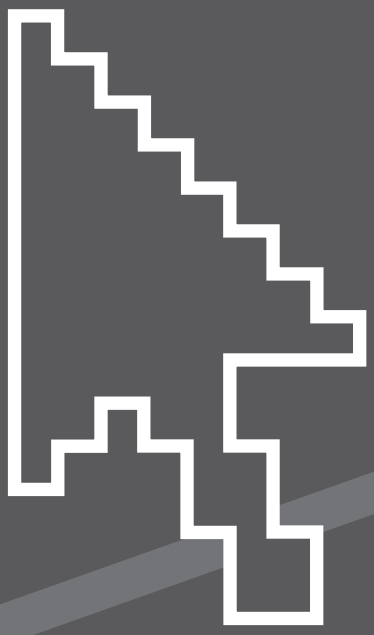
Morningstar.com
Advertising Opportunities



About Morningstar.com

Morningstar is an independent financial publishing company founded on the belief that everyone should have access to reliable, comprehensive investment information. This simple philosophy led to the introduction of the Mutual Fund Sourcebook in 1984, and continues to guide us as we introduce new products and services.

The undisputed source for independent, accurate information, Morningstar's coverage has grown to include mutual funds, closed-end funds, variable annuities/life, and domestic and international stocks. With print and electronic products for both individual and professional investors, many of our innovations have defined the way investors look at the industry. Our famous mutual fund star ratings help investors evaluate how a fund has balanced risk and return, while our pioneering style boxes and investment categories let investors dig below the surface to understand a manager's true approach. Helping millions of investors take charge of their financial future every year has gained Morningstar a reputation as the champion of the individual investor.

Morningstar has also become the primary source for insight and commentary on key investment issues of the day. You'll find our editors and analysts quoted daily in publications such as *The Wall Street Journal, The New York Times, Barron's, Money, Smart Money, and Business Week.* These and other publishers depend on our reliable independent investment data for their stories, tables, and charts.

Through quality products, fair and consistent pricing and an independence that permits complete candor, Morningstar has established a large and loyal audience — the investors themselves.

Respected and sought out for independent stock and mutual fund information and analysis.

Morningstar.com Content at-a-Glance

Morningstar.com offers individual investors a single source for daily market news, financial commentary, exclusive data, and advanced analytical tools. As a destination site for serious stock and fund investors, Morningstar.com provides independent information that allows investors to make the best possible financial decisions.

Morningstar.com's content includes Morningstar's acclaimed investment data, research, and analysis, and the well-known mutual fund star ratings and style boxes. New investors get started with educational articles while seasoned investors appreciate the depth of data, online portfolio tracking, and proprietary analytical tools. A full-time team of investment and Web experts pack the site with a growing collection of daily editorials, real-time news, feature stories, and independent data that keeps investors on top of their stock and mutual fund investments.

Analytical Tools
Portfolio X-Rays®
12,000 Mutual Fund Quicktake reports
7,000 Stock Quicktake reports
Stock and Fund Selectors™
Investment planning calculators
Morningstar Categories and Style Boxes
Morningstar mutual fund Star Ratings

Features
Stock and fund feature stories
Guest columns by investment professionals
Morningstar bookstore
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Stock and Mutual Fund Shortlists
Stock Analyst's Journal
Stock and Fund Investing 101

Data
Stock and fund quotes
Growth trends
Performance and risk statistics
Stock valuations
Historical returns
Top 10 portfolio holdings
Sector weightings
Asset allocation
SEC EDGAR filings

Stock, Fund and Market News
Morningstar News
Dow Jones Business News
Reuters News
Business Wire and PR Newswire press releases

What the Media Says about Morningstar.com

"Despite competition from Lipper and other players, Morningstar remains the gold standard for the fund industry, providing unbiased information, research and analysis for industry players and investors alike."
Forbes, Best of the Web December 2001

"Morningstar's Fund Selector is the industry standard (used by, among others Forbes.com), and allows investors to choose among several value categories, as well as manager tenure and by expense ratio. Stock screening is more than ample."
Forbes, Best of the Web December 2001

