MEDIA KIT 2020

The Bond Buyer’s Municipal Marketplace®
(The Red Book)
Respected. Experienced. Trusted

// For more information:
Redbook@accuity.com
+1 847-933-5160
www.munimarketplace.com
Leverage the Red Book Advantage.
Online and in Print.

For more than 80 years, municipal bond professionals and issuers turn to The Bond Buyer’s Municipal Marketplace®, known as the Red Book, for the most comprehensive, authoritative and qualified source of industry contact information. The Red Book and Municipal Marketplace Online at www.munimarketplace.com are the definitive sources that senior decision-makers and issuers rely on daily to access information about issuers and market participants. The Red Book information comes directly from recognized industry firms who first must qualify to be listed and then pay an ongoing listing fee. The majority of firms listed also subscribe to the Red Book. You can be sure that your advertisement will receive the attention of the right professionals at the right time.

The Red Book is an invaluable tool used daily to:

• Identify issuers and potential partners, including broker/dealers, underwriters, credit enhancers, leasing professionals, bond counsel and tax controversy representation, trustees, municipal advisors, derivative specialists, arbitrage rebate professionals, ratings agencies, target business enterprises and project finance professionals.
• Verify names, titles, addresses, phone, fax, e-mail, websites and areas of specialization.
• View industry rankings, new offices and firm name changes.
• Locate product and service providers, state regulators, and associations.

The Red Book Audience and Member Firms

The Red Book subscribers include top-level decision-makers throughout the country who consider the Red Book a critical tool for the municipal market.

Readership by Business Type

The Red Book is used daily by participants across many segments of the municipal marketplace.

- 48% Dealers and Underwriters, Financial Institutions
- 35% Attorneys, Municipal Advisors, Arbitrage Rebate
- 13% Issues and other market segments
- 4% Industry Suppliers

Readership by Job Title

The Red Book is on the desk of key municipal bond decision-makers.

- 33% Vice President
- 27% Executive/Director
- 27% Other
- 8% Partner/Principal
- 5% C-Level

Who’s Listed Inside The Red Book?

The Red Book includes sell-side participants in the municipal marketplace.

- 29% Dealers and Underwriters
- 27% Attorneys
- 12% Issuers
- 11% Municipal Advisors, Municipal Leasing Professionals, Project Finance Professionals
- 7% Derivative Specialists, Credit Enhancers, Arbitrage Rebate, Rating Agencies
- 2% Regulators, Associations, Industry Suppliers

Circulation

4,750

Total Readership

13,995
Red Book Print
Advertising Opportunities

Since the 1930s, The Bond Buyer’s Municipal Marketplace® and Municipal Marketplace Online at www.munimarketplace.com serve as the authoritative print and online venue for advertisers to reach out to all sectors of the municipal marketplace, including issuers. Each day, senior decision-makers and government officials rely on the information inside the Red Book to form new business partnerships and create new deals.

Advertising in print and online will build your organization’s brand awareness, create new relationships and generate leads.

Four-Color Premium Positions
Grab the attention of this exclusive subscriber base with these four-color premium positions:

• Front Cover
• Back Cover
• Spine
• Bind-Ins
• Inside Front Cover
• Inside Back Cover
• Loose Package Insert
• Sticker for Shipping Box
Red Book Print
Advertising Opportunities

**Interior Positions**
All interior positions are printed in black and white, full color upgrade can be purchased:
- Section-Opening Thumb Cut Right-Hand Page
  (see list of section opening pages below)
- Section-Opening Left-Hand Page
- Opposite Inside Front Cover
- Title Page
- Opposite Title Page
- Opposite Table of Contents
- Full Page
- Half Page
- Margin Strips (bottom of all right-hand Master Index pages)
- Margin Strips

**Section-Opening Right-Hand Page**
Thumb Cut positions can include:
- Target Business Enterprise
- Dealers & Underwriters
- Dealers/NY
- Municipal Advisors
- Municipal Derivatives Specialists
- Municipal Bond Attorneys
- Tax Controversy Representation
- Credit Enhancers
- Corporate Trust Departments
- Arbitrage Rebate
- Rating Agencies
- Municipal Leasing
- Project Finance
- Municipal Issuers
- Master Index
- Suppliers and Services

All section-opening right-hand pages can be purchased with four-color and on glossy paper for an additional charge.
Red Book Directory and Municipal Marketplace Online Enhancements

Increase Your Company’s Visibility

Add these effective print and electronic enhancements to your listings to stand out from the crowd. The Enhancement you select will be included inside the directory and on Municipal Marketplace Online at www.munimarketplace.com.

