



Financial Times
Dollar Rates 2012

FTWEEKEND

how to spend it

FTfm

FUNDfire

INVESTORS CHRONICLE

FTMANDATE

The Banker

pn

exec-appointments.com
global executive jobs

Pensions Week

M

AGENDA

Financial Adviser

IGNITES

FT GLOBAL CONFERENCES & EVENTS

Investment ADVISER

fDi

PWM
PROFESSIONAL HEALTH MANAGEMENT

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FTWEEKEND

Financial Times |
Dollar Rates 2012 | **Contents**

Display	1
Weekday Display – B/W	1.1
Weekday Display – Color	1.2
Special Positions	1.3
FT Weekend Display	1.4
FT Magazine	1.5
Reports	1.6
How To Spend It	1.7
FT Wealth, FTfm & FT Money	1.8
Business Education	1.9
Classified	2
Business	2.1
Property, Arts, Entertainment & Travel	2.2
Executive Appointments	2.3
Inserts	3
Digital	4
FT.com Standard Display Site	4.1
Mobile & Tablets	4.2
Financial	4.3
howtospendit.com	4.4
Bank Information	5
Ad Guidelines & Specifications	6
Terms & Conditions	7

Please take time to read our Terms & Conditions of Advertising: they apply to all bookings you make with us.

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1. Display

- 1.1 Weekday Display – B/W
- 1.2 Weekday Display – Color
- 1.3 Special Positions
- 1.4 FT Weekend Display
- 1.5 FT Magazine
- 1.6 Reports
- 1.7 How To Spend It
- 1.8 FT Wealth, FTfm & FT Money
- 1.9 Business Education

1.1 Weekday Display – B/W

Section I (Run of Paper)	World	Europe	UK	US	Asia
	\$	\$	\$	\$	\$
First Full Page	186,080	141,440	80,960	N/A	N/A
Full Page	157,760	119,680	67,840	36,480	17,600
Junior Page 1	83,200	64,000	35,200	18,560	9,440
Half Page	83,200	64,000	35,200	18,560	9,440
Junior Page 2	62,240	47,200	26,080	13,440	6,720
Quarter Page	42,240	32,160	17,600	9,120	4,640
Per Single Column Unit (SCU)	378	288	158	82	42
Page 3	421	323	176	N/A	N/A
Specified	418	317	176	N/A	N/A
Week Commencing	362	274	154	82	42

Section II – Companies & Markets (Run of Paper)

First Full Page	201,600	153,600	95,520
Full Page	179,040	136,160	86,240
Junior Page 1	93,760	71,520	44,800
Half Page	93,760	71,520	44,800
Junior Page 2	69,280	53,280	32,960
Quarter Page	47,040	36,160	22,400
Per Single Column Unit (SCU)	421	323	200

Financial Notices

Per Single Column Unit (SCU)	293	230	154
Floating Rate Notices, Redemption Notices, Bank Base Rates, Compliance with Stock Exchange, Listing Rules (Minimum size = 6pts)			

1.2 Weekday Display – Color

	World \$	Europe \$	UK \$	US \$	Asia \$
Section I & II - Special Positions					
First Color Position					
Full Page	252,240	185,360	110,000		
Junior Page or Half Page	199,680	146,560	87,040		
Second Color Position					
Full Page	236,640	174,240	102,880		
Junior Page or Half Page	185,280	136,480	78,560		
Section I & II - Standard Sites (Run of Section)					
Full Page	216,800	159,360	93,760	45,280	28,640
Junior Page 1	156,800	115,200	66,880	32,160	17,920
Half Page	156,800	115,200	66,880	32,160	17,920
Junior Page 2	132,800	97,600	57,280	27,520	16,160
Quarter Page	82,720	60,960	42,080	18,880	14,400
Strips*	132,800	97,600	57,280		
Double Page Spread	433,600	315,200	204,800		
Fireplace or Half Page Spread	337,600	249,600	168,000		

*An 8 column advertisement up to a maximum of 160mm

1.3 Special Positions

	World	Europe	US	Asia
Cover Sites (Mon - Fri)				
Weekday Color or B/W	\$	\$	\$	\$

Section I

Front Page Solus	51,584	37,024	13,648	10,320
Back Page Solus	53,248	40,944	20,640	17,280

Section II

Front Page Solus	53,280	40,960	13,600	10,320
Strip	53,280	40,960	13,600	10,320
Back Page Solus	30,400	24,000	13,120	9,920

Weekend Color or B/W \$

Section I

Front Page Solus (210mm x 95mm)	31,584
Back Page Solus (250mm x 170mm)	31,584

**Please note that Solus Positions have a 60-day cancellation deadline.
Ads cancelled after deadline will be charged.**

Ear Pieces Section I & II (Color)

Back Page Ear Pieces (32mm x 59mm)	\$ 3,200
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Section II Island Sites (B/W)

	Per Month	Per Day
Managed Funds 2: Tue – Sat (Europe only)	86,400	4,800
World Stock Markets (Worldwide)	86,400	4,800
London Share Service: Left or Right Hand Page (UK only)	86,400	4,800

1.4 FT Weekend Display

FT Weekend	World \$	Europe \$	UK \$
Section I			
Per Single Column Unit (SCU)			
Run of Paper (B/W)	165	138	101
Specified (B/W)	174	146	106
Run of Paper (Color)*†	230	190	147
Prime (SCU)**	253	211	162
<i>*Quarter page minimum size</i>			
<i>**Prime size = 330mm x 214mm</i>			
Results Advertising	277	237	181
Financial Legal Notices	224	194	147
Other Financial Adverts	322	275	189
Section I Cover Sites			
	\$		
Front Page Solus (210mm x 95mm)	31,584		
Back Page Solus (250mm x 170mm)	31,584		
Ear pieces (Color only)	2,856		

FT Weekend/Life & Arts#	World \$ B/W	World \$ Color
Per Single Column Unit (SCU)		
Run of Paper	131	178
Full Page	58,688	79,744
Half Page	29,344	39,872
Quarter Page	14,672	19,936

†Color rates refer to color insertions which will appear in the UK only and B/W in the rest of the world. To guarantee color Worldwide, the following premium applies:

Color Premium	Color Premium
World	Europe
\$	\$
10,960	6,960

#All advertisements booked to appear Worldwide will appear in Section II in non-specified positions in the non-UK editions.

1.4 FT Weekend Display

	World \$
FT Weekend/Life & Arts Cover Sites (Color)	
Front Page Solus (210mm x 127mm)	20,800
Back Page Solus (277mm x 170mm)	27,955
Page 3 (210mm x 127mm)	20,000
Page 2	
SCU	269
Solus (20 x 3)	16,140
Quarter Page (28 x 4)	30,128
Quarter Page (14 x 8)	30,128
Page 5	
SCU	277
Quarter Page (28 x 4)	31,024
Quarter Page (14 x 8)	31,024
Junior Page 2 (33 x 5)	45,705
Half Page (28 x 8)	62,048
Junior Page 1 (38 x 6)	63,156

1.5 FT Magazine

	UK \$
FT Magazine***	
Primes	
Inside DPS	39,520
Outside Back Cover	24,885
Inside Back Cover	18,240
Double Page Spreads	
DPS Front Half	32,000
DPS (ROM)	27,200
Pages	
1st LHP	19,352
1st RHP	19,352
Front Half Page	17,469
Run of Magazine	14,008
Fractional Sizes	
Half DPS	20,800
Half Page	8,320
Quarter Page	4,992
Vertical Strip	5,824
Food & Drink Box	3,520

***FT Weekend Magazine is distributed every Saturday in the UK.

1.6 Reports

		World
		\$
FT Reports (Monday-Friday)		
Run of Reports (B/W)		B/W
Per Single Column Unit (SCU)		258

Standard Positions

Page	140,960	115,584
Junior Page 1	96,320	58,824
Half Page	96,320	57,792
Junior Page 2	80,800	42,570
Quarter Page Solus	67,680	N/A
Quarter Page (not Solus)	50,240	28,896
Eighth Page	N/A	16,254

Front Page Guaranteed

Half Page (Color Subject to availability)	128,000	68,480
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Maximum size = 280mmx345mm

Specified Positions

Per Single Column Unit (SCU)		264
Color (Subject to availability)		
Full Page	160,480	
Junior Page 1	109,920	
Half Page	109,920	

Tabloid Rates

Per Single Column Unit (SCU)		258
Color		
Full Page	76,000	
Junior Page	40,480	
Half Page	40,480	
Quarter Page	21,200	

Series discounts

Series discounts are available for report advertisers only. These discounts apply to insertions of the same size booked at the same time and scheduled to appear within a twelve month period. The discounts are based upon the rates applicable at the time of booking.

10 Insertions or more	20%
8 Insertions	15%
6 Insertions	10%
3 Insertions	5%

These discounts apply to a company or organization booking direct or via an advertising agency into a series of reports. It does not apply to bookings made by an advertising agency on behalf of a number of clients.