"Best known for its ratings of mutual funds, Morningstar devotes a whole section of its site to retirement planning. How-to articles are conveniently archived in two categories: one for savers and one for retirees. There's an informative Q&A section as well as a cache of tools and worksheets."
Forbes, Best of the Web December 2001

"Companies that excel at providing data in print form haven't always been successful transferring it to the Web. But, Morningstar, long a leading provider of mutual-fund information, continues to be the best place on the Web to head for fund data. That's how it was five years ago, and it has been good enough to land on our top-10 list every year–not just for funds, but also for stocks."
Barron's , October 2001

WORTH Magazine's Readers' Poll rated Morningstar.com as the top and most popular online research site:
"It's probably still best known for its five-star rating system for funds, but its Web site (www.morningstar.com) has grown into a one-stop power house for investment research of all kinds."
Worth , July 2001

Morningstar.com is mentioned in the bookmark section:
"Latest addition to this topnotch site is the 'Exchange-Traded Funds Center,' where investors can research and learn about ETFs."
Online Investor Sourcebook 2001

Morningstar.com Advantage

Let the Morningstar.com Advantage work on your behalf Morningstar.com delivers the affluent audience you want to reach with your marketing efforts. These are households with discretionary income they use to invest and buy the best life offers. And Morningstar.com creates a receptive environment that showcases your company's image and brands.

Investors and the media acknowledge Morningstar.com as comprehensive, trustworthy, and easy to use. We are a 2001 *Forbes* Favorite, a *Barron's* top site, *Worth's* reader's choice. They highly regard our analysts' expertise and frank and independent opinions on stocks and funds.

Audience
Morningstar delivers over 1.65 million affluent registered users and an average of 1 million unique users (Nielsen Net Ratings). These users are very involved with the site, researching, exploring, and acting on their findings. And our current advertisers tell us that prospects from Morningstar.com become very involved with their sites too.

Audience Stats

• Average Duration of Visit (Nielsen Net Ratings)	9 minutes
• Average Household Income	$93,500
• Average portfolio size:	
Premium members	$635,000
Free members	$363,000

(Morningstar.com Annual Survey, November 2001)

Banners, tiles, skyscrapers, rectangles and logo links
Reach a targeted audience of educated, high-income and actively involved investors. Placement will be customized to meet your needs.

- Home Page placement provides maximum reach for your ad.
- Targeted Channel placement provides a specific audience via content-driven pages.
- Run-of-site placement provides overall exposure to users in all areas of the site.

Mutual Fund and Stock Quicktake Sponsorships
Capitalize on clients who are already interested in your company and its products. These are highly qualified, savvy investors looking for places to put their money.

Sponsorship Opportunities
Morningstar.com's new advertising packages offer advertisers the opportunity to reach investors when they are focused on a particular aspect of investing. Sponsorship of a package or center provides exclusivity for the sponsor. Depending on the package, sponsors receive concentrated exposure in banners, tiles, email ads, and more. Plus, site-wide advertising will drive traffic to each sponsor.

E-mail Text advertising
Morningstar.com offers thirteen newsletters that allow you to target specific investors by topic of interest.

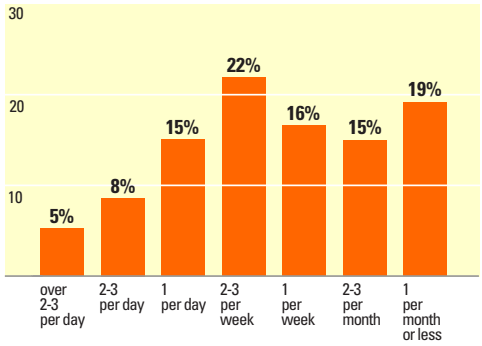
Audience

Registered User
Premium User
Investment Professionals

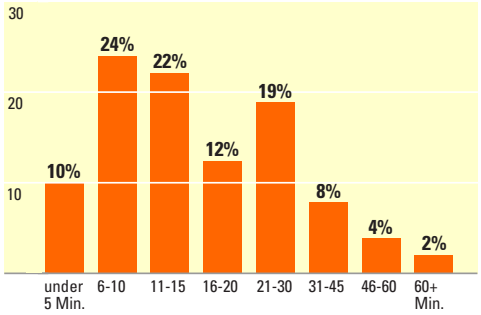
Registered User Behavior

The Morningstar.com member spends an average of **9** minutes per session[1] and views an average of **11** pages per visit! They are curious, involved and active participants on the web.

