



**Sources:**

**A Resource Directory**

**Advertising Kit**

# Sources: A Resource Directory Advertising Kit

## Welcome

SIFMA is pleased to offer you the opportunity to advertise in the 2022 edition of Sources: A Resource Directory (“Sources”), the comprehensive buyer’s guide of products and services for the financial services industry.

Sources is a directory available on SIFMA’s website that includes listings and featured ads of service providers. Your directory listing provides a description of your product or service, together with your vital contact information, to help financial services buyers find you now.

This kit describes opportunities for our Strategic Partners, Premium Associate Members and Associate Members to feature your product or service. In addition, Associate Members can choose to upgrade their listing, from standard to extended, or purchase an ad at discounted rates. Non-members are also welcome to apply for an additional fee.

Be found. Become a **reSOURCE**.

For questions or more information, please contact:

## SALES

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### Diana Serri

212.313.1258  
dserris@sifma.org

## MEMBER ENGAGEMENT

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### Tom Tierney

212.313.1237  
ttierney@sifma.org

### Zach Weaver

212.313.1113  
zweaver@sifma.org

## COMMUNICATIONS AND MARKETING

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### Emily Reinus

212.313.1339  
ereinus@sifma.org

# Sources: A Resource Directory Advertising Kit

## Our Audience

SIFMA is the voice of the U.S. securities industry. We represent the broker-dealers, banks and asset managers whose nearly 1 million employees provide access to the capital markets, raising over \$2.9 trillion for businesses and municipalities in the U.S., serving clients with over \$20 trillion in assets and managing more than \$72 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org>.

## SIFMA's Board of Directors, representing a sampling of our corporate members, includes:

- ABN AMRO Clearing Chicago LLC
- AllianceBernstein
- Advisor Group
- Ameriprise Financial, Inc.
- Baird
- Barclays
- BofA Securities
- BNP Paribas
- BNY Mellon | Pershing
- Charles Schwab & Co., Inc.
- Citi
- Credit Agricole
- Credit Suisse
- D.A. Davidson
- Deutsche Bank
- Edward Jones
- FHN Financial
- Fidelity Institutional
- Franklin Templeton
- Goldman, Sachs & Co
- HSBC
- JP Morgan Chase & Co.
- Keybank Capital Markets
- Legg Mason
- Loop Capital Markets LLC
- LPL Financial
- Morgan Stanley
- Neuberger Berman Group LLC
- Piper Sandler
- PNC Capital Markets
- Primerica
- Raymond James
- RBC Capital Markets
- Samuel A. Ramirez & Company, Inc.
- Siebert Williams Shank & Co., LLC
- Societe Generale
- Stifel Financial Corp.
- Truist Securities
- UBS
- Virtu Financial
- Wells Fargo Advisors

For a full list of SIFMA's corporate members, please visit

[www.sifma.org/member-directory](http://www.sifma.org/member-directory)

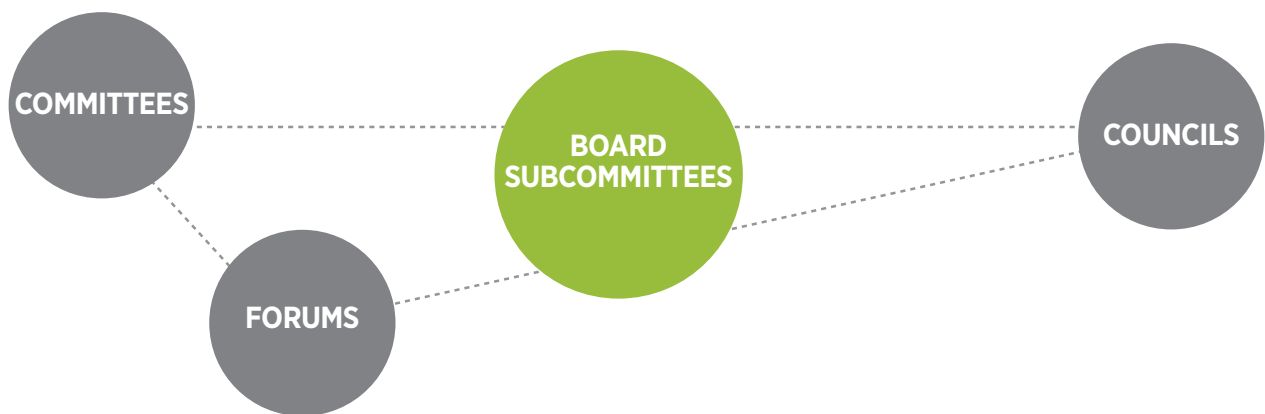
# Sources: A Resource Directory Advertising Kit