1.7 How To Spend It

How To Spend It	World \$	Europe \$	US \$	Asia \$
Double Page Spreads				
Inside DPS 1	102,800	83,600	27,600	23,120
Inside DPS 2	100,000	82,000	27,200	21,040
Inside DPS 3	98,800	77,600	26,800	19,440
1st DPS after Contents	73,200	62,800	23,600	17,200
2nd DPS after Contents	68,800	52,800	22,400	16,000
Center Spread	72,000	58,400	23,200	17,600
DPS Front Half	59,600	47,200	20,000	15,200
DPS (ROM)	48,800	40,800	18,400	11,200
Pages				
Outside Back Cover	61,200	52,000	19,200	15,920
Left Facing Contents	58,000	48,400	18,560	15,520
Inside Back Cover	36,800	31,600	13,600	11,200
1st RHP	52,400	44,000	17,280	14,480
2nd RHP	49,200	40,400	16,800	13,200
3rd RHP	47,200	40,000	15,520	12,320
RHP Front Half	43,600	35,600	14,320	11,440
1st LHP	47,200	40,000	15,920	12,320
2LHP	44,800	36,400	14,320	11,440
Front Half Page	37,600	29,600	11,840	8,480
RHP (Run of Magazine)	36,800	28,000	10,800	7,200
Specified Position*	36,800	28,000	10,800	8,400
Run of Magazine	33,600	24,000	10,400	6,000
Fractional Sizes**				
Half DPS	38,800	30,400	12,000**	5,600
Half Page	18,800	12,800	6,800**	3,600
Quarter Page	9,600	7,200	4,400**	2,800
Vertical Strip	10,000	8,000	4,800**	3,200

Details of frequency rates are available on request.

**Page Facing Technopolis, Electibles & Smooth Guide*

***All fractionals subject to limited availability, particularly US only bookings*

1.8 FT Wealth, FTfm & FT Money

FT Wealth Magazine

	World \$	Europe \$	US \$	Asia \$
Inside DPS 1	102,800	83,600	27,600	23,120
Inside DPS 2	100,000	82,000	27,200	21,040
DPS (ROM)	48,000	40,000	18,400	11,200
Outside Back Cover	61,200	52,000	19,200	15,920
1st RHP	52,400	44,000	17,280	14,480
2nd RHP	49,200	40,400	16,800	13,200
RHP Front Half	43,600	35,600	14,320	11,440
Front Half Page	37,600	28,800	11,600	8,320
Specified Position	36,800	28,000	10,800	7,200
Run of Magazine	33,600	24,000	10,400	6,000

	World \$	Europe \$	US \$	Asia \$	Europe & Asia \$
FTfm – FT Fund Management (Color)					
Front Page	28,445	20,966	9,435	4,123	23,029
Back Page	45,690	32,288	9,435	6,518	35,549
Page 3 (Quarter Page)	15,603	11,566	5,242	2,096	12,614
Full Page	49,392	36,960	17,472	6,888	40,405
Junior Page	26,107	19,253	8,736	3,528	21,018
Half Page	26,174	18,699	8,904	3,696	20,547
Quarter Page	13,238	10,064	4,368	1,765	10,947

1.8 FT Wealth, FTfm & FT Money

FTfm Online www.ft.com/ftfm 20% SOV Leaderboard, MPU and ribbon positions	World \$	UK/EU \$	US \$	Asia \$
3 Months	33,600	24,000	16,800	7,200
6 Months	61,600	44,000	30,800	13,200
12 Months	112,000	80,000	56,000	24,000

Sponsorship	World \$
Video (per month, minimum of 6 months)	14,000
Email (per month)	4,800

ETF Section Sponsorship (Available for 6 or 12 months only)	UK/EU \$	US \$	Asia \$
12 months	168,000	124,800	64,000

FT Money Gym

\$64,000 per workout per 6 months
\$96,000 per workout per annum

Trading Directory B/W – all prices worldwide	World \$
4x2 (40mm high x 83mm wide)	
3 Months	33,024
6 Months	55,040
12 Months	95,392
6x2 (60mm high x 83mm wide)	
3 Months	36,326
6 Months	60,544
12 Months	104,931

1.9 Business Education

Business Education (Mondays)	World
	\$
Per Single Column Unit (SCU) – B/W	123
Full Page	55,104
Junior Page 1	28,044
Half Page	27,552
Junior Page 2	20,295
Quarter Page	13,776

Business Education Reports	B/W	Color
	\$	\$
Per Single Column Unit (SCU)	229	278
Full Page	102,592	124,544
Junior Page 1	52,212	63,384
Half Page	51,296	62,272
Junior Page 2	37,785	45,870
Quarter Page	25,648	31,136

Business Education Magazine Rates	\$
1st DPS	56,000
2nd DPS	48,000
DPS ROM	40,000
Outside Back	41,280
First RHP	32,000
Inside Back	32,000
Full Page Color Prime	29,568
Full Page Color ROM	23,184
Half Page Color ROM	14,400
Quarter Page Color ROM	8,000
Quarter Page B/W ROM	4,800

Online Business Education Sponsorship Package	\$
www.ft.com/businesseducation	
1 Month	8,280
3 Months	15,680
6 Months	24,928
12 Months	38,400
<i>Package includes leaderboard and MPU served as a wrap on a SOV basis.</i>	

Interactive Rankings Sponsorship	\$
1 Month	8,832
3 Months	16,928
6 Months	25,392
12 Months	40,656
<i>Package includes leaderboard and MPU served as a wrap on a SOV basis.</i>	

1.9 Business Education

Widgets

Available to all accredited or ranked schools with a profile page on FT.com

P.A. \$
11,680

MBA Gym

www.mbagym.com	
1 Month	8,000
3 Months	14,400
6 Months	24,000
12 Months	40,000

\$

Masters Gym

1 Month	8,000
3 Months	14,400
6 Months	24,000
12 Months	32,000

\$

2. Classified

2.1 Business

2.2 Property, Arts, Entertainment & Travel

2.3 Executive Appointments

2.1 Business

	World
Business	B/W
	SCU \$
Business Books	123
Business Opportunities	240
Business Wanted	238
Business Services	138
Franchising	141
Public/Company Notice	250
Legal Notices: Semi-Display	162
Business For Sale/Wanted	
Businesses For Sale/Wanted www.businessforsale.com/FT Integrated package includes three weeks on FT.com Businesses for Sale site.	238
Contract & Tenders	
Contracts & Tenders www.ft.com/contractsandtenders Integrated package includes three weeks on FT.com Contacts and Tenders site.	256

2.2 Property, Arts, Entertainment & Travel

	World B/W	World Color
House & Home	\$	\$
Residential Saturday Per Single Column Unit (SCU)	115	158
Front Page Solus Strip	N/A	15,200
Full Page	51,520	70,784
Half Page	25,760	35,392
Quarter Page	12,880	17,696
Eighth Page	7,245	9,954
Property Gallery	N/A	1,232

	B/W	Color
Commercial Property (Tuesday)*	\$	\$
Per Single Column Unit (SCU)		118
Full Page		52,864
Junior Page		26,904
Half Page		26,432
Quarter Page		13,216
Eighth Page		7,434

* For US only rates, see ROP rates. Please call 800 446 3905 for information about Special Commercial Property Supplements and Reports.

	B/W	Color***
FT Weekend Arts & Entertainment**	SCU \$	SCU \$
Business Books	64	90
Arts	115	158
Food & Drink (World excl-UK)	83	N/A
Style	115	158
Travel	115	158
Entertainment	64	90
Classified (Weekend)	64	90
Advertising Feature		\$3,360

* For US only rates, see ROP rates. Please call 800 446 3905 for information about Special Commercial Property Supplements and Reports.

** All advertisements booked to appear Worldwide will appear in Section 2 of the non-UK editions.

*** Color rates refer to color insertions that will appear in UK only and B/W rest of world. To guarantee color Worldwide, premiums apply. Europe color premium = \$6,960, Worldwide color premium = \$10,960.

2.3 Executive Appointments

	World	Europe	UK
Executive Appointments (Thursday)	\$	\$	\$
Per Single Column Unit (SCU)	227	190	184
All Sections Color Premium			40
All Sections Public Sector Discount	25%	25%	25%
Page 1			48
Other Guaranteed Positions			40

All ads placed in print can appear online at www.exec-appointments.com for 1 week for \$320.

Editions bought seperately B/W only	SCU \$
Asia	40
US	64
Central Europe	80
International	136

Business Leaders Solution (non-Finance roles)

12 x 5 B/W Companies & Markets (Wed)

12 x 5 B/W Executive Appointments (Thurs)

2 Week Posting on Exec-Appointments.com

B/W	9,600
Color	11,600

exec-appointments.com

Online

Job Postings \$640 per week

Standard package \$3,200

- 2 week ad listing
- 2 week featured job on up to 4 sector pages
- 2 priority listings in two email alerts (one per week)
- Ad loading service

Premium package \$4,800

Includes the Standard Package, plus:

- 1 week featured ad on homepage
- 1 week listing on FT.com job box

Superior package \$6,400

Includes the Premium Package, plus:

- Custom email to up to 4,000 candidates

*Please contact your sales representative regarding pre-booking on the front page.

3. Inserts

3. Inserts

Inserts

Pre-printed leaflets and brochures can be inserted into the newspaper or magazine supplements for existing advertisers and are charged per thousand copies against the total quantity distributed to selected regions

International Newspaper Rates

Cost per 1,000	\$ Part Run 30K+	\$ Full Run
US (minimum 10,000)	238	213
Continental Europe	176	142
Asia/ROW	POA	213

Above rates are based on 8 pages of material.

