

# Advertise on the NASDAQ Trader Website

## Reach Trading and Financial Technology Leaders

The NASDAQ Trader<sup>®</sup> website is the daily information and customer support portal for over 1,400 organizations trading multiple securities classes and distributing NASDAQ<sup>SM</sup> market data.

## Niche site for traders

The NASDAQ Trader website is the source of information for anyone trading on The NASDAQ Stock Market<sup>®</sup>, The NASDAQ Options Market<sup>SM</sup> and NASDAQ PHLX<sup>SM</sup>. Reach industry professionals who are accessing essential trading information including Reg SHO Threshold Securities, Short Interest, Trading Halts, System Status and Market Participant Monthly Volume Reports.

NASDAQ customers, both in transactions and market data, are required to access this website for both administrative and product information. In addition, the NASDAQ Trader website attracts both equity and derivative traders.

## Partner with a Marquee Brand

NASDAQ is the world's largest exchange company with trading, listings, technology and public company service capability spanning six continents. NASDAQ is and a well-recognized household name. Building on a reputation for innovative technology and worldwide growth, the NASDAQ brand lends global appeal to any advertising campaign.

## Target Audience

By advertising on NASDAQ Trader, you will access all of the following people in one place:

- NASDAQ Member Firms
- Data Subscribers
- Data Redistributors
- Compliance Officers
- Technical Developers
- Institutional Investors
- Buy-Side Traders
- Portfolio Managers
- Hedge Fund Professionals
- Sell-Side Traders
- Algorithmic Trading Professionals
- UTP Participants
- Options Traders
- Options Data Feed Subscribers

## Introductory Rates

Home Page	Single Month Package	Three Month Package
Leaderboard – Trader (shared with 3 rotating ads)	\$1,750/month	\$1,400/month
Leaderboard – Options (shared with 3 rotating ads)	\$1,050/month	\$700/month
Footer – Trader (could have up to 3 footers)	\$1,050/month	\$700/month
Footer - Options (could have up to 3 footers)	\$525/month	\$350/month
<b>Top Pages (excluding Home page)</b>		
Leaderboard – Trader (top 9)	\$1,050/month	\$700/month
Leaderboard – Options (top 4)	\$700/month	\$525/month
Footer - either site	\$525/month	\$350/month
<b>Email Sponsorships</b>	<b>Exclusive</b>	<b>Shared with Up to 3 other Sponsors</b>
Equity Trader News	\$1,750/bundle of 5	\$1,050/bundle of 5
Options Trader News	\$1,050/bundle of 5	\$700/bundle of 5

## Usage Statistics

Monthly Unique Visitors – 61,000 | Monthly Page Views – 369,000 | Monthly Visits – 118,500

## Contact Information

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