SIFMA is a member-driven organization. As the voice for the U.S. securities industry, we convene financial professionals from hundreds of broker-dealers, investment banks and asset managers. Through our members' work on our committees, we engage with policymakers and regulators through comment letters, testimony, research and more. SIFMA has 33 standing committees, 31 forums and 8 advisory councils overseen by 6 Board subcommittees.

## BOARD & BOARD SUBCOMMITTEES

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SIFMA's staff and the president and CEO report to SIFMA's Board of Directors, which manages the business and affairs of the association. The Board sets SIFMA's priorities and determines positions on matters of public policy.



## 2022 Board of Directors

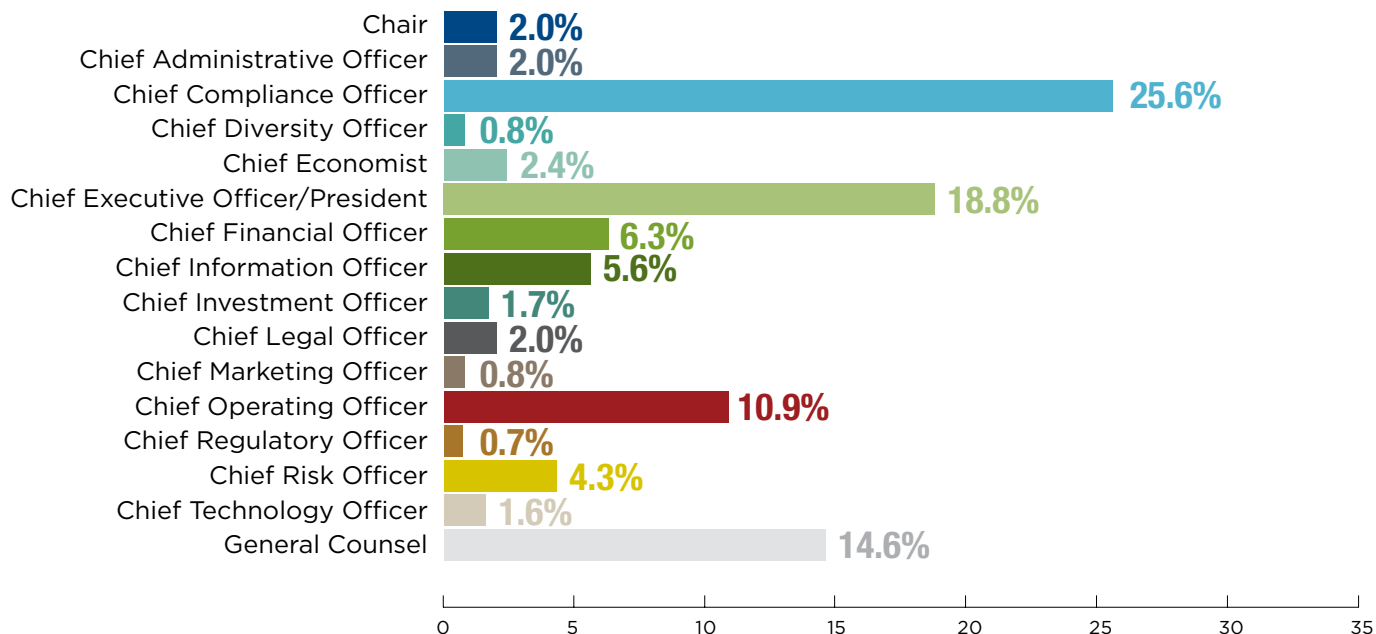
There are between 36 and 40 Directors, exclusive of the president and CEO, at any given time whose three-year terms are staggered. The Board includes representatives from both broker-dealer and asset manager members.