UK Newspaper Rates

Newspaper – Cost per 1,000 Mon – Sat	\$ Part Run 30K+	\$ Part Run 60K+	\$ Full Run
	214	171	136

For London M25 region add additional loading of \$10 per thousand.

UK & European Magazine Insert Rates

Newspaper – Cost per 1,000	\$ Part Run 30K+	\$ Part Run 60K+	\$ Full Run
Bound In (FT Magazine)*			122
How To Spend It	136	120	101
Bound In (How To Spend It)*			122

For inserts above 12 pages, there is an extra cost of \$3.20 per 1,000 for each additional page.

**For Bound In inserts, no part runs allowed (only full runs).*

Please add the cost of a center spread in either FT Magazine or How To Spend It to the above rates

** For bound in inserts, please add the cost of a center spread in either FT Magazine or How To Spend It to the above rates.*

4. Digital

- 4.1 FT.com Standard Display Site
- 4.2 Mobile & Tablets
- 4.3 Financial
- 4.4 howtospendit.com

4.1 FT.com Standard Display Site

FT.com operates a system of Tiered Audience Rates (TAR). We offer advertisers the opportunity to target three levels of audience. Tier One users are those with the most influence, budget under their control and personal worth. Tier Two contains the next level down in the business hierarchy. Tier Three is for non-targeted campaigns: those that wish to reach the whole of our valuable audience without the need to target specific segments.

Tier One

Industries

Banking
Energy/Utilities
Financial Services
Fund/Asset Management
Govt/Public Service/NGO
Insurance
IT/Computing
Oil/Gas/Mining
Telecommunications

Responsibilities

Accounting/Finance
Banking and Investment
Broker/Trader
Buying/Procurement
General Management
IFA/Financial Advisor
Insurance
IT/Computing/Telecoms
Money/Portfolio Management
Private Investor
Risk Management/Compliance
Strategy/Planning

Positions

Broker/Trader/Advisor
CEO/President/Chairman
CFO/CIO/COO/CMO
Diplomat/Senior Govt
VP/Director
Executive Management
(EVP/SVP/MD)
Owner/Proprietor
Politician/Minister

Rate – CPM

Unit	Size	\$ (includes Geo-target)
Half-page	336x850 or 300x600	213
Leaderboard	728x90	109
MPU	336x280 or 300x250	152
Non-standard	Overlays, interstitials, etc	211

4.1 FT.com Standard Display Site

Tier Two

Industries	Responsibilities	Positions
Accountancy & Tax Advisory	Administration	Business School Academic
Aerospace & Defense	Export/International Sales	Consultant
Automobiles	HR/Training	Manager/Supervisor
Basic Resources/Mining	Knowledge Management	MBA Student
Chemicals	Legal/Company Secretary	Other Management
Comm/publishing/media	Marketing/Communications/PR	Other Professional
Consulting and Business Services	Product	Program/Project Manager
Education/Academia	Management/Development	Secretary/Treasurer
Engineering/Construction	Research/Analysis	Technical Specialist/Engineer
Food and Beverages	Sales/Business Development	
Health and Pharmaceutical	Student	
Industrial		
Legal		
Personal and Consumer Goods/Luxury		
Property Management		
Trade/Import/Export		
Transport/Logistics		
Travel/Leisure		
Retail		

Rate – CPM

Unit	Size	\$ (includes Geo-target)
Half-page	336x850 or 300x600	203
Leaderboard	728x90	104
MPU	336x280 or 300x250	144
Non-standard	Overlays, interstitials, etc	202

Tier Three

Run of Site/Non-Targeted

Rate – CPM

Unit	Size	\$ (includes Geo-target)
Half-page	336x850 or 300x600	194
Leaderboard	728x90	99
MPU	336x280 or 300x250	138
Non-standard	Overlays, interstitials, etc	192

Please note: All section-based targeting is charged at Tier Two rates.

4.1 FT.com Standard Display Site

FT.com Front Page Ownership

9am – 5pm local time

	World \$	Europe \$	UK \$	World ex-US \$	Cont Europe \$
Leaderboard & 1/2 page	62,344	54,400	48,200	54,400	18,200
Leaderboard & MPU	54,400	48,400	36,200	49,368	16,072

		US \$	Asia \$	World ex-UK \$
Leaderboard & 1/2 page		26,136	8,712	36,200
Leaderboard & MPU		23,232	7,744	30,200

6am – 1pm local time

	World \$	Europe \$	UK \$	World ex-US \$	Cont Europe \$
Leaderboard & 1/2 page	52,992	46,240	40,960	46,240	15,464
Leaderboard & MPU	46,240	41,120	30,768	41,960	13,648

		US \$	Asia \$	World ex-UK \$
Leaderboard & 1/2 page		22,216	7,400	30,720
Leaderboard & MPU		19,680	6,560	25,600

1pm – 8pm local time

	World \$	Europe \$	UK \$	World ex-US \$	Cont Europe \$
Leaderboard & 1/2 page	31,176	27,200	24,000	27,200	9,120
Leaderboard & MPU	27,200	24,200	18,080	24,720	8,040

		US \$	Asia \$	World ex-UK \$
Leaderboard & 1/2 page		13,120	4,400	18,080
Leaderboard & MPU		11,616	3,872	15,200

All rates are for Monday – Friday activity.

Weekend roadblocks are available midnight Friday – midnight Sunday at a one-day 9-5 rate as above + 30%.

24-hour roadblocks – POA, subject to availability.

4.1 FT.com Standard Display Site

Video & Sponsorship Opportunities

Type	Ad Units	Condition	Rate (CPM) \$
Wrap and Roll	Leaderboard & MPU & pre-roll (CPM basis)	Subject to availability	200
Sponsorship	100% of inventory on one brand, e.g. View from the Top	Minimum one month	POA

Price On Application

Section sponsorships, e.g. Lex, Alphaville, Connected Business

News by Email

Advertising Features

Special Reports/Topic sponsorships

Custom Publishing: interactive microsites, etc

Custom Targeting

In addition to our standard targeting options, FT.com can offer a variety of custom behavioral and demographic targeting segments that are created specifically for your target audience and campaign objectives. Prices are all on application and subject to available inventory.

4.2 Mobile & Tablets

iPhone & Mobiles

iPhone	Monthly rate \$
World	115,200
UK	50,760
Cont Europe	32,400
Americas	22,680
Asia	23,760
Middle East & Africa	32,400
m.ft.com	
World	48,000
Combined iPhone and m.ft.com global package	120,000

iPad & Tablets

iPad Homepage	Monthly rate \$
World	208,000
UK	72,000
Cont Europe	54,000
Americas	72,000
Asia	36,000

Units: MPU and Leaderboard

iPad 100% SOV (Index/Article)	Monthly rate \$
World	324,000
UK	120,000
Cont Europe	88,000
Americas	88,000
Asia	64,000

Units: MPU on Index pages, 1/2 Page (300x600) on article pages

iPad 50% SOV (Index/Article)	Monthly rate \$
World	176,000
UK	66,000
Cont Europe	46,200
Americas	46,200
Asia	35,200

Units: MPU on Index pages, 1/2 Page (300x600) on article pages

Valid for bookings made up to 3/31/2012.

Rates are subject to change based on introduction of new advertising units and audience size calculation.

4.3 Financial

Alphaville

	Monthly rate \$
Markets Live (Europe)	20,800
Macro Live (US)	9,600
Markets Live (Asia)	3,200

Sponsorship rates are subject to change due to ongoing product developments.

Rest of Site (20% SoV)

	Quarterly rate \$
World	84,000
EMEA	51,200
US	24,000
Asia	8,800

FT Long Room

POA

FT Trading Room

100% SoV (including video pre-roll) \$67,200 per month
\$186,000 per quarter

100% SoV (excluding video pre-roll) \$52,800 per month
\$144,000 per quarter

Video pre-roll only \$16,000 per month
\$42,000 per quarter

Investor Relations

Financial Times Share Service: Per line per annum \$
Including FT Digital Annual Reports Service and other communication elements 4,640

4.4 howtospendit.com

howtospendit.com

Display Advertising	ROS (CPM) \$	Geo Target (CPM) \$
MPU	144	152
1/2 Page MPU	203	213
Intro-Ad	208	219

Brand Hubs (rate per quarter)

Bronze (Choose up to 8 tiles of functionality)	44,000
Silver (Choose up to 10 tiles of functionality)	57,200
Gold (Choose up to 12 tiles of functionality)	66,000

Sponsorship

Technopolis, Travelista, Eclectibles:

WW	26,400
Europe	17,600
US	14,080
Asia	8,800
Gift Guide (rate per quarter)	105,600

howtospendit.com app

POA

5. Bank Information

5. Bank Information

Bank Information

Financial Times Account Contact Details

US: For US Payments and Wires

Financial Times Ltd
1330 Avenue of the Americas
9th Floor
New York, NY 10019
FAO: Lorna Bonnie (US Credit Manager)

Bank Wire Information:

HSBC Bank USA
452 Fifth Avenue
New York, NY 10018
Routing Code: 021001088
Account #: 001822756
SWIFT #: MRMDUS33
CHIPS ABA #: 0108

Lockbox Information:

Financial Times Ltd
P.O. Box 347327
Pittsburgh, PA 15251-4327

Outside of US

Financial Times Ltd
Number One Southwark Bridge, London SE1 9HL, England
Tel: +44 (0)20 7873 3000

HSBC Bank PLC
City of London Corporate Office
P.O. Box 125, 8 Canada Square
London E14 5XL, England

Bank Sort Code: 40-05-15
SWIFT #: MDLGB22

Bankers: HSBC Bank PLC, P.O. Box 125, 27-32 Poultry, London EC2P 2BX, England

Account Numbers:

Sterling 71050990

Euros 37860407

US Dollars 37777311

Internet Address: www.ft.com

To contact Financial Times staff via email, the format of address is: firstname.surname@ft.com

For additional information, contact Lorna Bonnie

Email: Lorna.Bonnie@ft.com

Tel: (212) 641-6592

6. Ad Guidelines & Specifications

6. Ad Guidelines & Specifications

A guide to space

The following charts show the relative size of the most commonly requested space sizes and special positions available in the newspaper. However, many other sizes and shapes are available on request.