Stand out on the page with a boxed Highlight around your firm’s name.

Spotlight your firm’s experiences and unique capabilities by adding a 100-word Company Profile. Your Company Profile will also add length and prominence to your listing.

Reinforce your company brand recognition by adding your Logo.

Add a Highlighted Cross-Reference listing to build your business.
Red Book Directory and Municipal Marketplace Online Enhancements

When you add a Highlight, Logo or Company Profile to the directory, you’ll also gain effective and maximum online visibility.

Adding a Company Profile to your listing sends your message out there—to all the right people.

Your firm’s name will appear in bold type when you add an Enhancement.

Build your brand recognition by adding a Logo to your firm’s listing.
Municipal Marketplace Online
Advertising Opportunities

Successfully target and communicate with the Red Book’s unique audience. Municipal Marketplace Online provides your company with the brand recognition and connections you need to expand your business.

Municipal Marketplace Online
www.munimarketplace.com

92% of our subscribers receive access to Municipal Marketplace Online, which is updated weekly, based upon the changes our member firms send to us.

Maximize your exposure enabling you to reach our paid subscribers as well as site visitors.

The Red Flyer

Sponsor The Red Flyer e-newsletter to position your organization as a leading industry player. Delivered multiple times per year to more than 9,500 municipal bond e-mails supplied to us by our member firms, your value-priced sponsorship will:

• Demonstrate your expertise
• Increase your brand recognition
• Introduce your company’s expertise, products and services.
Municipal Marketplace Online
Advertising Opportunities

Advertising on Municipal Marketplace Online is a cost-effective way to place your company’s message in front of thousands in the municipal bond industry. Our subscribers access the Red Book daily as they search for information that can help them meet their needs.

Showcase your firm and thought leadership by featuring your online ads on the most viewed pages at Municipal Marketplace Online.

Deliver relevant content and insights directly to the municipal bond marketplace.

Home Screen

Subscribe Screen

Subscription Rates Screen

Advertising Screen

+1 847 933 5160 // redbook@accuity.com // www.munimarketplace.com // 9
The Red Book Database

The Red Book Database includes all the information supplied to us by firms listed in the Red Book.

The data file includes main and branch office locations, phone, fax and web address, and individual names, titles, phone and e-mails. For issuers, we also provide debt totals and number of issues. Lease the entire file or select geographic or industry segments to expand your footprint.

Our contact information comes directly from the companies who pay to be included in the Red Book and therefore is the most accurate and complete data available.

Contact Information Includes:
- Name of individual, title, department
- Street and mailing address
- Telephone and fax number
- E-mail and Web address (where provided)
- Main office and branch locations
- Debt totals (issuers only)
- Number of issues (issuers only)

Pricing:
Prices begin at $1.25 per individual record with a $1,500 minimum order.

All databases are sold on an annual lease and include two data file deliveries per year.

Complete Database $17,500

<table>
<thead>
<tr>
<th>Section</th>
<th>Count*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arbitrage Rebate</td>
<td>166</td>
</tr>
<tr>
<td>Associations</td>
<td>80</td>
</tr>
<tr>
<td>Municipal Bond Attorneys</td>
<td>6,428</td>
</tr>
<tr>
<td>Corporate Trust Departments</td>
<td>100</td>
</tr>
<tr>
<td>Credit Enhancers</td>
<td>194</td>
</tr>
<tr>
<td>Dealers &amp; Underwriters</td>
<td>4,315</td>
</tr>
<tr>
<td>Municipal Advisors</td>
<td>1,282</td>
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<tr>
<td>Municipal Derivatives Specialists</td>
<td>281</td>
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<tr>
<td>Municipal Issuers</td>
<td>1,895</td>
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<tr>
<td>Municipal Leasing</td>
<td>68</td>
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<tr>
<td>Project Finance</td>
<td>443</td>
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<tr>
<td>Rating Agencies</td>
<td>458</td>
</tr>
<tr>
<td>Regulators, Depository and Clearing</td>
<td>29</td>
</tr>
<tr>
<td>Tax Controversy Representation</td>
<td>312</td>
</tr>
<tr>
<td>Suppliers and Services</td>
<td>62</td>
</tr>
</tbody>
</table>

