



# HedgeCo.Net

MEDIA KIT 2007

Helping to increase transparency  
throughout the **Hedge Fund Industry**





1-877-HEDGECO

## Website Advertising

### About Our Visitors

With over 200 new qualified members per week. HedgeCo.Net is the fastest growing member base in the Hedge Fund Industry.



HedgeCo.Net's current database consists of over :

- 50,000 unique visitors every month
- 65,000 Hedge Funds

### Our Focus

HedgeCo.Net's main focus is to allow the accredited investor an uninterrupted experience where they can make an intelligent investment decision with as much transparency and unbiased knowledge as possible. To make sure there are no hurdles along the way, HedgeCo.Net provides a free membership to all qualified investors. Coming soon to our community we have "HedgeCo IM" an interactive communication and news delivery tool.





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## Website Advertising

### Banner Specifications

Advertising or sponsorships can be arranged around very specific content areas such as Breaking News, Manager/Investor Login, About Hedge Funds and View Hedge Funds. With an average of over 45 minutes spent on our site, the HedgeCo.Net audience creates over 250,000 page views/day. To maximize the effectiveness of all advertising on our site we are able to offer a number of creative opportunities that can be combined or used individually.

- Buttons
- Banners
- Panels
- Skyscrapers

Type	Dimensions In Pixels	Format	File Size
Banner	468x60	HTML Or Gif	
Button	120x60		
Panel	125x125		
Skyscraper	120x600		

### Banner Pricing

Whether you want coverage throughout our entire site, or if you want to target one specific area, our HedgeCo.Net staff is available to help. Please call us if you'd like our marketing professionals to design a custom package for you.

Prices are based monthly

Target	1 month	3 month	6 month	12 month
Banner	\$2,500	\$2,000	\$1,875	\$1,625
Banner RON*	\$2,000	\$1,600	\$1,500	\$1,300
Button	\$1,000	\$800	\$750	\$650
Button RON*	\$750	\$600	\$562	\$487
Panel	\$2,400	\$1,920	\$1,800	\$1,560
Panel RON*	\$1,750	\$1,400	\$1,312	\$1,137
Skyscraper	\$4,000	\$3,200	\$3,000	\$2,600
Skyscraper RON*	\$3,000	\$2,400	\$2,250	\$1,950
Combination of All	\$2,500	\$2,000	\$1,875	\$1,625

\*RON - Run of Network



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## Service Provider Directory

HedgeCo.Net readers don't just talk about money, they make money. Our financially savvy members are the types of investors who spend their money not just on hedge funds, but also on the tools and services that make them more successful. Our members are always on the lookout for goods and services that will help them make smarter financial decisions.

With almost 50 categories HedgeCo.Net will guarantee that you'll be in the category that fits your company best. If you can't find a category that fits your needs, our advertising staff will create one for you.

Just call 561-835-8690 and ask for Ryan or email [ryan@hedgeco.net](mailto:ryan@hedgeco.net)



## 1-877-HEDGE CO Website Advertising

### Service Provider Home Page Sponsorship

For instant exposure, the answer is simple, the HedgeCo.Net Service Provider home page. This page is the first one that everyone sees when coming to the directory, and is obviously the most trafficked.

The screenshot shows the HedgeCo.Net website interface. The top navigation bar includes links for Breaking News, Featured Articles, Manager Interviews, Manager Benefits, Investor Benefits, and Seminars. The main content area is titled "Service Provider Listings" and features a search bar and a list of service categories. Four callouts are overlaid on the page:

- 1 Panel:** A callout box containing a paperclip icon and the text "JOIN HEDGE CO.NET".
- 2 Skyscraper:** A vertical callout box containing an image of two men shaking hands over a globe.
- 3 Button:** A callout box containing a button that says "Register for Membership FREE!".
- 4 Banner:** A callout box containing a banner for "with Manager Interview".

- 1 Panel
2 Skyscraper
3 Button
4 Banner

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## Service Provider Membership Packages

The HedgeCo.Net service provider membership packages are broken down into 3 categories:



The screenshot shows the HedgeCo.Net website interface. The main content area is titled "HEDGE FUND LEGAL SERVICES" and lists several law firms. Three firms are highlighted with arrows pointing to their membership levels:

- PLP LLC (Gold Membership):**
  - Category: Attorneys/Lawyer
  - Head Office: 10000000 Avenue, Suite 1000, 10000000 Avenue, Suite 1000, 10000000 Avenue, Suite 1000
  - Specialty: Hedge fund legal services, including advisory, compliance, and litigation.
- White & Case LLP (Silver Membership):**
  - Head Office: 10000000 Avenue, Suite 1000, 10000000 Avenue, Suite 1000
  - Specialty: Hedge fund legal services, including advisory, compliance, and litigation.
- DeWitte & Youche (Bronze Membership):**
  - Head Office: 10000000 Avenue, Suite 1000, 10000000 Avenue, Suite 1000
  - Specialty: Hedge fund legal services, including advisory, compliance, and litigation.

