

NewsFilter

Fresh. Focused. Filtered.

Advertising
Kit

2016

What is NewsFilter?

NewsFilter, published weekly by The Strawhecker Group (TSG), is a web-based publication **distributed to over 30,000 Payments Industry professionals** every Friday via email. NewsFilter, launched in 2006, provides readers with fresh, filtered news as well as proprietary knowledge from TSG's industry experts. With **over 1,000 C-Level decision makers** within its readership, NewsFilter is the most trusted weekly source for Payments coverage.



30,000+
Subscribers



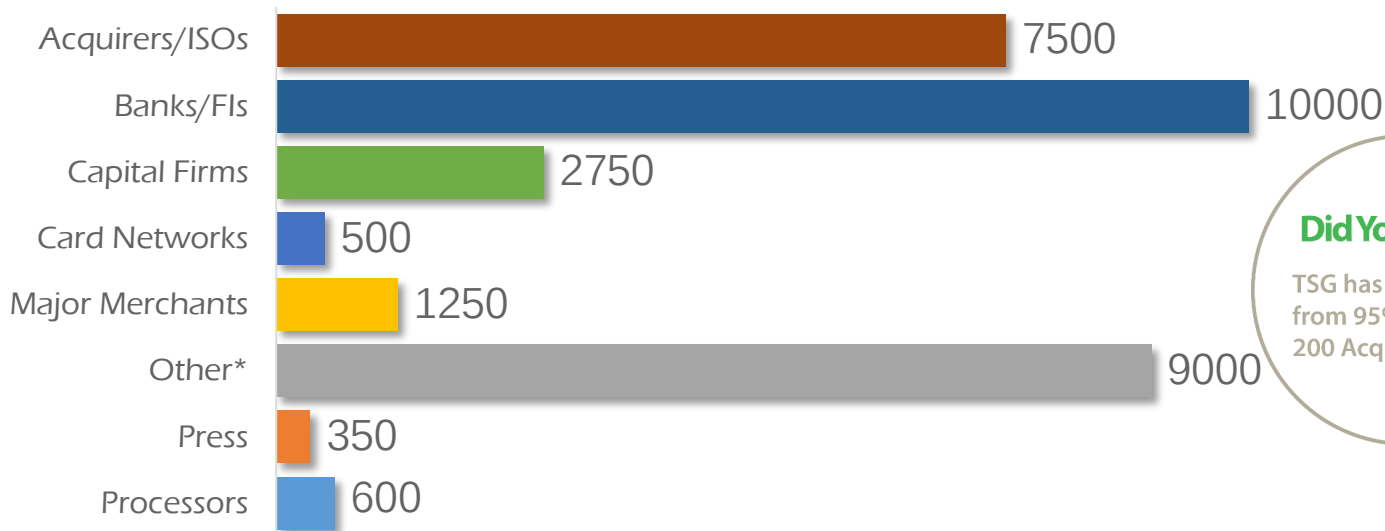
19,000+
Articles



485+
Editions

Circulation Breakdown

As of Jan 2016



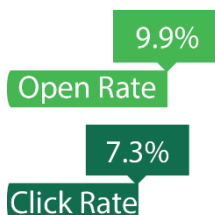
Did You Know?

TSG has key contacts from 95% of the Top 200 Acquirers/ISOs

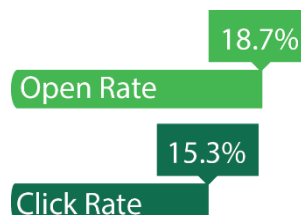
* Other includes technology-focused companies, ISVs/VARs, prepaid, hardware, and electronic payment support firms

Metrics

**Industry
Open/Click
Estimates**



**TSG
Open/Click
Estimates**



Every quarter, TSG sees on average, a 5 percent increase in NewsFilter subscriptions

Advertising Specs

- ➔ Ad packages include a full banner ad (415x105 pixels)
 - Ads may be linked to your website or email address
 - A line of additional text may be included below the banner
- ➔ The ability to include press releases/articles in NewsFilter for additional exposure
- ➔ Ad impressions (unique email opens) provided upon request

Positioning



Platinum

- Banner ad is placed at the top of NewsFilter



Gold

- Banner ad is placed above the Featured section of NewsFilter



Silver

- Banner ad is placed toward the middle of NewsFilter



Bronze

- Banner ad is placed near the bottom of NewsFilter

Note: TSG reserves final editorial approval on all ads/articles submitted. Please submit banner ads and logos as JPEG/PNG files.

Pricing

2016 Rates

Rates Per Edition	1 Edition	3 Editions	6 Editions	9 Editions	18 Editions	27 Editions
Platinum	\$690	\$640	\$590	\$540	\$500	\$460
Gold	\$590	\$540	\$490	\$440	\$400	\$360
Silver	\$490	\$440	\$390	\$340	\$300	\$260
Bronze	\$390	\$340	\$290	\$240	\$200	\$160

Email [Andrew Nuss](#) for questions and to verify ad space availability. You may also click on an option above to complete your purchase.

“TSG’s NewsFilter is an effective way for us to reach a quality audience of industry leaders and decision makers. It has allowed us to successfully deliver our message to a highly targeted segment of the market. We have enjoyed a noticeably positive ROI for our marketing spend.”

Marketing Manager, Sage Payment Solutions EFT (Formerly Global eTelecom Inc.)

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Ad Examples

AprivaPay⁺ Plus

Brandable. Powerful. Convenient.
The ideal mobile POS solution.