Total: 16,113

* Counts are approximate and change as firms send us updates. Please call for a current count by section.
The Bond Buyer’s Municipal Marketplace®
Ad Specifications
2020 Spring and Fall Editions

Print Sizes

<table>
<thead>
<tr>
<th>Position Art Size</th>
<th>(width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>5⅛” x 3¾”</td>
</tr>
<tr>
<td>Spine</td>
<td>1” x 4½”</td>
</tr>
<tr>
<td>Title Page</td>
<td>5⅛” x 3¾”</td>
</tr>
<tr>
<td>Section Opening</td>
<td>5⅛” x 7¼”</td>
</tr>
<tr>
<td>Full Page</td>
<td>5⅛” x 8”</td>
</tr>
<tr>
<td>Half Page</td>
<td>5⅛” x 4”</td>
</tr>
<tr>
<td>Margin Strip</td>
<td>5⅛” x 1”</td>
</tr>
<tr>
<td>Logo</td>
<td>1⅛” x 1”</td>
</tr>
<tr>
<td>Loose Package Insert</td>
<td>5⅛” x 3¾”</td>
</tr>
</tbody>
</table>

Online Sizes

<table>
<thead>
<tr>
<th>Type</th>
<th>Pixel Size (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Ad</td>
<td>250 x 300</td>
</tr>
<tr>
<td>Logo</td>
<td>No longer than 100 x 60</td>
</tr>
</tbody>
</table>

Reservation Dates and Policies

The Red Book Publication Schedule
Published twice a year: May and October

Reservation and Art Deadlines
Spring—February 20 Fall—August 7

Note: Any artwork submitted after the deadline will be charged a late fee of 10% of the total contract value. Any artwork submitted incorrectly will be returned to the Customer. Customer acknowledges that late artwork may not appear in the upcoming edition.

Billing: Payable annually upon publication of the first contracted issue.

Reservation Policy and Multi-Year Contracts
Contracts accepted for 1, 2 or 3 years. Guaranteed positions awarded on a first-come, first-served basis upon our receipt of signed contract. Prices on 2 or 3 year contracts are guaranteed for the duration of the contract.

Courtesy Book Rate for Display Advertisers
Display Advertisers may purchase one subscription to the Red Book at a discounted rate.

We offer Display Advertisers special pricing on the Red Book Database.

// E-mail artwork, place an order, or contact us at:
Redbook@accuity.com
+1 847-933-5160
# The Bond Buyer’s Municipal Marketplace

## Rate Card No. 41

2020 Spring and Fall Editions

## The Red Book Display Ads

### Four-Color Premium Positions

Deliver your message to our thousands of subscribers with your four-color premium page ad position.

<table>
<thead>
<tr>
<th>Rate cover 2 issues</th>
<th>Annual Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>$45,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$41,500</td>
</tr>
<tr>
<td>Spine</td>
<td>$40,000</td>
</tr>
<tr>
<td>Bind-Ins*</td>
<td>$32,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$18,900</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$16,400</td>
</tr>
<tr>
<td>Loose Package Insert*</td>
<td>$6,000</td>
</tr>
<tr>
<td>Sticker for Shipping Box*</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

* Printed by Accuity

### Black and White Positions

<table>
<thead>
<tr>
<th>Rate cover 2 issues</th>
<th>Annual Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section-Opening, Right Hand Page</td>
<td>$17,900</td>
</tr>
<tr>
<td>Opposite Inside Front Cover</td>
<td>$15,400</td>
</tr>
<tr>
<td>Section-Opening, Left Hand Page</td>
<td>$15,400</td>
</tr>
<tr>
<td>Margin Strips</td>
<td>$15,000</td>
</tr>
<tr>
<td>All Right Hand Index Pages</td>
<td>$15,000</td>
</tr>
<tr>
<td>Opposite Title Page</td>
<td>$13,500</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$13,500</td>
</tr>
<tr>
<td>Title Page</td>
<td>$11,000</td>
</tr>
<tr>
<td>Full Page*</td>
<td>$9,000</td>
</tr>
<tr>
<td>Five Margin Strips*</td>
<td>$7,500</td>
</tr>
<tr>
<td>Half Page*</td>
<td>$6,700</td>
</tr>
<tr>
<td>Margin Strip</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

* $395 additional for guaranteed print placement

Four-color can be added to any of these positions for an additional $6,500 annual upgrade fee.