Gold Membership

Silver Membership

Bronze Membership



## 1-877-HEDGE CO Website Advertising

### Gold Membership \$999.95 yearly- 1 category

Stand out and get noticed!! The gold membership is designed for the service provider that wants maximum exposure, in addition to tremendous value.



#### This membership includes:

- Full page width advertisement,
- Two hundred and fifty word description of your firm,
- Large full color logo display (up to 468x60) within your listing
- Email button for instant communication
- Website URL hyperlink
- Full contact information including physical address and telephone
- Priority placement ahead of silver and bronze members'
- Placement in our directory ahead of other gold members with later sign up dates

### Silver Membership \$499.95 yearly per category

This package is designed for the smaller company whose budget is limited, but still demands a higher level of exposure.



#### This membership includes:

- Silver Listing in our directory, double the size of a general membership advertisement (approx. 1/2 page width),
- Full information including physical address, and e-mail address,
- Fifty word description on your firm,
- Your firm logo
- Email button for instant communication
- Website URL hyperlink

### Bronze Membership \$129.95 yearly per category

#### Our smallest package, this membership includes:

- Firm Name
- Contact Information
- Contact Person
- Twenty-five word description
- Contact name and phone number
- NO EMAIL CAPABILITY



Your advertisement will look like this.

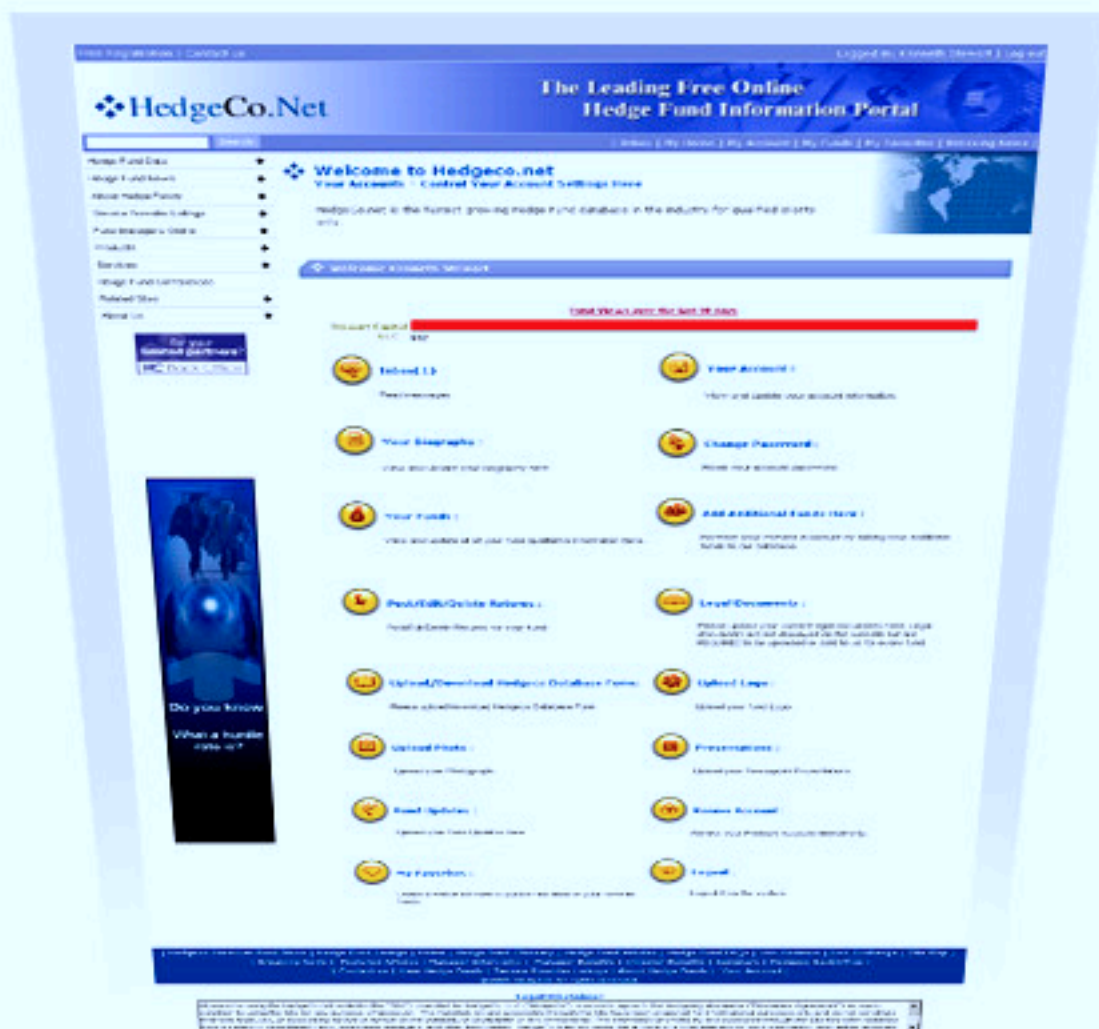


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## Website Advertising

### Manager and Investor Login

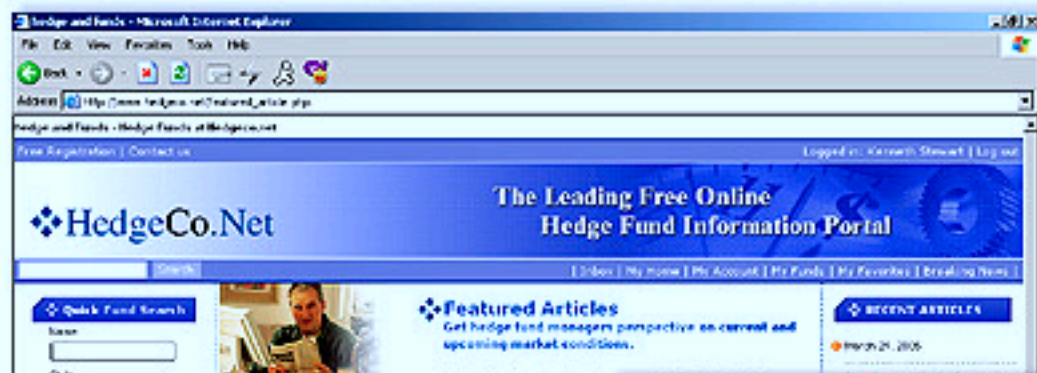
If you're looking to target only fund managers or accredited investors, than the Manager/Investor Login is a must for you. With our "HedgeCo IM" our managers login to the main site an average of 4 times per week, and investors login an average of 3 times per week. Many managers and investors login to their Hedge Fund Mail daily.



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## Featured Articles and Breaking News

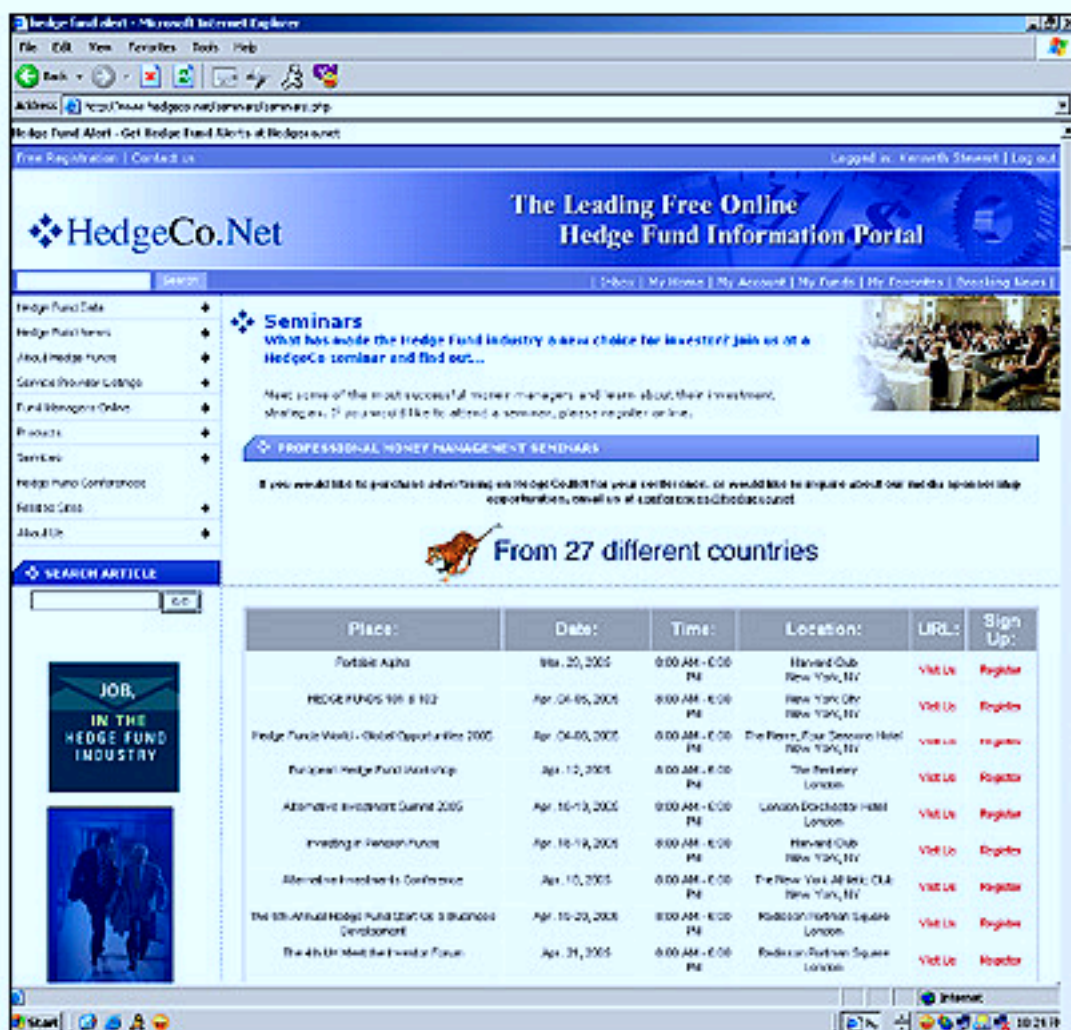
Premium editorial content and powerful investment tools above and beyond what is currently available online. In our featured articles section, actual fund managers and other respected financial minds offer their insights through daily and weekly columns.



