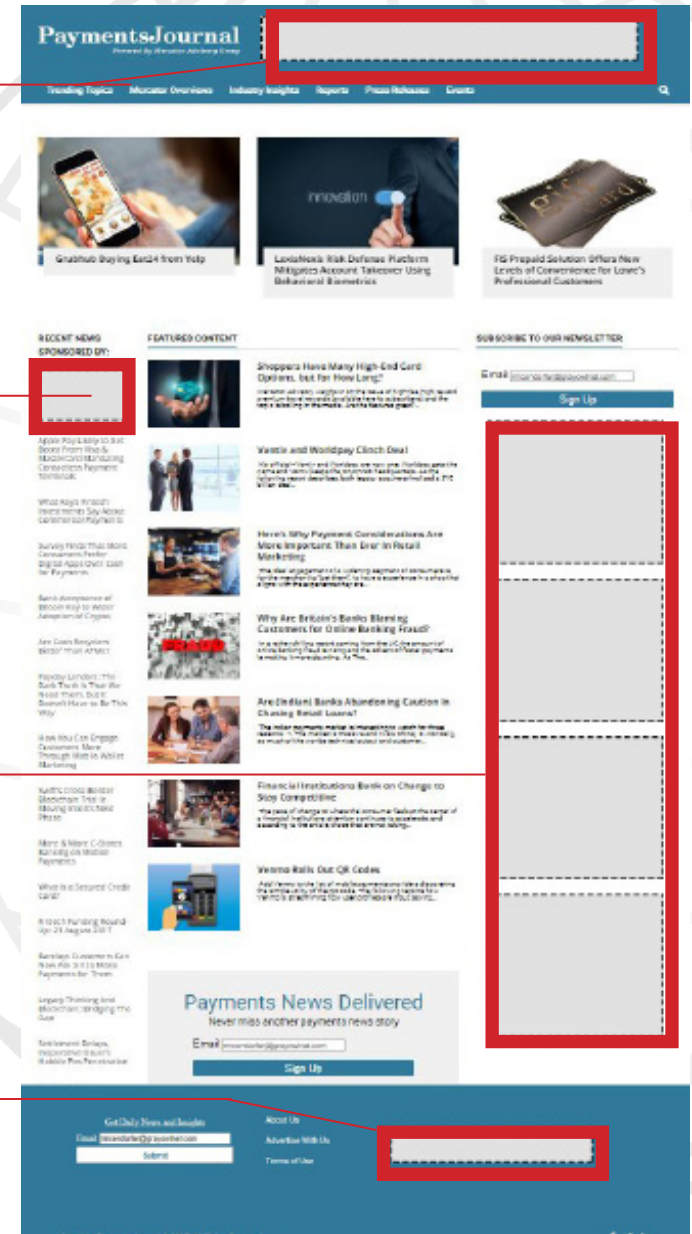
3X	6X	12X
\$1,000	\$850	\$700

Spotlight Badge (300 X 250)

3X	6X	12X
\$2,000	\$1,500	\$1,000

Anchor Banner (468 X 60 pixels)

3X	6X	12X
\$1,000	\$750	\$500



Web Banner Advertising (Internal Pages)

Inline Content Banner

The inline content banner is designed to capture the eyes of readers each time they visit our highly read perspectives, featured stories or library documents.

Inline Content box (728 X 90 pixels)

3X	6X	12X
\$3,000	\$2,400	\$1,500

The screenshot shows the PaymentsJournal website. At the top is a navigation bar with links: Trending Topics, Monitor Overview, Industry Insights, Reports, Press Releases, Events. Below the navigation bar is a main article titled "LexisNexis Risk Defense Platform Mitigates Account Takeover Using Behavioral Biometrics" by Tim Davis, dated August 23, 2017. The article features a large image of a hand interacting with a digital interface, with the word "innovation" overlaid. To the right of the article is a sidebar with several placeholder boxes for additional content. Below the article is a section titled "UPCOMING EVENTS" listing the Mobile Payments Conference 2017 and Global Payments Summit 2017. At the bottom of the page is a section titled "SOLVED PROBLEMS" featuring articles about Grubhub buying Euc2d from Yelp and FIS Prepaid Solution offering new levels of convenience for Lowe's Professional Customers. A red box highlights an inline content banner area on the page, which is linked to the pricing table on the left.