The grid shows the standard 8 column format of the newspaper. This applies to all advertising with the exception of Classified Recruitment (which uses a 10 column format) and some special positions. Space sizes are described by their number of millimeters in height across the number of column widths.

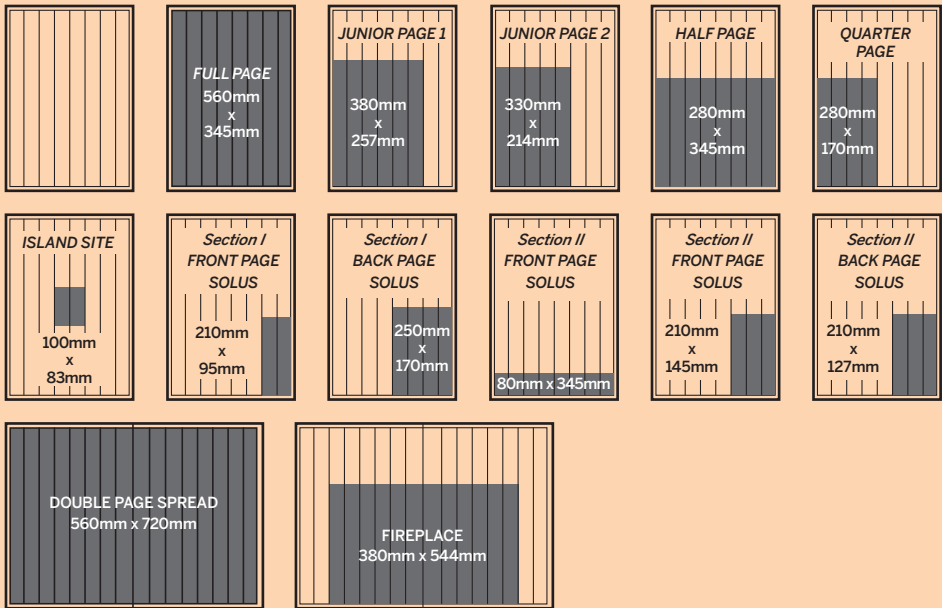
Advertisement dimensions disclaimer

The Financial Times employs a standard measurement of advertising space called the Single Column Unit (SCU). Each broadsheet page is divided into 8 columns across the page and 56 rows down the page. Tabloid pages are divided into 6 columns across the page and 34 rows down the page. A Single Column Unit (SCU) is defined as an area one column wide and one row deep on a broadsheet, tabloid or magazine page. **Because the Financial Times is produced at multiple print sites worldwide, each of which has a different specification, the actual physical dimensions of an SCU will vary across each of the FT's editions. However, an SCU will always cover the same percentage of the total printed page area in any edition.**

With regard to creative, advertisers are required to submit copy to physical dimensions based on our standard page size (a standard page is 560mm x 345mm for broadsheet, 340mm x 262mm for tabloid). **Depending on the editions booked, copy will not always be reproduced to the same dimensions as the material submitted. However, it will always occupy the same proportion of the printed page in each edition. FT will not therefore consider claims for compensation on the basis that a printed advertisement is not the same as a quoted copy size.**

Standard copy dimensions

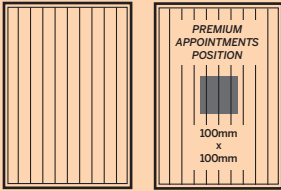
Display positions fit into an 8 column grid.



6. Ad Guidelines & Specifications

Classified Recruitment

Sizes for Classified Recruitment are determined by the 10 column grid below:



Recruitment Column Width

Classified Recruitment Format (measurements in inches)

1COL	2COL	3COL	4COL	5COL	6COL	7COL	8COL	10COL
1-1/4	2-5/8	3-15/16	5-3/8	6-11/16	8-1/16	9-7/16	10-3/4	13-5/8

Column length: 560mm. Number of Columns: 10

Classified (excluding Recruitment)

All classified sizes, except Recruitment, fit into the 8 column grid.

Broadsheet Format (measurements in inches)

1COL	2COL	3COL	4COL	5COL	6COL	8COL
1-9/16	3-1/4	5	6-11/16	8-7/16	10-1/8	13-5/8

Column length: 560mm. Number of Columns: 8

Classified Column Widths

All classified sizes, except for Classified Recruitment, fit into the 8 column grid below:

Columns	1	2	3	4	5	6	7	8	10
Standard (mm)	40	83	127	170	214	257	--	345	--
Executive Appointments (mm) - Recruitment	32	67	101	136	171	205	240	274	345
Tabloid (mm)	40	84	129	173	218	262	--	--	--

Tabloid sizes (mm)

	Width	Depth
Full Page	262	340
Half Page	262	167
Junior Page	173	250
Quarter Page	129	167

6. Ad Guidelines & Specifications

Column Depth Conversion Table

Cm	Agate Lines	Inches	Cm	Agate Lines	Inches
3	16	1-3/16	26	143	10-1/4
4	22	1-9/16	27	148	10-5/8
5	27	1-15/16	28*	151	10-7/8
6	33	2-3/8	29	159	11-7/16
7	38	2-3/4	30	165	11-13/16
8	44	3-1/8	31	170	12-3/16
9	49	3-9/16	32	176	12-5/8
10	55	3-15/16	33	181	13
11	60	4-5/16	34	187	13-3/8
12	66	4-3/4	35	192	13-3/4
13	71	5-1/8	36	198	14-3/16
14	77	5-1/2	37	203	14-9/16
15	82	5-7/8	38	209	14-15/16
16	88	6-15/16	39	214	15-3/8
17	93	6-11/16	40	220	15-3/4
18	99	7-1/16	41	225	16-1/8
19	104	7-1/2	42	231	16-9/16
20	110	7-7/8	43	236	16-15/16
21	115	8-1/4	44	242	17-5/16
22	121	8-11/16	45	247	17-11/16
23	126	9-1/16	46	250	18-1/8
24	132	9-7/16	56	308	22
25	137	9-13/16			

* 28cm spaces occupy 27.7cm depth

Standard Size Advertisement Measurements

	Width	x	Depth
Full Page	13-5/8"	x	22"
Junior Page 1	10-1/8"	x	14-15/16"
Half Page (Horizontal)	13-5/8"	x	10-7/8"
Half Page (Vertical)	6-11/16"	x	22"
Junior Page 2	8-7/16"	x	13"
Quarter Page	6-11/16"	x	10-7/8"
Eighth Page V1	6-11/16"	x	5-1/2"
Eighth Page V2	5"	x	8-1/4"
Eighth Page V3	3-1/4"	x	10-7/8"

6. Ad Guidelines & Specifications

In order to obtain the best possible reproduction, please read this specification thoroughly. The FT cannot be held responsible for advertisements that do not meet the FT specification.

Before creating ad, please confirm with US traffic department (ustraffic@ft.com) whether your ad is broadsheet or tabloid.

Printing Specifications

- Ads must be supplied to exact dimensions without crop marks, house logos, or extraneous matter.
Files submitted out of spec will not be accepted.
- The FT newspaper has a screen ruling of 100 lpi therefore we recommend the following:
CT (scan) resolution = 200 pixels per inch. Line work resolution = 1000 pixels per inch.
- Allow for at least 30% mid-tone dot gain, and a maximum of 20% shadow dot gain.
- The total dot percentage in saturated areas should not exceed 250% for color ads.
- The minimum for black type is 6 points.
- The minimum for four color and knock out type is 10 points.
- To avoid set off, any large areas of black should have a tint value of 85% applied.

Digital File Formats

Digital files will only be accepted in the following font encapsulated format:

- A press optimized PDF (Acrobat 5.0) file with all of the fonts encapsulated.
- Please name file with Advertiser's name & insertion date (e.g. AdvertiserXJan1.pdf).

We require PDF files for any advertisements in the Financial Times. Files must be in PDF/X-1a format.

In order to provide you with the best possible results, we prefer that the files you submit to us contain as much vector artwork as possible (text, lines, shapes, etc, created in either Quark, InDesign, Illustrator or similar programs).

