

HEDGE CONNECTION

Where Hedge Funds and Investors Come Together...

2008 Media Kit

Hedge Connection

Launched in October 2005, Hedge Connection is the first web based investor introduction service that offers hedge funds direct access to pre-qualified investors. Hedge Connection provides managers and investors a secure, professional and effective platform to meet, exchange information and build relationships.

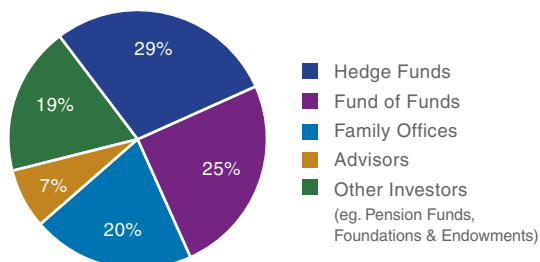
Hedge Connection offers advertisers a compelling opportunity to target the alternative investment community.

Advertisers will gain significant brand visibility as a result of Hedge Connection's rapidly expanding membership of hedge funds and qualified investors. In addition to offering targeted web advertising, advertisers can take advantage of comprehensive packages that provide maximum exposure and best value.

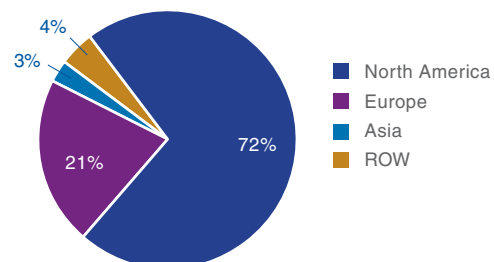
Advertising Attractions

- 1,000+ Members: Hedge Funds and Qualified Investors in Hedge Funds
- "Opt-In" Membership of Hedge Funds & Investors
- Monthly "Members Only" newsletter

Member Breakdown



Geographic Breakdown

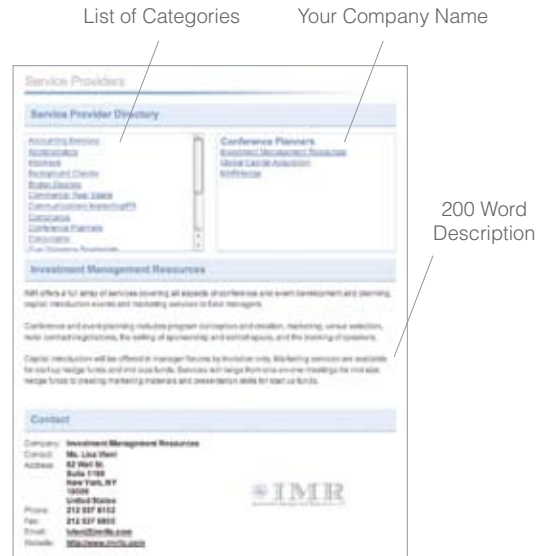


Contact advertise@hedgeconnection.com or call +1(212)537-6152 for more information.

Service Provider Listing: FREE

- 200 word company description
- Hyperlinked email, web address and company logo
- Monthly "Members Only" newsletter
- Company name listed in newsletter as new service provider member
- Unbiased alphabetical listing

Hedge Connection displays categories with current service provider members. Hedge Connection will create a new category if one does not exist.



Screenshot of Service Provider Listing

Monthly Newsletter Ad Rates:

The Hedge Connection monthly newsletter, presented in HTML format, reaches all members of the Hedge Connection community. The newsletter covers new site features, highlights member success stories, profiles industry events, includes invitations to "Members Only" networking opportunities and regularly contains valuable marketing tips from CEO and President, Ms. Lisa Vioni.

Advertise your company by posting a button, panel or vertical ad that is linked to your homepage.

Ad Rates:

Button	\$250
Panel	\$500
Vertical	\$1,000



Screenshot of Newsletter

Contact advertise@hedgeconnection.com or call +1(212)537-6152 for more information.

Website Ad Rates*

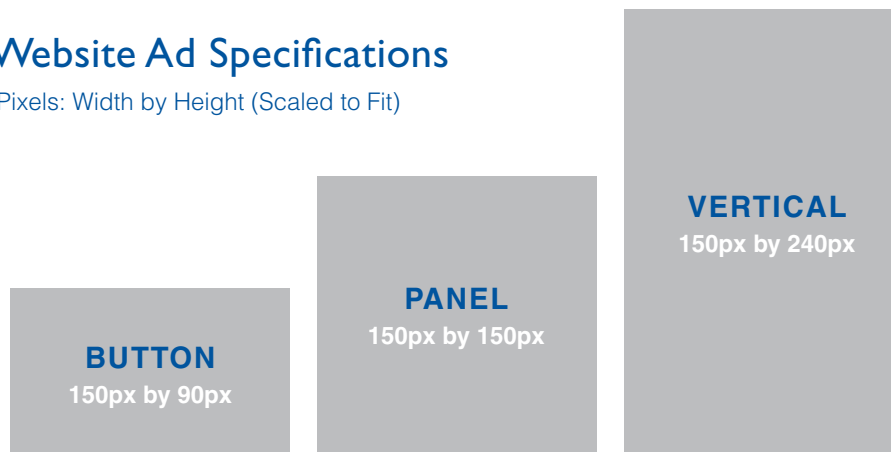
	Viewed by Members Only			Preferred Partner [†]
	HOME PAGE	HEDGE FUND	INVESTOR	ALL AREAS
Button	\$700	\$400	\$400	\$1,500
Panel	\$1,300	\$700	\$700	\$2,700
Vertical	\$2,000	\$1,200	\$1,200	\$3,500