Sponsored Trending Topic

PaymentsJournal provides advertising partners with a unique opportunity to sponsor their own micro-page for one year.

Trending Topics provide a powerful online channel for companies to showcase their solutions, connect with readers and promote partners and thought leadership.



We invite you to inquire about sponsoring an existing Trending Topic.

Content Includes:

- All six ad positions (leaderboard, anchor and spotlight ad positions) owned by sponsor
- Prominent placement of sponsor logo in right corner of page and lobby over viewing all Trending Topics
- Featured sponsor documents (whitepapers, case studies, research)
- All relevant news and feature articles
- Mercator and Industry perspectives
- Mercator and Industry research
- Company Press Releases (optional)

Sponsored Trending Topic

Call for pricing

Ad Specs and Guidelines:

- Artwork must be submitted five (5) business days prior to the campaign start date.*
- Animated GIF, JPEG and Flash files ready to upload are accepted.
- Referring URL / link must be active at time of submission and indicated with Insertion / Placement Order.
- The PaymentsJournal Newsletter does not support flash banners; please submit static GIFs or JPEGs only.

Standard Banners:

Accepted Banner Formats:

- GIF (static or animated)
- JPEG
- Flash
- All files must be 35k or less.
- Max looping: 3
- Max animation: 15
- Max frame rate for flash : 18fps
- Audio must be user initiated

* Please note for the PaymentsJournal Newsletters we serve static GIFs and JPEGs only. Flash is not accepted.

Adobe Flash:

Please include the following:

- Compressed Flash file (*.swf)
- A backup GIF or JPEG image file
- Banner links must be hardcoded into the .swf file

Submission Information

One-pixel border: PaymentsJournal highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able distinguish it from white background areas of the site.

*Mercator Advisory Group reserves the right to review, cancel or reject any advertising at

Above and Beyond Services:



Co-Sponsored White Paper

A white paper, whether based on new or existing Mercator Advisory Group research, is a written document comprised of approximately seven to eight pages. It is designed to provide the reader with insightful information, data, and analysis on specific payments industry-related topics. Then promotional vehicles such as web banner advertising, e-blast, and social mentions are provided by PaymentsJournal.



Webinar

Looking to increase the attendance of your next webinar? PaymentsJournal is an ideal platform for reaching a targeted message and increasing the attendance of your next webinar. Also you can garner even more interest with a webinar on the specific payments-related topics using Mercator Advisory Groups expert analysts give further insight on the information, data and analysis in a recorded webinar.



Infographic

Infographics are the perfect graphical channel to draw in new interest in a given topic. They are based on Mercator Advisory Group's research data and analysis, or you can incorporate your data. After completing your new content asset you will have the ability to leverage PaymentsJournal as a platform to showcase your new infographic and raise awareness of your brand and trusted information.

Contribute Content

PaymentsJournal offers multiple ways for your company and its employees to demonstrate their thought leadership abilities. By using PaymentsJournal as a platform to host and promote your insights you will be reaching many of your like minded peers while developing brand awareness for your organization. The best part about contributing to PaymentsJournal is that it is completely complimentary and there is no limit to the number of content submission. Before you start sending your content we do have some editorial guidelines that we would like to talk to you about first.

PaymentsJournal Podcast

Join our host Ryan Mac as we talk about key topics surrounding the payments industry. Each episode normally runs between 10-15 mins in length and comprises of a series of questions that are asked to the industry professional (you).

Executive Spotlight Series

Looking to get yourself of a new or current executive more exposure in the payments industry? Our Executive Spotlight Series is a great place to start. This is a written interview that comprises of 5-7 questions that are sent to the executive to answer and then the finished content is published on our site with the company logo.

Byline Articles

If the written word is more your style then byline articles are for you. Demonstrate your thought leadership skills in your area of focus by creating a well written byline article to be published on PaymentsJournal. After the content has been published PaymentsJournal will alert our audience by social media and our daily newsletter about the new content.

**PaymentsJournal also
will publish your recent
press announcements. So
make sure we are part of
your media list when you
send them out!**

Thank You For Your Consideration

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Email: info@mercatoradvisorygroup.com

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