- **Chair:** Thomas Pluta, Global Head of Linear Rates Trading, JPMorgan Chase & Co.
- **Chair Elect:** Jim Reynolds, Chairman & Chief Executive Officer, Loop Capital Markets LLC
- **Vice Chair:** Ken Cella, Principal, Client Strategies Group, Edward Jones
- **Treasurer:** James Wallin, Senior Vice President, AllianceBernstein
- **Chair Emeritus:** John F. W. Rogers, Executive Vice President, Goldman Sachs & Co.

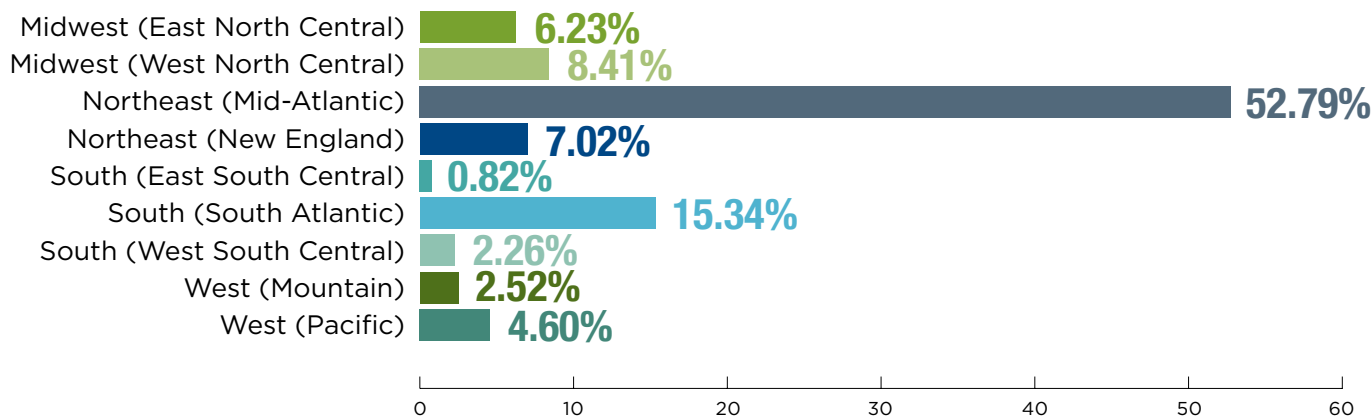
The full Board may be found at [www.sifma.org/about/board-officers](http://www.sifma.org/about/board-officers).

# Sources: A Resource Directory Advertising Kit

## C-Level Executives



## Geographical Location



# Sources: A Resource Directory Advertising Kit

## **Sources for Strategic Partners and Premium Associate Members**

SIFMA's Strategic Partnership Program and Premium Associate Membership deliver exceptional brand exposure and provide unique opportunities to network and communicate directly with this highly targeted audience of industry professionals. This cost-efficient program will help partners meet their annual marketing and advertising goals through a variety of benefits, which include complimentary sponsorship and exhibition opportunities, presence at all SIFMA events for year-round sustained exposure, and the ability to connect with our members through direct marketing opportunities.

As a benefit of your partnership with SIFMA, Strategic Partners and Premium Associate Members receive the following complimentary benefits:

- 1. Sources Directory Listing with 100-word firm description**
- 2. Full Page Featured Advertisement in Sources**

Our Strategic Partners and Premium Associate Members are:

- **AWS**
- **Broadridge**
- **Deloitte**
- **EY**
- **FICO**
- **Fidelity**
- **FIS**
- **IBM**
- **Kyndryl**
- **Protiviti**
- **PwC**

### **Investment**

There is no additional cost for Strategic Partners and Premium Associate Members who wish to be included in Sources.

## **Sign up for Sources**

Send an email to [sources@sifma.org](mailto:sources@sifma.org) to confirm your participation in Sources.

# Sources: A Resource Directory Advertising Kit

## Sources for Associate Members

SIFMA's Associate Members are key industry partners within the securities community, including law, technology and consulting firms, rating agencies, insurers, securities exchanges, trading and analytic platforms and clearing and settlement providers.

As an Associate Member benefit, your firm is eligible to receive one FREE standard entry in Sources. The standard entry includes a logo, firm name, address, telephone, email, website URL, contact person and a 50-word description on your specialization.

Each calendar year, Associate Members have the opportunity to:

- Participate in Sources by confirming their free standard 50-word listing, or upgrade their directory listing for a small fee
- Purchase a featured advertisement at our yearly advertising rates, discounted for Associate Members.