DIGITAL BANKING SUMMIT Creating Omnichannel Excellence

Hyatt Regency Century Plaza | Los Angeles | June 2-4, 2014


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PayTrace We make ISOs and merchant acquirers happy



Register with code: **TSG15** for a 20% conference discount and free expo badge!

CARTES SECURE CONNEXIONS AMERICA

Process with the right people
Take control of your payment processing.
Sage serves as your alternative ODFI for ACH and Check 21 processing.

Sage
Sage Payment Solutions EFT



SMALL CHANGES BIG RESULTS
MWAA ANNUAL CONFERENCE 2014



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NewsFilter Fresh. Focused. Filtered. Since 2006

Editor: Mike Strawhecker, VP & Director of TSG Metrics
Co-Editor: Andrew Nuss, Marketing Manager

THE STRAWHECKER GROUP
The Trusted Advisor To The Payments Industry

AprivaPay⁺ Plus
Brandable. Powerful. Convenient.
The ideal mobile POS solution.
AprivaPay Plus is used by over 15 U.S. banks, including 3 of the top 5

Trending This Week...
This week, ahead of eBay and PayPal's upcoming split, **agreements were signed intending to keep both companies friendly** after the fact for five years. Most notably, PayPal is forbidden from creating its own marketplace for physical goods, while eBay must steer clear of building a payments system. However, if PayPal happened to be acquired by an eBay competitor, eBay could dive into payments.

On the mobile payments front, it appears that Microsoft is ready to head into battle. In February they quietly applied for licenses to be a money transmitter in all 50 states, which has now been approved for its first state - Idaho. While no products have been announced at this time, one can assume they are looking to compete with Apple, Samsung, and Android.

Other highlights include:

- **CFPB Launches its Own Choke Point-Style Operation**
- **Singtel to Acquire Trustwave**
- **Federal Reserve Prez Gets Scoop on Colorado Pot Bank Woes**
- **Groupm Mulls Selling Off Checkout Software Business**

****Payments Madness CHAMP****
The Final between EMV and mWallets was a tough match-up, the favorite, **EMV**, took home top prize!

Thank you to everyone who took the time to vote in TSG's Payments Madness bracket!

PayTrace We make ISOs and merchant acquirers happy

Trending This Week...
The debate on EMV readiness continued this week as **views adoption** vary greatly based on the individual asked. According to predictions, only half of the 12M terminals in the U.S. will be converted by the end of 2015 - but is the adoption rate happy quickly enough?

Speaking of quick, this week the Federal Reserve released a awaited **report sketching out the road to faster U.S. payments**. The report looks at ways to move payments to near real-time offers suggestions for speeding up the network, improving security, and working with financial institutions.

Pinterest is Working on a Plan to Introduce a "Buy" Button as Soon as This Year
2/12/15 Recode
Move over, Pinning. Here comes buying. Pinterest, the digital scrapbooking service, is laying the groundwork for an e-commerce offering with a "Buy" button that could launch in as little as three to six months, according to multiple sources. One of the people cautioned Pinterest may wait longer to roll it out, while another said the shopping feature would likely start as a limited test.

PayPal's Retail Future
2/09/15 PYMNTS
Kerfuffle is one of my all-time favorite words. I used it a while back to describe the situation that happened when some CurrentC merchants decided to shut off NFC capabilities at their terminals, thus denying iPhone 6 consumers the opportunity to use Apple Pay. That created a kerfuffle that lit the Twitter-sphere on fire and gave Apple Pay accepting merchants an opportunity to invite consumers into their storefronts.

Mobile Card-Linked Forum - San Francisco, CA
February 24, 2015
Marriott San Mateo

Mobile Payments & Bitcoin
Watch Your Mobile Wallet
2/12/15 Bloomberg
After years of false starts, mobile payments are beginning to live up to the hype. They accounted for \$52 billion worth of U.S. transactions last year, up from \$32 billion in 2013, and are expected to rise to \$67 billion this year, according to analyst Forrester Research. From Uber to Starbucks, startups and old-school retailers alike see the benefits of letting customers leave their wallets at home.

Payment power and cloud security. Uniting at Transact 15.
Join Us at Transact 15 **firehost** **FTNI**

Heading to TRANSACT 15? Connect with FTNI and FireHost at Booth 938. Learn more at firehost.com/transact15

Trending This Week...
Yesterday, the CFPB took an aggressive stance on the behalf of consumers by **proposing regulations to rein in short-term payday loans**. The rules would cover a wide section of the \$46B payday loan market.

Square and Facebook made moves (again) this week. Square, looking to make spending money fun, **announced Square Cash for businesses**, which allows individuals to send money to each other via email or phone using a business's "sCashtag". Business are charged 1.5 percent per transaction.

On the other side, **Facebook announced Businesses on Messenger** - which allows companies to interact with customers through their messenger app. Though in the early stages, it has the potential to allow for a consumer to buy items directly and receive order notifications.

Other highlights include:

- **First Data: Processing the Potential IPO**
- **Pony Express is Google's Plan for Bill Pay Within Gmail**
- **Target Settlement: What About the Banks?**
- **U.S. GDP Unrevised at 2.2 Percent**

****Payments Madness Continues With Semi-Finals****
Thank you for the hundreds of votes we received since last Friday. We have tallied the results and the winners are ready for the next round.

Check out TSG's **NewsFilter Archive** to see more examples!