



## 2008 Advertising Information

The Accountability-Central.com Web-based portal published by the Governance & Accountability Institute, Inc. is a content originator, aggregator and clearinghouse for news and updates, research / insights, commentary / opinion, and advice on capital market activities. Subject areas are grouped under the broad umbrella of "accountability." The editors bring you timely news, help clarify the issues, present independent commentary and published research, and identify key players – corporations, non-profits, activists and regulators – shaping the dialogue and sharpening the public debate on key issues that affect corporate and capital markets accountability.

### Key Topics and Issue Areas on Accountability-Central.com:

- ▶ Accountability
- ▶ Corporate Governance
- ▶ Institutional Governance
- ▶ Public Sector Governance
- ▶ Capital Markets
- ▶ Community Investment
- ▶ Ethics
- ▶ Economy / Trends
- ▶ Corporate Social Responsibility (CSR)
- ▶ Shareholder Activism
- ▶ Socially Responsible Investing (SRI)
- ▶ Accounting / Corporate Reporting
- ▶ Transparency / Disclosure
- ▶ Business & Society
- ▶ Enterprise Risk Management (ERM)
- ▶ Globalization

### Benefits of Advertising on Accountability-Central.com

- ▶ Each month more than **60,000 unique visitors** access to Accountability-Central to get news, commentary and research focused on key issue areas. Largest numbers of users are in the United States; Accountability-Central also attracts viewers from throughout the world (with heavy usage from Canada, UK, Netherlands, Australia and Japan).
- ▶ Corporate, financial and governance content focused news, commentary and research attracts leaders, decision makers, counselors and regulators. AC is a key information portal for leaders who direct, operate, monitor, invest in and regulate Corporate America.
- ▶ **Traffic is growing** – increases in unique visitors and pages read are near double digits each month. AC is the *go to source* of information on corporate governance, accountability, corporate social responsibility, socially responsible investing, and shareholder activism. AC's combination of prime source and media-sourced material provides a balanced and insightful view of key issues impacting those in the board room, the legal counsel's office, the CFO or comptroller suite, the CEO/Executive suite, on Wall Street and in government offices.

### Facts & Figures

**We are growing – more than 60,000 unique visitors each month.**



**Now more than 300,000 pages viewed each month. Forecasting two million pages viewed for 2008.**



**85% of our visitors come from the United States and North America plus heavy traffic from around the world including the Netherlands, Canada, Japan, United Kingdom, Germany, Australia, France, India, China and Brazil.**

*Source: Funnel Web Analyzer*

## Advertising Opportunities

### Site-wide Masthead Advertising

Rotating Sponsorship Banner located on top masthead of site, appears on every page. Also includes rotating ads on document pages including news, commentary and research. (see on right)

Specs: Half Banner, 234 x 60 pixels



### Home Page Ad

Rectangular right column ad, appears at top of right column on home page. Also includes rotating ads on document pages including news, commentary and research. (see above)

Specs: Rectangle, 180 x 150 pixels

### Section Specified Ad

Your advertising message appears as one of four ads appearing on the top of one of our sections and on each of the subsection pages within that section (see on right). Also includes rotating ads on document pages including news, commentary and research. Multi-section advertising discounts available.

Specs: Small Button, 120 x 60 pixels



### Newsletter & Alert Ads

Your ad prominently appears on monthly newsletters and weekly alerts distributed to AC registered users and other audiences. (see on right)

Specs: Half Banner, 234 x 60 pixels



### Conference, Events & Webinar Ads

Your event ad appears as one of four ads at top of Conferences, Events and Webinars section (see on right). Specs: Small Button, 120 x 60 pixels; Half Banner, 234 x 60 pixels



Contact us at [sadams@accountability-central.com](mailto:sadams@accountability-central.com) for information on customized advertising packages available.

## What Others Say About Accountability-Central?

### Timothy Smith

**Senior Vice President  
Walden Asset Management, Boston**  
*The Accountability-Central Web resource is both informative and provides a valuable resource to those involved in Socially Responsible Investing and Corporate Social Responsibility work. The editors are to be congratulated for developing this public resource as a platform for sharing news, commentary and research findings.*

### Bill Baue

**Writer, SocialFunds.com,  
Co-Host / Producer, Corporate  
Watchdog Radio  
Adjunct Professor, Marlboro College  
Graduate Center Managing for  
Sustainability MBA**

*I follow Accountability-Central on a daily basis because it tips me off to news and information that I don't see elsewhere. Its radar scans broader and wider than other sources I consult, providing a deeper understanding of, developments and trends in corporate responsibility, sustainability, and governance. The website nicely complements the work that the Institute editorial team does on the EthVest database of shareowner resolutions for the Interfaith Center on Corporate Responsibility and the great new Community Investment Network website. Hats off.*

### Eleanor Bloxham

**Strategic Governance and Valuation  
Authority  
Author / CEO, The Value Alliance and  
Corporate Governance Alliance**  
*In today's world, it is difficult to keep abreast of the developments which are shaping your company's future. Accountability-Central provides boards and senior executives with a wide angle lens and comprehensive look on current topics of concern. Accountability-Central helps you address those topics proactively. Directors, senior executives and managers would benefit greatly by regularly perusing this important resource.*

### Robert AG Monks

**Noted Corporate Governance Expert**  
*Rarely do I have as much pleasure as to contemplate on a night at the end of the winter on the coast of Maine your website in its current form. This is really superb - just plain wonderful. Good luck!*