

THE BOND BUYER'S MUNICIPAL MARKETPLACE® (THE RED BOOK) LISTING GUIDELINES

1. Include as many members of your municipal bond team as you'd like. Provide names, titles, phone numbers and emails. We recommend that you include titles, direct dials and emails, as you want to make it easy for potential partners and customers to reach you. All your Information will appear in the Red Book and online at munimarketplace.com.

Twice a year we'll send you update forms so you can provide us with new information. In between editions, should you add an office or need to make changes to your firm's or a team member's contact information, send your updates to RedBook@LexisNexisRisk.com. Since the Red Book includes information on more than 14,000 municipal bond professionals, 850 firms, 2,200 offices, we are not able to accept verbal updates.

2. Provide details on all your office locations in each city and state. When an issuer or potential customer uses the directory's index, they look for your firm's name and the location of your offices. Online, a customer can search geographically, by city and state, so if you fail to list your office in Birmingham, Alabama, your firm's information won't appear. Even if your firm is in Montgomery, Alabama, your information won't appear in a city search if someone is looking for a firm with an office in Birmingham.
3. To spotlight your company's breadth of services and depth of expertise in specialized practice or technical areas, or to call out your knowledge and dedication to a specific community, we recommend that you include a 100-word Company Profile. Your firm offers customers a unique experience coupled with well-known professionals; the company profile is the place to highlight this information. In this increasingly competitive market, you can create familiarity if prospective clients understand your capabilities and reputation. Your Company Profile will appear in the directory and online at munimarketplace.com.
4. To add prominence to your listing so your firm's information stands out on the page and online, we suggest that you add a Highlight, which appears in the directory as a box around your firm's name and bolded online in a search query. To build your brand and name recognition, we highly recommend that you include your firm's Logo to your listing, which will appear in the directory and online.