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## Conferences

The HedgeCo.Net Seminar section manages and implements a wide range of single-topic and multi-topic events designed to bring conference providers and industry professionals together. HedgeCo.net sponsors almost 100 conferences per year, and our conference section is one of our most popular pages.



The screenshot shows the HedgeCo.Net website interface. At the top, there's a navigation bar with the HedgeCo.Net logo and the tagline "The Leading Free Online Hedge Fund Information Portal". Below this, there's a search bar and a sidebar with various menu items like "Hedge Fund Data", "Hedge Fund News", and "Seminars". The main content area features a "Seminars" section with a sub-header "PROFESSIONAL MONEY MANAGEMENT SEMINARS" and a list of seminars. A table below the text lists seminars with columns for Place, Date, Time, Location, URL, and Sign Up.

Place:	Date:	Time:	Location:	URL:	Sign Up:
Fortale Alpha	Mar. 20, 2005	8:00 AM - 6:00 PM	Harvard Club New York, NY	<a href="#">Visit Us</a>	<a href="#">Register</a>
HEDGE FUNDS 101 & 102	Apr. 04-05, 2005	8:00 AM - 6:00 PM	New York City New York, NY	<a href="#">Visit Us</a>	<a href="#">Register</a>
Hedge Funds Week - Global Opportunities 2005	Apr. 04-05, 2005	8:00 AM - 6:00 PM	The Plaza Four Seasons Hotel New York, NY	<a href="#">Visit Us</a>	<a href="#">Register</a>
European Hedge Fund Week	Apr. 10, 2005	8:00 AM - 6:00 PM	The Berkeley London	<a href="#">Visit Us</a>	<a href="#">Register</a>
Alternative Investment Summit 2005	Apr. 10-13, 2005	8:00 AM - 6:00 PM	London Docklands Hotel London	<a href="#">Visit Us</a>	<a href="#">Register</a>
Investing in Hedge Funds	Apr. 10-13, 2005	8:00 AM - 6:00 PM	Harvard Club New York, NY	<a href="#">Visit Us</a>	<a href="#">Register</a>
Alternative Investment Conference	Apr. 10, 2005	8:00 AM - 6:00 PM	The New York Athletic Club New York, NY	<a href="#">Visit Us</a>	<a href="#">Register</a>
The 10th Annual Hedge Fund Summit & Business Development	Apr. 10-20, 2005	8:00 AM - 6:00 PM	Radisson Northern Square London	<a href="#">Visit Us</a>	<a href="#">Register</a>
The 4th UK Hedge Fund Forum	Apr. 21, 2005	8:00 AM - 6:00 PM	Radisson Northern Square London	<a href="#">Visit Us</a>	<a href="#">Register</a>