The only exception to this is photos, which will always be provided as raster artwork (i.e. from Photoshop or some other photo-editing software). **Please do not set type in Photoshop. Text must be set in either Quark, InDesign, Illustrator or any other page-editing software program. Photoshop will cause you to provide text in raster format, which will be poor quality text and will not be accepted.**

The resolution of these elements should be at least (i.e. no less than) 600dpi for lineart (bitmap elements) and 200dpi for grayscale or color photos. Please note: PDF file must be saved at 300dpi. Please do not apply any color profiles to your files - all profiles are removed once submitted. **Also, transparencies must be flattened before submitting your PDF to us.**

6. Ad Guidelines & Specifications

Color Ads

Color Digital Proofing

The Financial Times will only accept Colorbus proofs with the FT curve applied, as contract proofs. (The FT cannot guarantee the printed quality of any advertisement not accompanied by colorbus proofs.) All approved suppliers can supply Colorbus proofs on FT stock paper with the FT curve applied.

Proofing Ink Densities

In order to reflect press ink densities, proofs should have the following ink weights applied:
Cyan 0.85 - 0.95 Magenta 0.85 - 0.95 Yellow 0.75 - 0.85 Black 1.10 - 1.15

Approved Suppliers For Color Ads

The Financial Times has a network of approved reprographic suppliers. These companies will on receipt of your digital file, verify and if necessary correct the advertisement to meet the FT specification. In addition to this, you will be supplied with a colorbus proof on FT stock, with the FT proofing curve applied. This will give an accurate representation of the final printed result. Upon your approval, an approved supplier will supply the FT production department with a colorbus proof, and an electronic file to FT specification, ready for publication.

Methods of delivery

Email

We can only accept PDFx/1a's smaller than 5MB via this route. Send files to your sales representative and adcoppy@ft.com.

Asia FTP

Host name: <ftp.ftasiaads.com>

User ID: [fnancialtimes](#)

Password: [asia1](#)

We do NOT accept files delivered on CD, only digital files will be accepted.
Please send notification to your representative contact via Email after upload.

Production Contact Number — Asia Advertisers

Mark Li

Tel: +852 2905 5554

Fax: +852 2537 1211

mark.li@ft.com

6. Ad Guidelines & Specifications

FT Approved Suppliers — UK

ADMAGIC

Tel: +44 (0) 20 7575 7676

Contact: Steve McAllister or Anos Huntley

KEENE REPRO

Tel: +44 (0) 20 7861 7777

Contact: Claire Cooper or Matthew Walker

SEVEN WORLDWIDE

Tel: +44 (0) 20 7861 7777

Contact: Andy Quinn or George Bainbridge

ADPLATES

Tel: +44 (0) 20 7251 4571

Contact: Mark Harrison or Danny Roche

PRODUCTION RESPONSE

Tel: +44 (0) 20 7388 4114

Contact: Keith Sapsford

TAPESTRY MM

Tel: +44 (0) 20 7896 3000

Contact: Richard Steer

All approved suppliers have the FT digital proofing curve and offer the same facilities in terms of verification, proofing and electronic delivery.

FT Copy Lead Times

Section

Classified:	General	4 days for all regions
Classified:	Weekend FT	5 days for all regions
Classified:	Recruitment	7 days for all regions
Display:	General (Color)	7 days for all regions
	General (B/W)	5 days for all regions
	Weekend FT	5 days for all regions
	Edition Spreads/Butt-ups	5 days for all regions
	Reports	10 days for all regions
	Tabloids	10 days for all regions
	Reports/Spreads/Butt-ups	10 days for all regions

Production Contact Numbers—UK

B/WDISPLAY production coordinator:

Tel: +44 (0) 20 7873 3402 Fax: +44 (0) 20 7873 4525

Color DISPLAY production coordinator:

Tel: +44 (0) 20 7873 3410 Fax: +44 (0) 20 7873 3233

B/WReports production coordinator:

Tel: +44 (0) 20 7873 3440 Fax: +44 (0) 20 7873 4525

Color Reports production coordinator:

Tel: +44 (0) 20 7873 3440 Fax: +44 (0) 20 7873 4525

CLASSIFIED production coordinator:

Tel: +44 (0) 20 7873 3344 Fax: +44 (0) 20 7873 3233

Email address: production.client.services@ft.com

6. Ad Guidelines & Specifications

Special Position Advertisement Dimensions

Section 1

	Depth (mm)	Width (mm)
Front Page Solus	210	95
Back Page BPSI	250	170
Back Page Ear Piece	32	59
Radio and TV Solus	100	83
Weather Solus (width: UK/Int'l)	20	170

(Saturday only)

Leader Page	210	127
Front Page Weekend Money	210	127
Back Page Solus Weekend Money	250	170

Section 2

	Depth (mm)	Width (mm)
Front Page Solus (vertical)	210	145
Front Page Solus (horizontal)	80	345
Back Page Solus	210	127
Ear Piece: Market This Week (Monday)	40	80
Island Site 2 (Asia only)	240	145
Island Sites (Unit Trusts + Offshore)	100	83
World Stock Markets 1	95	76
London Share Service	100	83

**Please note that Solus Positions have a 60-day cancellation deadline.
Ads cancelled after deadline will be charged.**

Spread Advertisements

Panoramics (Double Page Spreads) must be supplied **5 business days** prior to publishing date.

All supplied materials, unless requested otherwise, will be retained and stored for a period of six months from the date of publication, after which time they will be destroyed.

Spread Size

	Depth (mm)	Width (mm)
Double Page Spread	560	720
Fireplace Spread	380	544
Jr. Fireplace Spread	330	458
Half Page Spread	277	720

7. Terms & Conditions

7. Advertising Terms & Conditions

Please read this carefully because it contains legally binding terms that apply to all advertisement bookings made with the Financial Times. Please note that under these terms the buyer of the relevant advertising assumes all legal responsibility for advertisements submitted for publication.

By making a booking for the publication of an advertisement for publication, the buyer, whether it is an advertising agency, advertiser or otherwise, is confirming that it has read, understood and agreed to these terms and conditions.

1. INTRODUCTION

PLEASE READ THIS CAREFULLY BECAUSE IT CONTAINS LEGALLY BINDING TERMS THAT APPLY TO ALL ADVERTISEMENT BOOKINGS MADE WITH THE FINANCIAL TIMES. PLEASE NOTE THAT UNDER THESE TERMS THE BUYER OF THE RELEVANT ADVERTISING ASSUMES ALL LEGAL RESPONSIBILITY FOR ADVERTISEMENTS SUBMITTED FOR PUBLICATION. BY MAKING A BOOKING FOR THE PUBLICATION OF AN ADVERTISEMENT FOR PUBLICATION, THE BUYER, WHETHER IT IS AN ADVERTISING AGENCY, ADVERTISER OR OTHERWISE, IS CONFIRMING THAT IT HAS READ, UNDERSTOOD AND AGREED TO THESE TERMS AND CONDITIONS.

1. INTRODUCTION

1.1 These terms and conditions (the "Terms and Conditions") set out legally binding terms that apply to all Bookings made by the Buyer which are accepted by The Financial Times Limited (the "Publisher") for the publication of an Advertisement in any FT Publication or on a Third Party Site. The information contained in the Rate Cards also forms part of these legally binding terms and is hereby incorporated into these Terms and Conditions. Words or terms used in these Terms and Conditions that are capitalised shall have the meaning given to them in Clause 1.7 below.

1.2 No Booking made by a Buyer shall become binding on the Publisher until it confirms its acceptance of that Booking to the Buyer. If a Buyer discusses a Booking with an independent sales representative engaged by the Publisher who is not an employee of the Publisher, only the Publisher, and not the sales representative, is authorised to accept the Booking.

1.3 No variation or addition to these Terms and Conditions without the prior written consent of the Publisher shall be effective unless agreed to in writing by a director of the Publisher and any additional terms the Buyer may seek to impose shall be void and/or unenforceable.

1.4 In the event of any conflict between these Terms and Conditions, the Rate Card and any insertion order, booking confirmation, email exchange or other document that may relate to a Booking, these Terms and Conditions and the Rate Card (in that order) shall prevail to the extent of that conflict.

1.5 The Buyer and the Publisher acknowledge that the Publisher may provide the Buyer with a range of Advertisements and ancillary services directly related thereto as part of a Booking, both in print, online or otherwise, as part of an integrated campaign. In such cases, the Buyer and the Publisher acknowledge that their intent is for these Terms and Conditions, or the applicable parts of them, to apply to all such elements of the campaign, even if individual elements of each campaign are not referred to in these Terms and Conditions, and the parties intend that these Terms and Conditions shall be construed so as to apply insofar as possible to all advertising arrangements that form part of a Booking.

1.6 If a Booking is made to publish an Advertisement on a particular FT Group Company media property that is not published by The Financial Times Limited, then references in these Terms and Conditions to the Publisher shall be construed as meaning the applicable FT Group Company that is the owner or publisher of the applicable media property for that part of the Booking.