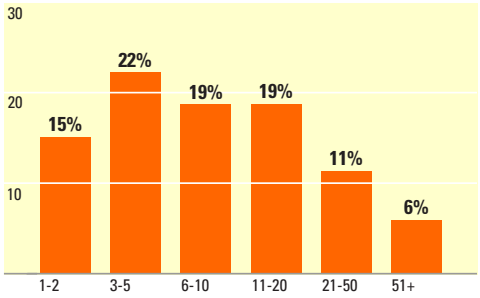
Visiting Frequency



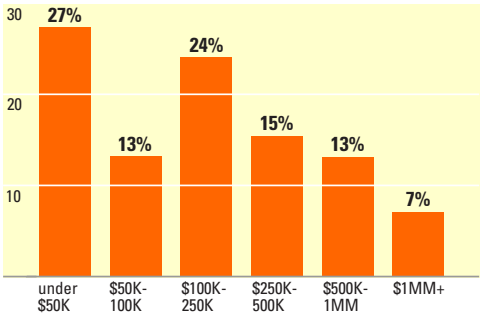
Duration (per visit)



Investment Transactions (last 12 months)



Size of Investment Portfolio (average: $363K)



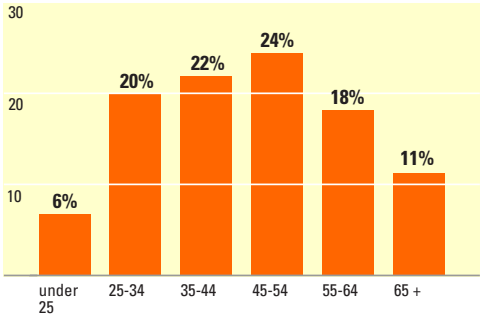
Free Register Users: 1,550,000 [2]
Premium Registered Users: 100,000 [2]

[1] Nielsen Net Ratings
[2] Morningstar.com Annual Membership Survey, November 2001

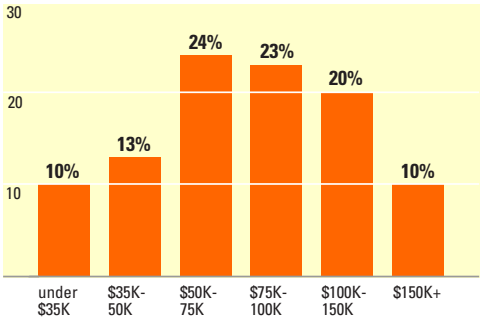
Registered User Demographics

Morningstar.com's typical member is the affluent investor. Our demographics indicate a prime audience for advertisers wishing to target high net-worth individuals, involved investors and technology savvy prospects.

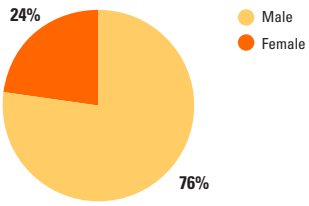
Age (average 46 years)



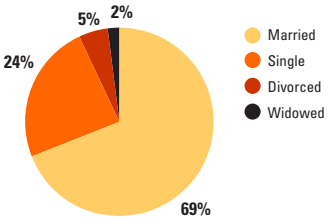
Annual Household Income (average $93,500)