### Section-Opening Page Options:

- Target Business Enterprise
- Dealers & Underwriters
- Dealers/NY
- Municipal Advisors
- Municipal Derivatives Specialists
- Municipal Bond Attorneys
- Tax Controversy Representation
- Credit Enhancers
- Corporate Trust Departments
- Arbitrage Rebate
- Rating Agencies
- Municipal Leasing
- Project Finance
- Municipal Issuers
- Master Index
- Suppliers and Services

* Ask about other Section-Opening options
The Red Book Print and Online Listing Enhancements

Company Profile
Fee per issue for each Company Profile
Up to 100 words......................................................$320
101 up tp 300 words..................................................$395

Listing Highlight
Fee per issue for each Highlight
For display advertisers
(½ page and larger)..................................................Free (1)
Highlight...............................................................$280

Logo
Fee per issue for each Logo
Up to 1” in height.....................................................$380

Cross-Reference Listings
Fee per issue for each Cross-Reference
Highlighted Cross-Reference.................................$395

The Red Flyer Advertising

Spread your breaking news about a new deal, new office or new product by sponsoring The Red Flyer, the electronic newsletter of the Red Book, e-mailed in February, May, July, October and December to more than 9,500 municipal participants. Include your Logo, and up to 150 words, along with a hyperlink to your Web site or e-mail.

1 issue.................................................................$1,500
3 issues...............................................................$3,000
5 issues...............................................................$4,000

Municipal Marketplace Online Advertising at www.munimarketplace.com

Advertise on Municipal Marketplace Online to reach the municipal finance professionals who have the power to help you grow your business and reach new partners.

<table>
<thead>
<tr>
<th>1 month</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 issue</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>$4,000</td>
</tr>
</tbody>
</table>
Suppliers and Services Guide
Print and Online Listing Enhancements

This special section, printed on yellow paper, showcases your firm.

Build Your Business Quickly!
Your organization’s listing appears in two places—online AND in the Red Book.

Listing Fee* (per issue)
Suppliers and Services listing in directory and online.................................$425
Each additional Suppliers and Services listing.............................................$225
* Includes free 100-word Company Profile

Logos—Enhance Your Corporate Presence
Your Logo is displayed in the directory AND online.
Fee per issue for each Logo...........................................................................$275

Listing Highlight—Add Prominence to Your Firm’s Name
Captivate interest in your firm’s listing in the directory AND online by including a Highlight.
Fee per issue for each Highlight......................................................................$250

Company Profile—Spotlight Your Firm’s Experience and Specialties
In the Directory AND Online, adding your firm’s unique capabilities will complement your firm’s information.
Fee per issue for each Company Profile up to 100 words.........................................................Free
Fee per issue for each Company Profile
101 up to 300 words......................................................................................$275
The Bond Buyer’s Municipal Marketplace
Rate Card No. 41
2020 Spring and Fall Editions

Suppliers and Services Guide
Display Ads
Expand your Market Reach

Grab the attention of this exclusive Municipal Marketplace subscriber base with these premium ad positions.

- All print ads in Suppliers and Services Guide in Black & White
- Rates cover 2 issues

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>$5,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,000</td>
</tr>
<tr>
<td>Margin Strip</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

Sections Include:
Advertising Agencies
Consulting Services
Executive Search
Financial Printers
Government Banking and Services
On-Line Services
- Internet Service Products
- Internet Sites
- Other On-Line Services
Publications
Securities Clearance
Software and Information Services
- Compliance Solutions
- Deal Structuring, Pricing, Bidding
- Market Information
- Public Funds Management
- Trading and Processing
- Trust Accounting
- Other Software and Information Services
Training and Professional Development
Accuity offers a suite of innovative solutions for payments and compliance professionals. Our portfolio includes comprehensive data and software that control risk and manage compliance, and accurate data and tools that optimise payments pathways. Backed by our deep expertise, the industry-leading solutions from our Fircosoft, Bankers Almanac and NRS brands deliver protection for individual and organizational reputations.

Accuity is part of The RELX Group, one of the world’s leading business information and data providers, and has been delivering solutions to banks and businesses worldwide for 180 years.