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DRVNG THE DIALOGUE ON
PAYMENTS, WORLDWIDE.

TAKE ADVANTAGE OF OUR INDUSTRY-LEADING B2B MARKETING EXPERTISE.

PYMNTS.com is a joint venture between industry leaders Market Platform Dynamics and Business Wire. We provide an innovative and interactive platform for companies to popularize products, acquire leads, demonstrate thought leadership, and most importantly, capture the imagination of global decision makers.

91%

OF TOP PAYMENTS COMPANIES
VISIT PYMNTS.COM*

* STATISTICS AS OF OCTOBER 2012.

IMPRESSIVE RSLTS FOR YOUR ROI

WEBINAR PROMOTIONS //



300

qualified leads
in less than 2 days

INTERVIEW //



10,000

impressions
in 2 days promoting
a new product

WHITE PAPER //



250

qualified leads
in less than 3 days

CASE STUDY //



4,952

impressions

PYMNTS.com

THE WORLD'S
LEADING FINANCIAL
BRANDS CHOOSE
PYMNTS.COM

VISA



MasterCard
Worldwide

TSYS



AUDIENCE PROFILE //

EXCLUSIVE ACCESS TO XCLSV AUDIENCES.

For C-suite level and VPs alike, PYMNTS.com is the premier source of news, expert-driven commentary and information, innovation, and user contributed content centered on the payments industry.

PYMNTS.COM READERS BY SECTOR

- 100% OF TOP NETWORKS
- 94% OF TOP ISSUERS
- 98% OF TOP ACQUIRERS
- 98% OF TOP PROCESSORS
- 72% OF TOP MERCHANTS



30%
OF THE AUDIENCE
ARE ISSUERS.

40,000
NEWSLETTERS SENT SIX DAYS EACH WEEK.

MEET THE INDUSTRY XPRTS AT PYMNTS

PYMNTS.com publishes a wealth of insights, articles, and interviews from the world's leading experts and top business leaders. Here are just some of our regular contributors.



TOM BROWN

As a Partner at O'Melveny & Myers, Tom has been litigating financial services cases more for than a decade. Tom focuses on competition law and legal issues affecting the industry. He was a member of the trial team that handled the defense of the then largest civil antitrust class action in U.S. history for Visa. He has helped numerous other companies, such as Capital One and PayPal, defend against class actions, including the use of PayPal in the eBay marketplace.



DAVID EVANS

David is the founder of Market Platform Dynamics. A business advisor to many payment companies around the world, David is the author of *Paying with Plastic: The Digital Revolution in Buying and Borrowing*. His more recent work is "Innovation and Payments" which describes how the combination of data-driven marketing, cloud-based computing, and mobile telephony will transform the payments industry. David is an economist, business advisor and a recognized global authority on the design and implementation of complex business strategies and business models.



PATRICK GAUTHIER

Patrick is the Head of Market Intelligence at PayPal, leveraging 20 years of experience in product innovation to deliver strategic insights to PayPal's executive management. In addition, Patrick advised a number of m-commerce and e-commerce startups, and held the position of SVP Product Marketing and Strategy / Chief Privacy Officer for ZillionTV. Patrick is also an alum of Visa Inc. Patrick has held positions on the board of directors for several high-tech companies.



IGNACIO MAS

Ignacio is currently the Deputy Director of Financial Services for the Poor program and Bill & Melinda Gates Foundation. Past experience includes Senior Adviser in the Technology Program at CGAP, VP of Marketing and Account Management at interTouch, Director of Global Business Strategy at Vodafone Group, and Senior Manager responsible for telecoms investments in Europe at Intel Capital.



ELLEN RICHEY

Ellen has served as the Chief Enterprise Risk Officer at Visa Inc. since 2007. Prior experience includes working as senior vice president of enterprise risk management and executive vice president of card services at Washington Mutual Inc. Ellen has also served as vice chairman of Provident Financial Corporation. Earlier in her career, Richey was a partner in the San Francisco law firm Farella, Braun & Martel, where she specialized in corporate, real estate, and financial institution matters.



SCOTT SCHUH

Scott is a Director at the Consumer Payments Research Center of the Federal Reserve Bank of Boston. Scott has served as an economist for the Board of Governors of the Federal Reserve System and President Reagan's Council of Economic Advisers, and as a research associate at the U.S. Census Bureau. Schuh has taught at Johns Hopkins University and Boston College.