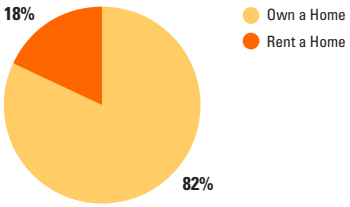
Gender



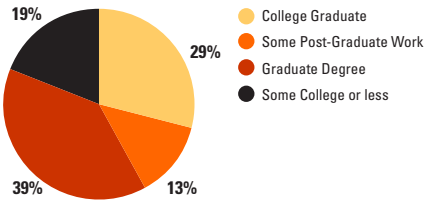
Marital Status



Own or Rent a Home



Education



Free Registered Users: 1,550,000
Premium Registered Users: 100,000

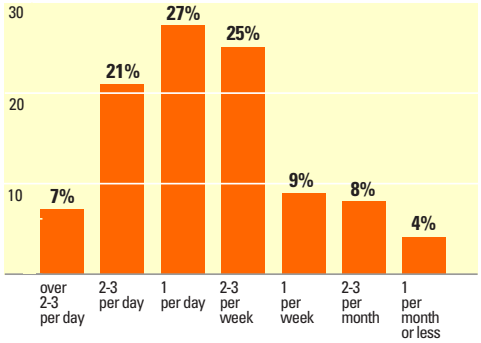
Source: Morningstar.com Annual Membership Survey, November 2001

Premium User Behavior and Demographics

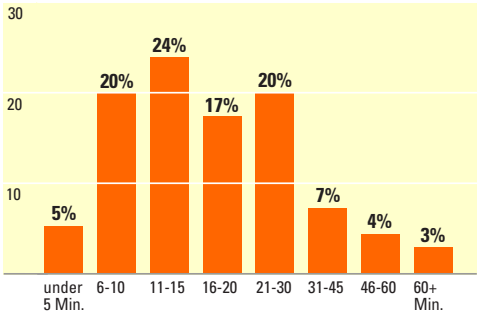
As paid subscribers, Morningstar.com's premium members have proved their willingness to invest in quality products and services. They maintain higher incomes and investable assets than the free member base.

User Behavior

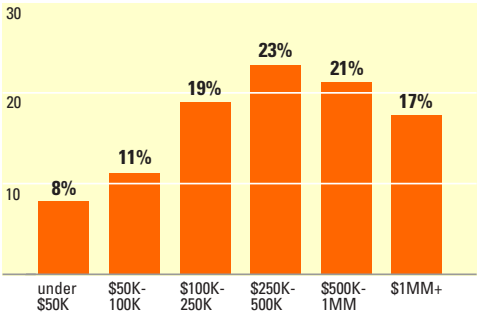
Visiting Frequency



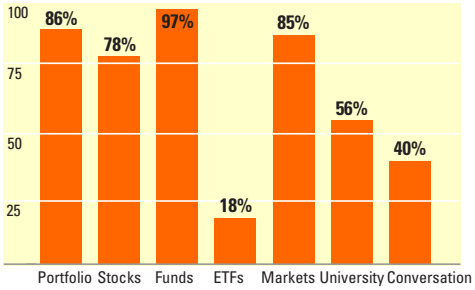
Duration (per visit)



Size of Portfolio (average $635,000)

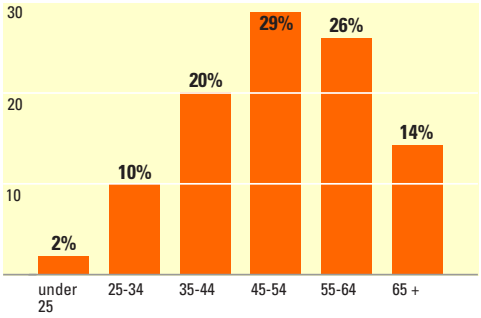


Usage of General Site Areas

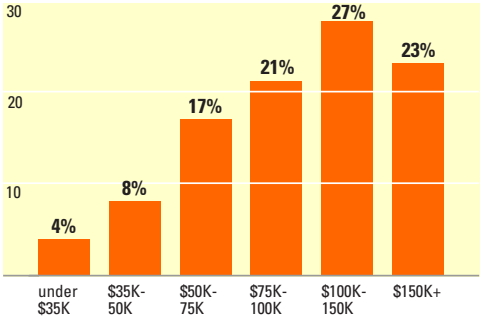


User Demographics

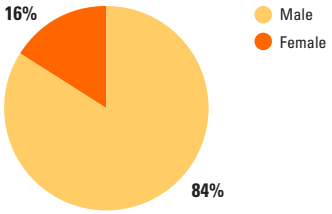
Age (average 51 years)



Annual Household Income (average: $133,000)



Gender



More than half of Morningstar.com's premium members visit the site on a daily basis and spend an average of 20 minutes per session. They are active and web-savvy investors.