1.7 The following defined terms are used in these Terms and Conditions:

(a) "Advertisement" means any advertising material of whatsoever nature submitted to the Publisher by or on behalf of the Buyer for insertion in an FT Publication or on a Third Party Site;

(b) "Booking" means the placing by a Buyer of an order with the Publisher for the insertion of an Advertisement in an FT Publication;

(c) "Buyer" means the person or legal entity making the Booking, whether such person or legal entity is the advertiser of the relevant product or service (the "Advertiser"), or the Advertiser's advertising agency, media buyer, or (in the case of Job Advertisements) a recruiter representing a prospective employer (in each case the "Agent");

(d) "FT Group Company" means any company within the Financial Times group of companies which publishes a publication that is either referred to in the Rate Card or in respect of which The Financial Times Limited accepts a booking for an Advertisement under these Terms and Conditions;

7. Terms & Conditions

- (e) "FT Publication" means any publication, product or service that is operated or published by the Publisher or any other FT Group Company whether in print, online, electronically, digitally or otherwise, including the Newspaper or any FT Site;
- (f) "FT Site" means any online, electronic or digital product or service that is operated or published by the Publisher or any other FT Group Company;
- (g) "Message Campaign" means an Advertisement that is inserted into emails, SMS, MMS, IM or other messages delivered by or on behalf of the Publisher;
- (h) "Newspaper" means any or all editions of the 'Financial Times' newspaper, including any reprints, supplements, magazines or other inserts;
- (i) "NPA Recognised Agent" means an Agent recognised under the Joint Recognition Scheme of the Newspaper Publishers Association Limited and the Newspaper Society (or any successor scheme from time to time);
- (j) "Publication Deadline" and "Rich Publication Deadline" have the meaning set out in Clause 2.14;
- (k) "Rate Card" means the Publisher's published sterling or US dollar rate cards for the then current calendar year (as may be updated from time to time), the current versions of which are available at <http://www.fttoolkit.co.uk/advertising/http://fttoolkit.co.uk/2011rates> or such other website as notified by Publisher from time to time;
- (l) "Start Date" means the date of first publication for an Advertisement to be published on an FT Site or a Third Party Site pursuant to a Booking; and
- (m) "Third Party Site" means any online, electronic or digital product or service that is operated or published by an entity that is not the Publisher or a member of any other FT Group Company and on which the Publisher or any other FT Group Company has the right to publish Advertisements as further set out in Clause 2.19.

2. SUBMISSION AND PUBLICATION OF ADVERTISEMENTS

Making a booking, status of bookings and cancellations

- 2.1 The Buyer grants the Publisher an irrevocable, world-wide, royalty-free licence to reproduce, publish and republish the Advertisement within the relevant FT Publication (irrespective of the medium or platform in or on which it is published) and/or Third Party Site in accordance with the details of the Booking.
- 2.2 The Publisher shall have at its absolute discretion the right to reject, refuse, omit, postpone, cancel, or require changes to the whole or part of any Booking or Advertisement submitted for insertion at any time, whether or not it has accepted the Booking, including the dates for publication and positioning of the Advertisement, or to accept the Booking subject to certain specified conditions.
- 2.3 A Buyer may request an option to hold an Advertisement position, which may be granted to the Buyer by the Publisher in its discretion. No Advertisement shall be published until the option holder confirms and makes a Booking for the Advertisement. If another Buyer requests the same space while the option is being held, the Publisher will notify the option holder, and unless the option holder confirms and makes a Booking for the applicable Advertisement within 2 business days of being notified, then the option will lapse and the Publisher may sell that position to any third party.
- 2.4 Where FT accepts a Booking for an Advertisement order from a Buyer in relation to space which has previously been the subject of an option (and the Buyer has been made aware of this at the time of order), the Buyer may not cancel or postpone the Advertisement and the cancellation and postponement provisions in Clause 7 shall not apply to the Booking.
- 2.5 The Buyer may only cancel or postpone a Booking by doing so in writing in accordance with the deadlines set out at Clause 7, otherwise the Publisher shall not be bound by any purported cancellation or postponement and the Buyer shall be liable to pay for the Booking in full.

Technical specifications, errors & omissions

- 2.6 The Buyer shall submit all Advertisements to the Publisher in accordance with the Publisher's then current technical specifications (as may be updated from time to time), the current version of which is available at

<http://www.fttoolkit.co.uk/advertising/specifications.php>, which include copy lead times which the Buyer must comply with unless otherwise notified in writing by the Publisher.

7. Terms & Conditions

2.7 Save to the extent caused by its negligence, the Publisher will not be responsible for any error or omission in the insertion of any Advertisement, or for any damage or loss of any copy, electronic files, data, drawings or other materials supplied for the purpose of an Advertisement or any shrinkage that may occur during the normal course of production.

2.8 The Buyer shall be responsible for checking the accuracy of the Advertisement copy submitted and for checking the accuracy of any proof which may be provided to the Buyer by the Publisher.

Deemed cancellation

2.9 The Publisher may at its election treat as cancellation or postponement the fact that:

2.9.1 the Buyer is in breach of any of these Terms and Conditions, including any failure to pay fees when due; or

2.9.2 the Buyer enters into liquidation whether compulsorily or voluntarily (otherwise than for the purposes of a solvent amalgamation or reconstruction); becomes insolvent; ceases or threatens to cease to carry on business; compounds or makes any voluntary arrangement with its creditors; becomes subject to an administration order; is unable to pay its debts as they fall due; has an encumbrancer take possession of, or a receiver or administrative receiver appointed over, all or any part of its assets; takes or suffers any similar action due to debt; or if the equivalent of any of the above events under the law of any jurisdiction occurs in relation to the Buyer.

2.10 If an order is cancelled by the Publisher under Clause 2.9, the Buyer will not be entitled to recover any payments already made and will remain liable for all payments owing in respect of all cancelled Advertisements.

Terms specific to print publications

2.11 Any Buyer offering mail order services or requiring payment in advance of goods being dispatched must be a member in good standing of the National Newspaper Safe Home Ordering Protection Scheme (<http://www.shops-uk.org.uk>) and may be required to produce proof of such membership to the Publisher prior to acceptance of the Advertisement.

2.12 Should a Buyer wish to make use of a 'box number' service offered by the Publisher, reasonable efforts will be made to forward replies to box numbers to the agreed address as soon as possible. However, the Publisher accepts no liability in respect of any loss or damage arising through delay or failure in forwarding such replies. The Buyer authorises the Publisher to open and return to its origin any such reply if it seems fit to the Publisher to do so. A box number is allocated for a single insertion of an Advertisement, and the charge includes holding the box number open for 21 days after the insertion of the Advertisement and the handling and posting to the Advertiser of all replies received. Airmail handling rates will be agreed prior to insertion where applicable.

2.13 For Advertisements in the Newspaper, colour is guaranteed for 90% of the total UK ABC audited circulation, excluding those copies of the Newspaper printed at mono-only print sites (at which the Buyer acknowledges Advertisements will not be printed in colour). Classified advertisements are published worldwide in all editions unless otherwise stated, but will only be published in colour in the UK edition; colour is therefore guaranteed for 90% of the total UKABC audited circulation.

Terms specific to online publications or campaigns on FT Sites and Third Party Sites

2.14 The Buyer shall submit all Advertisements to the Publisher at least 4 working days prior to the intended publication date ("Publication Deadline"), or 5 working days in the case of rich media ("Rich Publication Deadline").

2.15 The Publisher shall have the option to publish the Advertisement (or procure that it is published on a Third Party Site), if the Advertisement copy is supplied after the Publication Deadline or Rich Publication Deadline. The Buyer agrees to pay the Publisher in full for all impressions or space ordered in the event of non-publication of any Advertisement, due to failure to supply the Specifications before the Publication Deadline and Rich Publication Deadline.

2.16 With respect to the monitoring and counting of page impressions on FT Sites, the Buyer agrees to rely on the Publisher's advertising management system which records and reports on the number of impressions served and unless the Buyer can prove that such a report contains a manifest error, the Buyer shall accept the results. With respect to such monitoring and counting of page impressions on Third Party Sites, the Buyer acknowledges that the Publisher will be reliant on page impression figures provided to it by a third party, which the Buyer agrees to accept the results of unless it can prove that such report contains a manifest error.

2.17 The Buyer agrees that automated page impressions may be included in the total number of page impressions purchased on FT Sites and Third Party Sites. On FT.com, automated page impressions constitute approximately one quarter of the total number of page impressions on an FT Site. This figure may vary seasonally from time to time. Automated page impressions as a percentage of total campaign page impressions for a specific campaign may be greater or less than the average percentage referred to. This data is accurate as at December 2009. Data is regularly updated at

7. Terms & Conditions

www.abce.org.uk.

2.18 To the extent that the Buyer wishes to place any Advertisements using any advertisement purchasing or auctioning platform provided by a third party (the "Service Provider"), the Buyer acknowledges and agrees that:

- (a) these terms and conditions apply between the Publisher and the Buyer to any such placement of Advertisements;
- (b) the Service Provider may use automated means to collect data relevant to those Advertisements, including for the purpose of providing the relevant services and calculating the relevant fees;
- (c) irrespective of the terms of any contract between the Buyer and the Service Provider, the disclaimers, exclusions and limitations of liability in these Terms and Conditions apply for the benefit of the Publisher and the FT Sites; and
- (d) the Buyer shall not enforce any terms and conditions of its contract with the Service Provider which may result in any liability for the Publisher to the Buyer or the Service Provider.