KAREN WEBSTER

As CEO of Market Platform Dynamics, Karen has worked extensively with some of the leading players in the payments, B2B and technology sectors to architect, ignite, and commercialize innovation. She also serves as a member of the board for several emerging companies, including PaySimple. Karen is a sought-after speaker and author of numerous articles on the sources of innovation, strategy, loyalty, product design/bundling, and pricing and platform strategies.



PYMNTS.COM ADVERTISING //


MARKETING PACKAGES THAT MAKE A DIFFERENCE.

Our premium packages are expertly tailored to feature content that will make you stand out with your audience. Each program is optimized to fine tune your messaging and offerings—and hit all the key performance metrics.

- THESE INCLUDE:**
- INTERVIEWS
 - WHITE PAPERS
 - WEBINARS
 - COMPANY PROFILES
 - PRODUCT PROFILES
 - BULLETIN BOARD
 - INNOVATOR PROFILES
 - ARTICLES
 - BLOG POSTS
 - AND MORE.

AT PYMNTS WE DO MORE THAN SERVE ADS, WE DELIVER BUSINESS RESULTS.

YMNNTS Innovator Spotlight



David Rochon, CEO of SavingStar

Social Center

Google Wallet in Action (UNLICENSED)
http://ow.ly/6CMeD 2 days ago

BoA Pushes Credit on Consumers in Attempt to Assuage Debt Interchange Losses http://ow.ly/6CMG #banks #Dartm Pressure 2 days ago

#Mozdo Announces Partnership with #Kalam Associates Targeting Money Service Businesses http://ow.ly/6CMwS 2 days ago

BUILD ON YOUR MEDIA BUY—AND BUILD YOUR BRAND

From articles to interviews, from webinars to social media, the brand-building opportunities are endless at PYMNTS. Our staff and experts are here to help.

More Features

WHITEPAPER //



Research and Markets:

MOBILE //



Verizon Predicts Cloud Services Market Will Grow to \$150 Billion by 2020

EVENT //



Webinar: Beat Fraud While Increasing CyberSource Web

TURN OUR READERS INTO YOUR CLIENTS

Our innovative advertising and value-added content are backed by customizable landing pages and optimized conversion forms to keep the dialog going.

Featured



Google Wallet Rival Support Android
19-Sep-11

In the wake of the Google this week, PCMag reports that ISB will be available for Android smartphone users in Spring 2012.

TAKE YOUR PRODUCT LAUNCHES TO A HIGHER LEVEL

Every product launch is different. To make sure yours goes off without a hitch, we tailor each package to align with your business strategy.

AD SPECIFICATIONS

PYMNTS.com supports all the standard ad formats—as well as a variety of creative options.

AD UNIT	DIMENSIONS (PIXELS)
Square	336 x 280
Large Square	336 x 600
Medium Rectangle	300 x 250
Rectangle	180 x 150
Leaderboard	728 x 90
Super Horizontal	970 x 418
Super Vertical	475 x 900
Wide Skyscraper	160 x 600
Button	120 x 60
Micro Bar	88 x 31
Text Listing	Up to 50 characters
Home Page Corporate Sponsorships	170 x 40

We also provide a full range of custom ad packages including homepage takeovers, page flips, Interstitial ads, pop-ups and other options.

SITE GROWTH //

378%

OVER LAST 18 MONTHS

HERE'S A PREVIEW OF SOME OF THE UPCOMING PROGRAMS AND SPONSOR OPPORTUNITIES TO COME.

- Q4 2012**
- The holiday season means big business for Internet retailers. PYMNTS.com will provide comprehensive news, articles and coverage of critical business content. This microsite will be a huge draw for retailers and an exclusive advertising opportunity.
 - The PYMNTS Regulation Center has become a go-to source for analysis on the changing regulatory landscape in payments. Sponsor the Regulation Center to gain access to top executives who need to know how regulation is changing their business.

Drive the dialogue with your audience. Let PYMNTS.com drive your media buy.

TO LEARN MORE ABOUT OUR MARKETING PROGRAMS AND AD SALES CONTACT US

CALL: 617-374-1337
EMAIL: SALES@PYMNTS.COM
VISIT: WWW.PYMNTS.COM

WHAT'S NEXT

MORE THAN

100,000

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PYMNTS.COM EVERY MONTH.

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PYMNTS.com
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468 813

Exclusive Audience. Rapid Growth.

PYMNTS.com is the #1 site for payments by traffic, attracting the top decision-makers who rely on us for the best insights into their business.

[Learn More.](#)

378%

PYMNTS.com has achieved explosive growth over the past 18 months, with the number of unique visitors growing by 378%.

Substantial Growth 1 of 3

PYMNTS.com

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