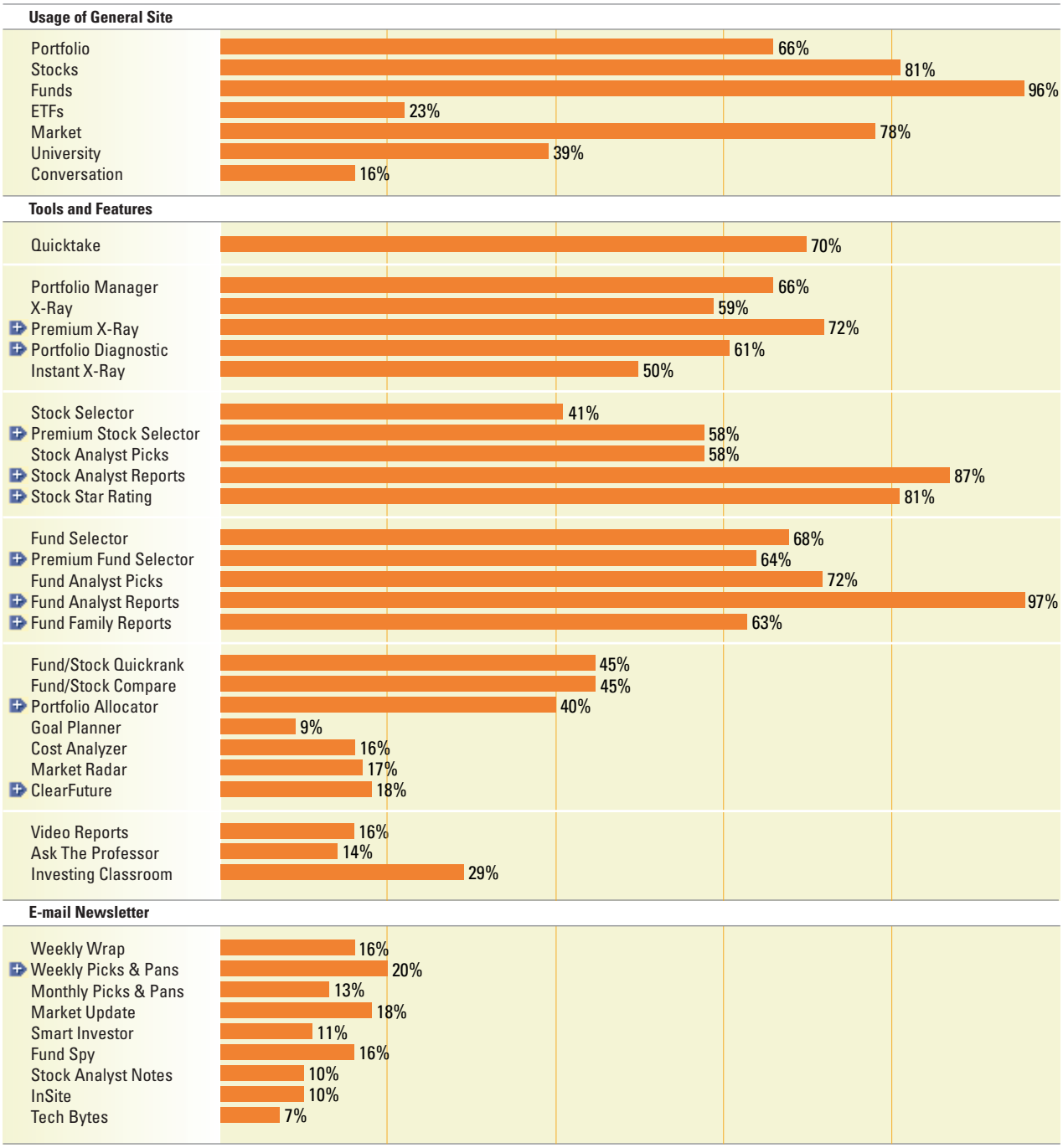
Premium Registered Users: 100,000

Source: Morningstar.com Annual Membership Survey, November 2001

Investment Professionals Behavior

Investment Professionals use the tools and features on Morningstar.com to research and narrow down possible investment opportunities for their personal and client portfolios.