2.198 For a Message Campaign:

2.19.1 the Publisher will not make available to the Buyer or any third party any data relating to recipients or intended recipients of the Message Campaign (including, without limitation, the Publisher's database of users or any part thereof), unless a separate agreement is entered into by the Publisher and the Buyer under which the Publisher may make certain data available to the Buyer conditional on the Publisher providing certain assurances as to its use of the data and data protection compliance;

2.19.2 the Publisher makes no representation as to the accuracy or completeness of its database of users, and will accept no liability arising from any inaccuracy or incompleteness thereof;

2.19.3 the Buyer agrees that the charge made for a Message Campaign shall be based on the number of Advertisements sent, and not the number of Advertisements received, and acknowledges that the Publisher cannot provide any guarantees as to the number of Advertisements that will be received;

2.19.4 Advertisements for use in a Message Campaign will be subject to additional restrictions as to size, format and content;

2.19.5 no reference to the Publisher shall be made in the Advertisement without the Publisher's prior written consent to the specific form and wording of such reference; and

2.19.6 the Publisher will not intentionally send Advertisements to users of an FT Site who have informed the Publisher that they do not wish to receive such Advertisements.

2.20 The Buyer acknowledges that the Publisher may acquire inventory on a Third Party Site from an independent source that it is entitled to sell such inventory to the Buyer. The Publisher may not have a direct contractual relationship with the entities owning or operating the Third Party Sites and therefore the Buyer acknowledges that the Publisher may not be able to or may not choose to identify the Third Party Site on which Advertisements submitted for insertion on a Third Party Site will be published. The Buyer further acknowledges that the Publisher may acquire inventory in respect of Third Party Sites for a lower cost than the amount charged by the Publisher to the Buyer in respect of such inventory

3 CONTRACTING AS PRINCIPAL AND WARRANTIES

3.1 The Buyer contracts with the Publisher as a principal and warrants and represents to the Publisher that it has the authority to do so and that, if it is an Agent, that it is authorised to make Bookings on behalf of its Advertisers.

3.2 The Buyer warrants and represents that:

3.2.1 Advertisements submitted for publication (and, in the case of Advertisements submitted for publication on an FT Site or any Third Party Site, any website to which such an Advertisement links) shall:

- (a) comply with all applicable laws, regulations, codes of practice or similar in countries where the FT Publication and/or Third Party Site (as applicable) is available;
 - (b) not contain any libellous, fraudulent, misleading or false statement, and shall not give cause, directly or indirectly, for any action to be brought against the Publisher for libel, fraud or publication of a false or misleading statement;
 - (c) not infringe the intellectual property rights, rights in confidential information, rights of privacy or any other rights whatsoever of any third party or unfairly prejudice the legitimate interest of any third party by implication or otherwise;
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7. Terms & Conditions

(d) comply with the requirements from time to time of United Kingdom financial services legislation both as to content and authorisation (including but not limited to the Financial Services and Markets Act 2000 or legislation pertaining to gambling) and comply with all applicable state and federal laws and regulations of the United States America relating to the offer or sale of securities or pertaining to gambling;

(e) comply with the Committee of Advertising Practice's British Code of Advertising, Sales Promotion and Direct Marketing and all other codes under the general supervision of the Advertising Standards Authority or any successor body and that without limitation all material included within an Advertisement is accurate, legal, decent, honest and truthful;

(f) where an Advertisement includes a competition, prize draw or similar promotion, comply with, and the competition, prize draw or promotion shall be conducted by the Buyer, in accordance with all applicable laws and regulations, and the Buyer shall be responsible for the provision of all prizes;

(g) not indicate an intention to discriminate on grounds of sex, race, religion or belief, disability, ethnic origin, age or sexual orientation (unless such an Advertisement is exempted from any statutory requirements relating to such forms of discrimination and the Buyer notifies the Publisher of the applicability of such an exemption at the time when the Advertisement is booked);

(h) not cause disruption to any computer, computer system, network or any FT Site or Third Party Site, and shall be free from viruses or malicious code; and

(i) will not be prejudicial or damaging to the reputation of the Publisher or the FT Publications.

3.2.2 it shall not represent to any third party that the Publisher in any way endorses the Buyer, the Advertisement and/or the Buyer's products or services;

3.2.3 it shall ensure that all Advertisements submitted for publication are clearly recognisable as advertising and not designed to resemble editorial content; and

3.2.4 it shall not without the prior permission of FT embed any tracking device, beacon, floodlight or other technological device in or as part of an Advertisement published on an FT Site or a Third Party Site that enables the Buyer to track or analyse the online behaviour of any user to which such Advertisement is served, other than for the sole purpose of establishing whether such user clicks on the applicable Advertisement.

3.3 The Publisher warrants and represents to the Buyer that it shall use reasonable care and skill in carrying out its obligations under these Terms and Conditions. To the fullest extent permitted by law, the Publisher does not provide and hereby disclaims for its own benefit any other warranties, conditions, representations, terms or undertakings, express or implied, statutory or otherwise.

3.4 Without limiting Clause 3.3, the Buyer agrees and acknowledges that the Publisher makes no representation or warranty:

(a) that any publication of any Advertisement will be confined to persons resident in any particular legal jurisdiction(s);

(b) as to the exact number of page impressions that will be delivered on specific dates during an online campaign;

(c) as to the quality of reproduction of Advertisements in FT Publications or on Third Party Sites;

(d) the exact layout and format of any FT Publication or Third Party Site which shall be in the discretion of the Publisher or owner of such Third Party Site;

(e) as to the availability of any FT Site or Third Party Site; and in each case the Publisher accepts no liability to the Buyer in respect of the same.

4. LIABILITY OF THE PARTIES

Buyer's responsibility to the Publisher

4.1 THE BUYER AGREES TO FULLY INDEMNIFY AND KEEP FULLY INDEMNIFIED THE PUBLISHER, ITS DIRECTORS, AGENTS AND EMPLOYEES AGAINST ANY AND ALL LOSSES, LIABILITIES, COSTS, CLAIMS, DAMAGES, DEMANDS, EXPENSES AND FEES (INCLUDING BUT WITHOUT LIMITATION LEGAL AND OTHER PROFESSIONAL FEES) SUFFERED OR INCURRED BY THE PUBLISHER ARISING OUT OF OR IN CONNECTION WITH: (A) ANY BREACH BY THE BUYER OF THE WARRANTIES AND REPRESENTATIONS SET OUT IN THESE TERMS AND CONDITIONS OR IMPLIED BY LAW, INCLUDING WITHOUT LIMITATION ITS WARRANTY AS TO AUTHORITY IN CLAUSE 3.1; OR (B) ANY OTHER BREACH OF

7. Terms & Conditions

THESE TERMS AND CONDITIONS BY THE BUYER; OR(C) THE PUBLICATION BY THE PUBLISHER OF AN ADVERTISEMENT IN ACCORDANCE WITH A BOOKING.

Publisher's responsibility to the Buyer

4.2 IF THE PUBLISHER FAILS TO PUBLISH AN ADVERTISEMENT ON AN AGREED DATE PURSUANT TO A BOOKING THAT IT HAS ACCEPTED, THEN IT IS AGREED THAT THE BUYER'S SOLE REMEDY FOR SUCH FAILURE SHALL BE TO REQUIRE THE PUBLISHER TO EITHER PUBLISH THE ADVERTISEMENT ON A REVISED MUTUALLY AGREED DATE AT NO ADDITIONAL COST OR TO REQUIRE THE PUBLISHER TO REFUND ANY FEES PAID IN ADVANCE BY THE BUYER FOR SUCH ADVERTISEMENT.

4.3 THE PUBLISHER HEREBY RESTRICTS AND LIMITS ITS LIABILITY TO THE BUYER OR ANY THIRD PARTY UNDER THESE TERMS AND CONDITIONS TO THE FULLEST EXTENT PERMITTED BY LAW AS FOLLOWS:(A) THE PUBLISHER SHALL HAVE NO LIABILITY TO THE BUYER IN RESPECT OF EITHER:(I) ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL LOSS OR DAMAGE OR FOR ANY PUNITIVE DAMAGES; OR(II) ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF REVENUES, LOSS OF DATA OR ANTICIPATED SAVINGS, IN EACH CASE EVEN IF THE PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE AND WHETHER SUCH LOSS OR DAMAGE WAS REASONABLY FORSEEABLE OR ACTUALLY FORESEEN; AND(B) IN NO EVENT SHALL THE PUBLISHER'S AGGREGATE LIABILITY TO THE BUYER UNDER THESE TERMS AND CONDITIONS IN RESPECT OF EACH BOOKING MADE BY THE BUYER, EXCEED THE PRICE PAID BY THE BUYER FOR THE BOOKING WHICH GAVE RISE TO THE RELEVANT LIABILITY.

4.4 NOTHING IN THIS CLAUSE 4 SHALL BE CONSTRUED AS EXCLUDING OR LIMITING THE PUBLISHER'S LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY ITS NEGLIGENCE OR FRAUD.