## Investment

- **FREE Directory Listing with 50-word firm description**
  - **\$50.00** for additional copy that exceeds 50 words (100-word limit)
- **Discounted Featured Advertisement Upgrade**
  - **\$500.00** for each Half Page Ad
  - **\$1,000.00** for each Full Page Ad

## Sign up for Sources

Send an email to [sources@sifma.org](mailto:sources@sifma.org) to confirm your participation in Sources.

# Sources: A Resource Directory Advertising Kit

## Sources for Non-Members

Non-Members are welcome to participate by purchasing a listing and featured advertisements.

### Investment

- **Directory Listing:**
  - **\$500.00** for a standard directory listing with a 50-word firm description
  - **\$50.00** for additional copy that exceeds 50 words (100-word limit)
- **Featured Advertisement**
  - **\$1,500.00** for each Half Page Ad
  - **\$2,500.00** for each Full Page Ad

Although you are welcome to participate as an external service provider, Associate Member firms receive one FREE standard Sources entry as an advantage of membership, along with other valuable benefits, including discounted rates to SIFMA conferences and events, exposure through the popular online Thought Leader Library, the opportunity to regularly connect with SIFMA Members, and much more. For more information about SIFMA's Associate Membership, contact the Membership team at 212.313.1150 or visit [www.sifma.org/join](http://www.sifma.org/join).

## Sign up for Sources as a Non-Member

Send an email to [sources@sifma.org](mailto:sources@sifma.org) to confirm your participation in Sources.



# Sources: A Resource Directory Advertising Kit

## Sources Categories

Accounting and Professional Services  
Anti-Money Laundering  
Clearing and Settlement  
Communications & Technology  
Consulting  
Insurance

Legal  
Market Data  
Professional Services  
Research  
Risk and Compliance  
Technology/Software and Services

## Ad Specs

### Directory Listing:

Logo (convert text to outline and vector art to EPS format or 300 dpi JPEG), firm name, address, telephone, email, website URL, contact person, description (50 words maximum)

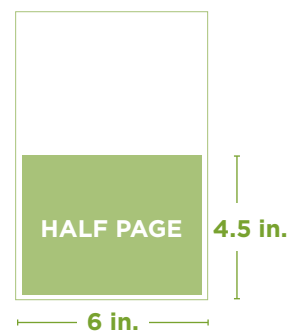
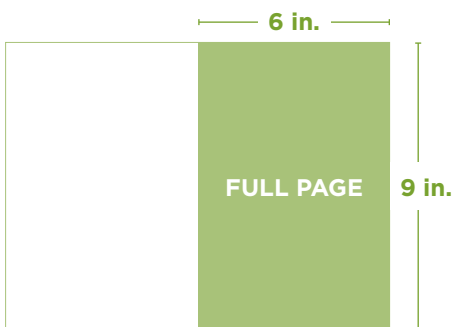
### Featured Advertisement:

**Full Page ads:** Bleed size = 6.5 x 9.5"  
Trim Size = 6 x 9"  
Live area = 5.25 x 8.25"

**Half Page ads:** Bleed size = 6.5 x 4.75"  
Trim Size = 6 x 4.5"  
Live area = 5.25 x 4.25"

Please provide your featured ad in one of the following formats:

- EPS format - convert text to outline
- High-resolution PDF and JPEG files should include crop marks and bleed marks.



# Sources: A Resource Directory Advertising Kit

## **Policies and Disclaimers**

SIFMA reserves the right to change any advertising or sponsorship offerings at any time with or without cause and without notice. In no event shall SIFMA be liable for indirect, incidental, consequential, special or exemplary damages such as but not limited to, loss of revenue or lost business. Certain Terms and Conditions may apply.



## **Contact us:**

For questions or more information, please contact:

### **SALES**

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**Diana Serri**

212.313.1258

[dserri@sifma.org](mailto:dserri@sifma.org)

### **MEMBER ENGAGEMENT**

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**Tom Tierney**

212.313.1237

[ttierney@sifma.org](mailto:ttierney@sifma.org)

**Zach Weaver**

212.313.1113

[zweaver@sifma.org](mailto:zweaver@sifma.org)

### **COMMUNICATIONS AND MARKETING**

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**Emily Reinus**

212.313.1339

[ereinus@sifma.org](mailto:ereinus@sifma.org)