Usage of Morningstar.com Site



This symbol is used to denote Premium Tools and features.

Approximate number of professionals: 79,000
(Free and Premium Members)

More than half of Morningstar.com's investment professional members visit the site on a daily basis and spend an average of 19 minutes per session. They are active and web-savvy investors.

Source: Morningstar.com Annual Membership Survey, November 2001

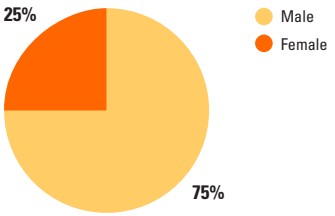
Investment Professionals Demographics

As a leader in financial information, Morningstar.com attracts an audience of qualified investment professionals that are actively conducting research on Morningstar.com to make informed decisions for personal and client investments.

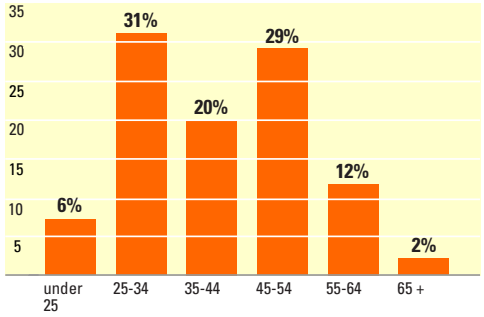
Occupation

Job Title	Percent
Accountant	4.5
Admin/Office Mgmt	1.5
Chairman	7.1
Consultant	0.6
Financial Advisor/Planner	46.7
Financial/Investment Mgmt	18.2
Financial Officer	1.6
General Manager	0.5
Insurance Agent	0.6
Owner/Partner	9.3
Stock Broker	8.5
Total	100.0

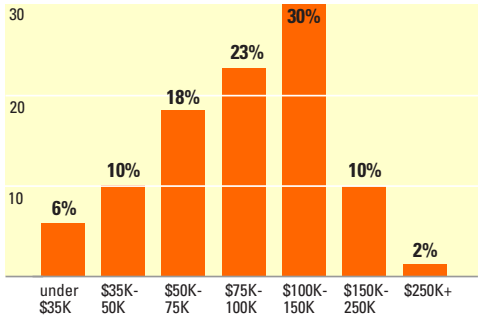
Gender



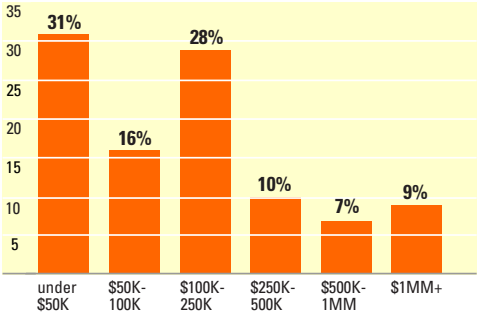
Age



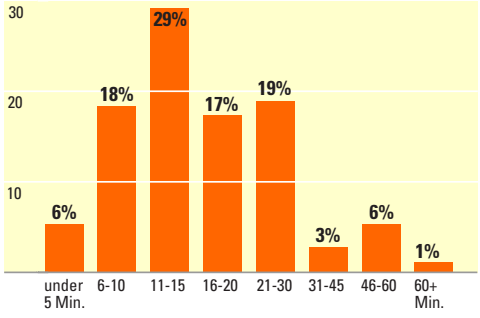
Annual Household Income (average: $106,500)



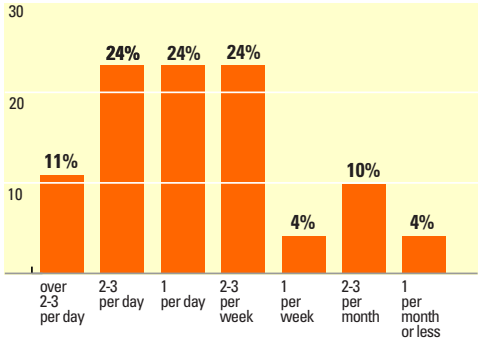
Size of Portfolio (average $320,000)



Duration (per visit)



Visiting Frequency



More than half of Morningstar.com's investment professional members visit the site on a daily basis and spend an average of 19 minutes per session. They are active and web-savvy investors.