4.5 THE BUYER AGREES THAT UNLESS IT NOTIFIES THE PUBLISHER OF A COMPLAINT OR CLAIM REGARDING A BOOKING OR THE PUBLICATION OF AN ADVERTISEMENT WITHIN 1 MONTH OF THE BOOKING DATE OR (IF LATER) THE PUBLICATION OF THE ADVERTISEMENT THE SUBJECT OF THE COMPLAINT, THEN IT WAIVES ITS RIGHT TO MAKE SUCH COMPLAINT OR CLAIM NOTWITHSTANDING ANY LONGER LIMITATION PERIOD THAT MAY EXIST AS A MATTER OF LAW AND THE PUBLISHER SHALL HAVE NO LIABILITY TO THE BUYER IN RESPECT OF THE SAME.

5. PAYMENT

5.1 The Buyer shall pay the Publisher for all Bookings made by the Buyer (and which are accepted by the Publisher) in accordance with this Clause 5.

5.2 The Buyer shall be entitled to cancel any Booking in accordance with Clause 7. These are the Buyer's only cancellation rights in respect of a Booking. Unless the Buyer cancels a Booking in accordance with Clause 7, then it shall remain fully liable to pay the Publisher for the Booking in accordance with this Clause 5.

5.3 Advertising rates are specified in the Rate Card or as may be otherwise notified by the Publisher from time to time as part of the Booking process, as may be varied from time to time. Rates are quoted exclusive of Value Added Tax and any other applicable sales taxes. Any Value Added Tax or any other applicable tax due on an Advertisement will be paid by the Buyer in addition to the Rate Card rates shown separately on the invoice.

5.4 The Buyer shall pay all amounts payable by it under these Terms and Conditions free and clear of all deductions or withholdings unless the law requires a deduction or withholding. If a deduction or withholding is required by law, the Buyer shall pay such additional amount as will ensure that the net amount the Publisher receives (after account is taken of any such deduction or withholding in respect of the additional amount) equals the full amount which it would have received had the deduction or withholding not been required. The Publisher shall comply with all reasonable requests from the Buyer to file, or to provide the Buyer with such forms, statements or certificates as shall enable the Publisher or the Buyer to claim a reduced rate of tax or exemption from tax in accordance with the applicable double tax treaty with respect to any withholding taxes required to be borne by the Buyer pursuant to this Agreement.

5.5 THE PRICES QUOTED FOR ADVERTISEMENTS DONOT GUARANTEE THE BUYER THAT THE ADVERTISEMENT BOOKED WILL BE A SPECIFIC SIZE, WHICH WILL DEPEND ON THE SIZE AND DESIGN OF ANY FT PUBLICATION OR A THIRD PARTY SITE FROM TIME TO TIME. ADVERTISEMENTS WILL HOWEVER COVER A FIXED PROPORTION (BASED ON THE SIZE BOOKED) OF THE PRINTED AREA OF THE PAGE. THE PUBLISHER SHALL NOT BE LIABLE FOR ANY CLAIMS FOR REFUNDS OR COMPENSATION ON THE BASIS THAT A PRINTED ADVERTISEMENT IS NOT THE SAME SIZE AS QUOTED WHEN BOOKING. PLEASE SEE THE RATE CARD OR THE SPECIFICATIONS ONLINE AT www.fttoolkit.co.uk/advertising/specifications.php FOR MORE DETAILS.

5.6 For Advertisements submitted for insertion on a FT Site or a Third Party Site, rates apply per thousand impressions served and are dependent on volume ordered and site position unless otherwise specified by the Publisher.

7. Terms & Conditions

5.7 Gross rates for Advertisements submitted for insertion in the Newspaper (except classified lineage and semi-display Advertisements) are subject to a 0.1% Advertising Standards Board of Finance ("ASBOF") surcharge for all advertisements booked within the United Kingdom.

5.8 Payment in respect of Advertisements is due, in the absence of any other specific arrangement agreed between the Publisher and the Buyer during the Booking process, 8 working days in advance of the date for commencement of the relevant campaign as specified in the Booking.

5.9 Where the Publisher, within its discretion, agrees to allow credit to the Buyer in respect of Advertisements inserted in the Newspaper, the due time for payment shall be no later than 10.00 am:

5.9.1 if the Buyer is an NPA Recognised Agent, on the last working day of the month following that in which the Advertisement appeared; or

5.9.2 in any other case, on the 25th day following the date on which the Advertisement appeared (or, if such 25th day is not a working day, the working day immediately prior to such 25th day). Full details of each remittance are to be supplied to the Publisher by the due time.

5.10 Where the Publisher, within its discretion, agrees to allow credit to the Buyer, payment in respect of Advertisements inserted on an FT Site or a Third Party Site is due within 30 days of the date shown on the invoice. The Publisher may invoice the Buyer in respect of such Advertisements on or at any time after the Start Date.

5.11 Payment shall mean the receipt by the Publisher at its principal place of business (or elsewhere as it may direct) of cash or the crediting to the Publisher's bank account of a cheque or money transferred electronically or through the clearing bank's BAC commission of S system.

5.12 Except in the case of Financial Listings, a commission of 15% on the gross invoiced amounts is allowed to NPA Recognised Agencies. In the case of Financial Listings, a commission of 10% is allowed to such agencies. Where the Buyer is not an NPA Recognised Agent, no commission is allowed unless otherwise agreed by the Publisher.

5.13 The Publisher shall not provide a refund when a contract relating to an entry in the Financial Times Share Information Service, a Unit Trust, Offshore Fund or Insurance Bond quotation, or any other listing for which a charge is made is cancelled. Where payment is not received in accordance with this Clause 5, the Publisher reserves the right to remove the listing from any or all FT Publication(s) without prior warning to the Buyer.

6. MISCELLANEOUS

6.1 The Buyer acknowledges that in order to publish an Advertisement on a particular date (or, in the case of an Advertisement to be published on a Third Party Site, procure the publishing of), the Publisher will be obliged to supply to external parties copies of and/or information relating to the Advertisement prior to the agreed date of publication. The parties agree that any such action by the Publisher shall not constitute breach of any embargo (or similar) placed on the Advertisement.

6.2 The Buyer may not assign or transfer any of its rights under these Terms and Conditions to any third party.

6.3 These Terms and Conditions shall constitute the entire agreement between the parties with regard to its subject matter and shall supersede all prior understandings, commitments and undertakings that either party may have given.

6.4 Except as expressly provided in these Terms and Conditions, no provision of these Terms and Conditions shall confer any right on any third party. To the fullest extent permitted by applicable law, the parties hereby exclude any such right (including any such right arising under statute).

6.5 With exception of the Buyer's payment obligations, neither the Publisher nor the Buyer shall be liable to each other for any failure to comply with the terms of these Terms and Conditions as a result of any event beyond the control of either of them.

6.6 If any provision of these Terms and Conditions shall be invalid or unenforceable, it shall not affect any other provision, which shall remain in full force and effect.

6.7 No third party (including any Advertiser where an Agency has made a Booking on behalf of an Advertiser) shall have any rights to enforce these Terms and Conditions against the Publisher.

7. Terms & Conditions

6.8 These Terms and Conditions are governed by English Law. The parties agree that the English courts shall (subject to the following sentence) have exclusive jurisdiction to settle any dispute which may arise out of these Terms and Conditions and submit all disputes to the jurisdiction of those courts. However, for the exclusive benefit of the Publisher, the Publisher shall retain the right to bring proceedings in the courts of the country (or state) of the Buyer's place of business.

6.9 The Publisher may from time to time modify these Terms and Conditions or the Rate Card by publishing any changes online at <http://www.fttoolkit.co.uk/advertising/termsandconditions.html>. Buyers should check online before placing an order since by placing an order for the insertion of an Advertisement a Buyer agrees to be bound by any updates to such Terms and Conditions or Rate Card. This version of the Terms and Conditions was published in December 2009 and replaces any previously published version.

7 CANCELLATIONS AND POSTPONEMENTS

This Clause 7 does not apply in the circumstances set out in Clause 2.4. All cancellations and postponements must be made in writing in accordance with the following deadlines otherwise they shall not be valid:

7.1 FT Newspaper (Mono and Colour)

60 working days notice for all special positions, all colour advertisements. 28 working days notice for all mono advertisements of a quarter page (280 mm x 4 cols or equivalent) and above, except multi-page advertisements and reports. 60 working days notice for multi-page advertisements and reports. (Orders for advertisements in reports are accepted on the understanding that the Publisher may publish at any time within 5 weeks of the proposed reports date.) 10 working days notice for early printed sections excluding reports and multi-page advertisements. 8 working days notice for all other mono advertisements.

7.2 How To Spend It

60 days prior to copy deadline. Cover sites, contracts and double page spreads, 120 days. Advertorials are non-cancellable.

7.3 FT Weekend Magazine

28 days prior to copy deadline. Cover sites, contracts and double page spreads, 42 days. Advertorials are non-cancellable.

7.4 FT Sites

28 days prior to Start Date for sponsorship of microsites, surveys, Message Campaigns and other sponsorship or featured Advertiser Positions. 28 days prior to the Start Date for all Advertisements or sponsorship on wireless versions of FT Sites. 28 days prior to the Start Date for pop-ups and country-specific or other targeted run of site Advertisements. 4 working days prior to the Start Date for job Advertisements, run of world or non-targeted run of site Advertisements.

7.5 Reallocated options

These cannot be cancelled or postponed.

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