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HOME PAGE:



The screenshot shows the Equities.com homepage layout. At the top, there's a navigation bar with 'HOME', 'NEWS', 'COMPANIES', 'MARKETS', 'PRIVATE MARKETS', 'EVENTS', and 'VIDEOS'. Below this, there are several sections: 'Featured News' with a large article 'Money 2020 Celebrates Its Fifth Birthday in Style', 'Markets' with a 'Dow Jones Industrial Average' chart, 'Emerging Growth' section featuring 'Enertopia Corporation', 'Latest News' with various short articles, and 'Spotlight - Sponsored' with an advertisement for Mercedes-Benz A-Class. At the bottom, there are sections for 'Events', 'Private Markets', and 'Trending Articles'.

Available Units:

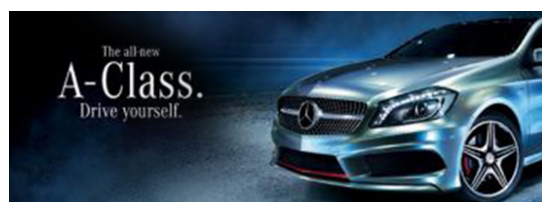
- **Square (custom size)** – 263px X 263px
- **Vertical Rectangle (custom size)** – 263px X 400px
- **Horizontal Rectangle (custom size)** – 555px X 200px



Square (sample ad) – 263px X 263px



Vertical Rectangle (sample ad) – 263px X 400px



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Money 2020 Celebrates Its Fifth Birthday in Style
 Joel Anderson | Tuesday, 25 October 2016 12:16 (EST)

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Trending Articles

- Biocapture Technology, Inc.: A Disruptive Treatment of Obesity and Type 2 Diabetes
- How Bad is the Deutsche Bank Situation?
- Cannabis and This Year's Ballot Measures
- The Robo-Advisor Arms Race Has Begun...
- The MedTech Company That's Fighting Obesity with 3D Printing
- CommPRO and Equities.com Team Up for the Financial Communications and Innovation Forum

Emerging Growth

TARANIS RESOURCES INC.

Taranis Resources Inc. is an exploration stage company. The Company along with its subsidiaries is engaged in the acquisition and exploration of mineral properties. Its projects include their Property 9...

Vertical Rectangle
263px X 400px

Private Markets

XY Find It
Founded by serial entrepreneur Arie Trouw, XY Findables follows a single guiding principle: customers should never lose anything important again. With over 50,000 users around the world, more than 100,000...

D-Wave
D-Wave Systems is the first quantum computing company. Its mission is to integrate new discoveries in physics, engineering, manufacturing, and computer science into breakthrough approaches to computation to help solve...

Article Inline Rectangle
848px X 200px

"One of the most important things about the company... is the importance that we place on financial inclusion," said Feagin. "We believe that financial services should be simple, low cost, and available to the many, not the few. And so that's part of our mission, and we reach out to consumers across China to provide a global lifestyle that they could have never enjoyed before. So that's been one of the most rewarding parts of the job."

Following Feagin onto the stage was Pall Bhat, Global Head of Payment Products with Google, who sat down to speak with Jonathan Weiner.

"This is a very unique time to be in the payment space, as I'm sure all of you agree," said Bhat, recounting a story of how he used to pick up things for his parents from a local store in India without having to pay until the end of the month because his parents were friends with the store owner. "I'm super excited that, now at Google, me and my team [sic] have the opportunity to bring this sort of frictionless, personalized commerce to users everywhere..."

Next up was Jack Dorsey of Twitter (TWTR) and Square fame to talk about how important it is to "meet the customer where they are" and adapt to existing behaviors to create a product that really facilitates peoples' lifestyles and integrates into their process rather than the other way around. When Tausche asked Dorsey what was coming after the mobile phone, he took the opportunity to really double down on how the basic philosophy of reacting to how customers are living is essential to understanding whatever the next evolution in payment might be.

"I don't think it's about the mobile phone or the phone in general or any other device or configuration, it's about constantly meeting people where they are," said Dorsey.

Following Dorsey, the keynotes kept rolling, with Talbot Roche of Blackhawk Network (HAWK) and Jay S. Walker, founder of Priceline.com (PCLN) and who is currently working on business travel site Upside, taking the stage to discuss the developments in the gift card and prepaid space.

Next came Bill Ready of PayPal who came on to discuss how things have progressed at PayPal since it left eBay (EBAY) and whether or not he's especially concerned about the launch of Vere, a new competitor for Venmo that recently launched with the backing of a number of major banks. Ready seemed to shrug off the notion that Venmo was seriously sweating the new competition in the space.

"We all have a common enemy in cash," said Ready.

The first day finally wrapped up with an address from Osama Bedier, former head of Google Wallet, to talk about his current business venture Poynt, a smart business terminal that provides a tablet and hardware docking station that can read a wide variety of payment types.