Approximate number of professionals: 79,000
(Free and Premium Members)

Source: Morningstar.com Annual Membership Survey, November 2001

Advertising Info.

E-Mail Advertising Program
Quicktake Directory Text and Logo Link
Advertising Guidelines

Rate Card (Separated PDF)

Attract Affluent Investors with Morningstar.com's E-mail Advertising Program

E-mail	Number of Subscribers	Frequency
Market Update	28,500	Daily
Personal Portfolio Update (includes Stock, Fund and Portfolio Alerts)	100,000	Daily
Stock Analyst's Notes	32,000	Daily
Fund Spy	41,000	Mon, Tue & Thurs
Tech Bytes	31,500	Wed & Fri
Picks & Pans (Premium)	20,500	Weekly
SmartInvestor	49,500	Weekly
Weekly Wrap	32,000	Weekly
InSite (Premium)	42,500	Monthly
InSite	607,500	Monthly
Monthly Picks & Pans	46,500	Monthly
Portfolio Tips (Premium)	7,250	Monthly
Portfolio Tips	12,000	Monthly

*All text ads are placed at top of e-mail
Premium Newsletters are e-mailed to Paid Premium Members only

Market Update:
Daily market results

Personal Portfolio Update:
Breaking news on stocks and funds

Stock and Fund Alerts:
Monitor individual stocks and funds-during the day while the market is open

Stock Analyst's Notes:
Twice daily analysis on market movers

Fund Spy:
Insiders look at the fund industry

Tech Bytes:
Pat Dorsey on the tech industry

Picks & Pans:
Weekly analysts report on stocks and funds to consider or avoid

SmartInvestor:
Tips on sharpening investing skills

Weekly Wrap:
Perspective on the previous week's market results

InSite:
Highlights investment topics on Morningstar.com

Monthly Picks & Pans:
Analysts identify best and worst stocks and funds for the month

Portfolio Tips:
Learn and apply investment techniques to develop a winning portfolio

E-mail Advertising Requirements
5 lines of text, up to 70 characters per line
(includes spaces and punctuation); sixth line for URL link

Submit ads to: adbanner@morningstar.com

For more information about Morningstar.com Advertising Opportunities or to request a sample e-mail alert, contact us: ads@morningstar.com

Quicktake Directory Text and Logo Link Sponsorship



Text and Logo Link on Quicktake Reports

Location	Mutual Fund and Stock Quicktake Reports

Specification

1	Text Link	Provide URL address Maximum of 125 characters
2	Logo Link	88 x 31 Pixels

Position

Text Link	Above the fold
Logo Link	Above the fold

Annual Cost (per report)	**Mutual Fund Quicktake**	**Stock Quicktake**
Text Link	$1,800	-
Logo Link	$3,000	-
Text Link and Logo Link	$3,800	$4,800

For more information about Morningstar.com Advertising Opportunities, call your representative or e-mail ads@morningstar.com

Morningstar.com Advertising Guidelines

Format and Additional Information

File Format
GIF / Animated GIF, JPEG and Rich Media accepted

Animation
GIF Animation is supported and is subject to Approval.
No more than two rotations allowed.
One rotation allowed for audio.

Alternative Text
Required and may be up to 10 words.

Hypertext Link
Please provide the URL address for your ad link.

Acceptable Third Party Service based on prior approval.

Link Back to Morningstar.com
Morningstar logo link available for branded posting on your site.

New Creative
May be submitted at any time with updates live within 2 business days. Some Rich Media formats require 5 business days for testing.

Reporting
Available on-line via special, password-protected page, with daily updates available by creative, by day and by totals-to-date for program-includes Click-through, total impressions and yield.

Auditing
Monthly audit conducted by ABC Interactive.