* Rates quoted per month based on 3 month minimum requirement.

† Preferred Partner includes a free one month button, panel or vertical ad in the newsletter and a free service provider listing.

Website Ad Specifications

Pixels: Width by Height (Scaled to Fit)



Hedge Clippings

Hedge Clippings are industry white papers presented in a forum that is accessed from the homepage of Hedge Connection. Advertisers have the opportunity to post a thought provoking article on Hedge Connection in the Hedge Clippings area of the site which is viewable by both members and non-members. Readers can comment on the article and send an e-mail directly to the author. Copy to be provided by the advertiser and posted at the discretion of Hedge Connection. [Please call for pricing.](#)

Flash Advertisements

Animated advertisements are accepted only on the “Members Only” sections of the site (Investor/Hedge Fund). Hedge Connection does not provide animated advertising on the home page. **Animated ads accepted in GIF format only.**

Contact advertise@hedgeconnection.com or call +1(212)537-6152 for more information.

Preferred Partner

The Hedge Connection **Preferred Partner** package offers advertisers comprehensive ad placement throughout the site and on the monthly newsletter. The **Preferred Partner** package is the best value for advertisers seeking maximum brand exposure.

Preferred Partner Pricing

Button \$1,500 **Panel** \$2,700 **Vertical** \$3,500

Content Expert: \$5,000

Each month, Hedge Connection offers one **Content Expert** sponsorship package. This package provides advertisers the opportunity to target members through both the use of extensive logo placement throughout the site and the opportunity to post an original article or white paper on a specific area of expertise. The posting will be featured in our monthly newsletter and in Hedge Clippings. Hedge Connection will include the article* in the monthly newsletter and in the Hedge Clippings area of the site.

Content Expert Features:

- Introductory excerpt of one-time featured article (150 word max.) and link to partner website on monthly newsletter
- Complete article featured in Hedge Clippings accessed from Hedge Connection homepage
- Marquee button ad on the newsletter
- **Preferred Partner** panel ad placement throughout the website for the month of the newsletter sponsorship
- Button ad placement on newsletter for two successive months following the month of newsletter sponsorship
- **Service Provider Listing**

Individual Custom Packages (Available Upon Request)

Contact Andrew Saunders at +1(212) 537 6152 or via email at advertise@hedgeconnection.com

Contact advertise@hedgeconnection.com or call +1(212)537-6152 for more information.

Event Sponsorship

Hedge Connection, through sister company IMR, hosts events for its members targeted to the alternative investment community. Please contact us if you are interested in partnering with Hedge Connection on upcoming events.

IMR Meet the Manager Forum Investor-intro Events

IMR, sister company to Hedge Connection, hosts boutique investor-intro events. The successful format offers 6-10 Hedge Fund managers the opportunity to present to qualified Investors, followed by a roundtable session. The intimate format and limited sponsorship options provide sponsors optimal brand awareness and lead generation.

Event Sponsor: \$5,000

- Co-branded event with IMR & keynote speaking slot
- Branding: signage, invitations, program + communication with attendees
- Branding on interactive registration page w/active link to corporate homepage
- Button advertisement on Hedge Connection homepage for 1 month
- Display space for marketing materials
- Unlimited passes

Roundtable Sponsor: \$1,500

- Branding: signage, invitations, program + communication with attendees
- Branding on each roundtable
- Branding on interactive registration page w/active link to corporate homepage
- Display space for marketing materials
- 2 Event passes

Video Sponsor: \$1,500

- Branding: signage, invitations, program + communication with attendees
- Branding on interactive registration page w/active link to corporate homepage
- Co-branding on video files & Hedge Connection video webpage
- Display space for marketing materials
- 2 Event passes

Cocktail Party Sponsor: \$1,000

- Branding: signage, invitations, program + communication with attendees
- Branding on interactive registration page w/active link to corporate homepage
- Display space for marketing materials
- 2 Event passes

Customized events can be organized by IMR.

Please contact events@imrllc.com for event planning services.

Contact advertise@hedgeconnection.com or call +1(212)537-6152 for more information.