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- **Article Inline Rectangle (custom size)** – 848px X 200px



Square (sample ad) – 263px X 263px



Vertical Rectangle (sample ad) – 263px X 400px



Article Inline Rectangle (sample ad) – 848px X 200px

Ad Details:

Supported File Types: jpg, png, gif, swf, HTML5

Initial Load Size: 150kb

File Maximum: 1mb

Submission Lead Time: Minimum 3 business days before campaign start.

Run Time: 1 month or until click count runs out

Cost: \$45 starting CPM

Minimum Buy: 25,000 Impressions

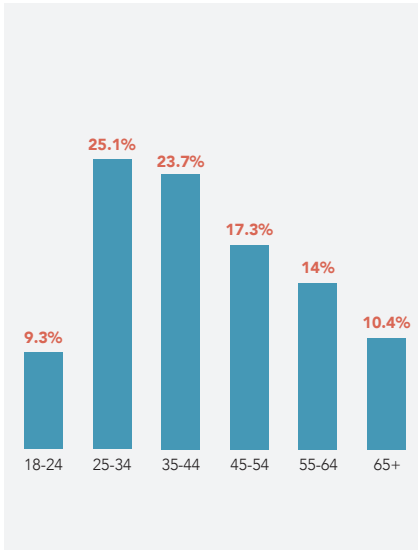
Maximum Buy per month: 100,000 Impressions

DEMOGRAPHICS:

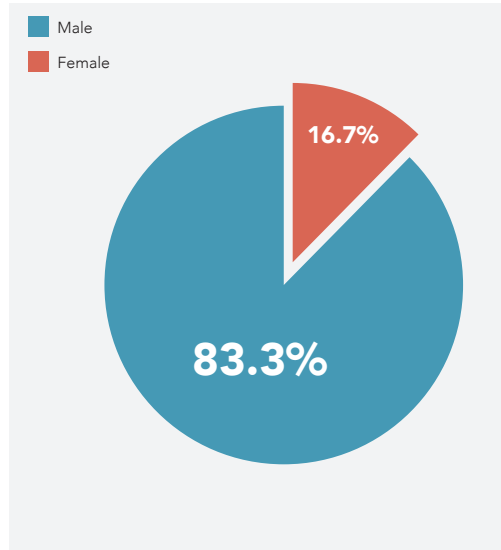
SOURCES: Google Analytics & Facebook Insights 2017



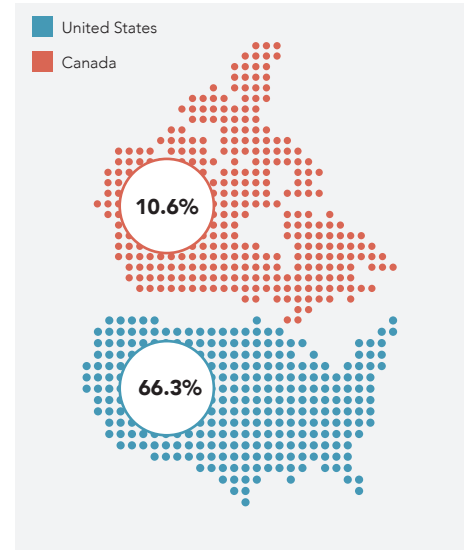
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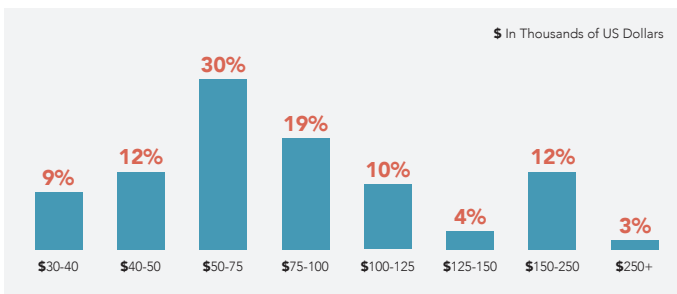
Gender



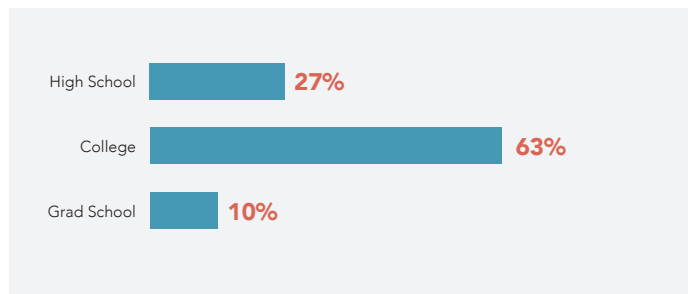
Geography



Household Income



Education Level



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Affinity Categories (Lifestyles)



- Avid Investors
- Technophiles
- Business & Economic News Junkies

In-Market Segments (Product-Purchase Interests)



- Financial Services
- Investment Services
- Consumer Electronics

Other Categories



- Stocks & Bonds
- Financial Market News
- Travel/Air Travel



57.14%



35.07%



7.79%