**Cost: \$1,000 per listing**

Please call 1-877-HedgeCo  
for other Seminar Sponsorships

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## WEEKLY NEWSLETTER

HedgeCo.Net sends out a weekly breaking newsletter to a wide subscriber base. Over 20,000 news members receive these emails as well as over 4000 fund managers. The following choices are available for your firm to advertise in these targeted email blasts:

- 120 x 600 banner (top of page): \$1000 per email
- 468 x 60 skyscraper ad (right side of page): \$750 per email
- 120 x 60 button (right side of page) : \$1000 per email

The screenshot displays the HedgeCo.Net website interface. At the top, there is a navigation bar with the HedgeCo.Net logo and a banner for "Start a HEDGE FUND, HERE Make Starting Your Hedge Fund, Easy!". Below this is a blue header with the text "The Leading Free Online Hedge Fund Information Portal".

The main content area features a "Breaking News Bulletin" section with the subtext "Keep up with top industry news from around the world!". Below this is a search bar and a list of news articles. The articles include headlines such as "Hedge Funds to get through the market and expected to make moderate profits in the coming months", "Hedge Funds to get through the market and expected to make moderate profits in the coming months", "Hedge fund returns since Friday announced in Japanese included three other hedge opportunities to hedge fund managers", "Hedge fund manager returns a business decision to lobby for legislation", "U.S. Government says hedge funds not responsible for recent oil price increase", "Hedge and Japanese Hedge Funds anticipate to return this year from average annual growth and corporate government", "SEC and CFTC announce \$50 million Distribution to former users of Pension Economics International, LLC", "Hedge funds, entrepreneurs and foundations to move more assets into hedge funds and alternative assets", "Hedge Fund growth may see global increase security", and "Hedge funds may see global increase security".

On the right side of the page, there is a vertical advertisement for "The Law Offices of Michael C. Scher" with the text "Cut Your accounting expenses with HedgeCo. Book, Call, Text".

At the bottom of the page, there is a footer with the HedgeCo.Net logo and contact information: "HedgeCo LLC, 101 W. Columbia St., Suite 101, Tampa, FL 33601".

## About Hedge Funds

Our about "About Hedge Funds" section is one of the most comprehensive educational centers on the web today. We provide our investors with an accurate overview of the hedge fund industry, an expansive FAQ's section, a hedge fund glossary, hedge fund basics, and much more. This section of our website is open to the general public, and is often one of the most well trafficked areas of our site.



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Free Registration | Contact us

**HedgeCo.Net** The Leading Free Online Hedge Fund Information Portal

Search Username: Password: Login

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Get your creative job done

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**About Hedge Funds**  
Whether you are new to Hedge Funds, or just want to brush up you will find the facts here and much more...

HedgeCo.net is the fastest growing Hedge Fund database in the industry for qualified clients only.

**ABOUT HEDGE FUNDS**

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**A BRIEF HISTORY**

The Hedge Fund industry has grown at a ferocious pace in the last decade, from as few as 100 funds in 1990 to more than 8000 today. The funds have become highly visible in markets and press, and are today estimated to manage up to \$1 trillion in capital.

Hedge Funds, like other alternative investments such as real estate and private equity, are thought to provide returns that are uncorrelated with traditional investments. This has attracted an increasing number of individual and institutional investors who have realized that investing in Hedge Funds can further diversify their portfolios and produce higher returns at lower risk.

**HEDGE FUND STRATEGIES**

Employing vastly different investment strategies and approaches to risk-management, hedge funds are defined by their structural characteristics, rather than their "hedged" nature.

Hedge funds are primarily organized as private partnerships to provide maximum flexibility in constructing a portfolio. Hedge funds can take both long and short positions, make concentrated investments, use leverage, use derivatives, and invest in many markets. This is in sharp contrast to mutual funds, which are highly regulated and do not have the same breadth of investment instruments at their disposal. In addition, most hedge fund managers commit a portion of their wealth to the funds in order to align their interest with that of other investors. Thus, the objectives of managers and investors are the same, and the nature of the relationship is one of true partnership.

**HEDGE FUND LEGAL SERVICES**  
Law Office of Michael C. Scher

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# HedgeCo.Net

## CONTACT INFORMATION

**Andrew Rapoport**  
Vice President

HedgeCo Networks

1350 Avenue of the Americas  
24th Floor New York, NY 10019

phone: (212) 584-6115

fax: (734) 448-2042

email: [arapp@hedgeco.net](mailto:arapp@hedgeco.net)  
[www.hedgeconetworks.com](http://www.hedgeconetworks.com)