Banner Submissions
e-mail to adbanner@morningstar.com

Size and Specification

Horizontal Banner
468 x 60 Pixels (10K file size)

Skyscrapers
120 x 240 Pixels (15K file size)
120 x 600 Pixels (15K file size)

Rectangle
336 x 280 Pixels (15K file size)

Video Report Banner
234 x 60 Pixels (15K file size)

Tile
125 x 125 Pixels (15K file size)

Pop-ups and Pop-unders
336 x 280 Pixels (Maximum)
15K file size

Unicast SUPERSTITIAL®
550 x 480 Pixels (Maximum)
100K file size (Maximum)

Logo Link Button
88 x 31 Pixels (2K file size)

E-Mail Sponsorship
5 lines of text, up to 70 characters per line, (includes spaces and punctuation); 6th line for URL link.

Center Sponsorship

ETF Center
Markets Center
Retirement Center
Tax Center
Technology Center
University Center
Wealth Management Center

Special Program

ETF Center Sponsorship

Morningstar.com's new Exchange-Traded Funds Center allows you to capitalize on this exciting new investing option. The ETF Center centralizes everything investors need to know about trading ETFs. Information includes articles written by Morningstar analysts, tutorials on the basics, and chat boards where like-minded investors can exchange information on specific products, including yours. Plus, investors can use the Morningstar Cost Analyzer tool to compare ETF costs to a portfolio of stocks or funds.
The ETF Center is ideal for fund companies who want to target serious ETF enthusiasts.

Opportunity

Reach trading-minded investors with a keen interest in exchange-traded funds.

Audience

- ETF Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  Premium members: $635,200[2]
  Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the ETF Center cover page
- Banner and tile on feature pages
- Banner and tile on ETF Quicktake Report pages
- Banner and tile on ETF Chat Board cover pages
- Banner on ETF-related conversations
- Banner on ETF-related video reports
- Vertical banner on the Cost Analyzer Tool

Site Promotion

- Rotating home page greeter message
- Home page tile
- Access to the ETF Center via upper and left navigator bars on home page
- Featured in InSite, Morningstar.com's monthly E-Newsletter to registered members

Price

Please contact our sale representatives for more details

For more information about Morningstar.com Advertising Packages, call your representative or e-mail to ads@morningstar.com

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[1] Nielsen Net Ratings
[2] Morningstar.com Annual Membership Survey, November 2001

Markets Center Sponsorship

If you're announcing new products, features, or improvements, Morningstar.com has the ideal audience for you. Our Markets Center attracts affluent people who have a strong need to keep up with what's new. And we've made it easy for them by locating gainers and losers, new highs and lows, sector performance, fund performance tables, and more in one convenient place. In addition, we've given the Markets Center a high visibility location on our Home Page. There's no better place to get the word out about your products and services.

Opportunity

Reach affluent investors who like keeping a close eye on things and have a strong need to know what's new all the time.

Audience

- Markets Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  Premium members: $635,200[2]
  Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the Markets Center cover page
- Banner and tile on feature pages
- Banner and skyscraper on News Wire stories

Site Promotion

- Rotating home page greeter message
- Home page link
- Access to the Markets Center via the upper and left hand navigation bars
- Regularly updated Markets Center related content on home page
- Internal banners and tiles promoting the Markets Center
- Featured in InSite, Morningstar.com's monthly e-newsletter to registered members

Price

Please contact our sale representatives for more details

For more information about Morningstar.com Advertising Packages, call your representative or e-mail to ads@morningstar.com

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1 Nielsen Net Ratings
2 Morningstar.com Annual Membership Survey, November 2001

Retirement Center Sponsorship

The Morningstar.com Retirement Center provides people planning for and in retirement with the information and tools they need to enjoy the retirement of their dreams. These include articles by our editors and analysts, planning tools like IRA calculators, Goal Planner, and more. You'll find affluent people interested in investing for retirement and for ways to enjoy their retirement.

Opportunity

Attract active, affluent investors who are currently planning for retirement or are retired.

Audience

- ETF Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  Premium members: $635,200[2]
  Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the Retirement Center cover page
- Banner and tile on feature pages
- Banner on retirement-related video reports
- Banner on retirement-related tools
- Banner on retirement-related conversations

Site Promotion

- Rotating home page greeter message
- Home page tile
- Regularly updated retirement content on home page
- Featured in InSite, Morningstar.com's monthly E-Newsletter to registered members

Price

Please contact our sale representatives for more details

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[1] Nielsen Net Ratings
[2] Morningstar.com Annual Membership Survey, November 2001

Tax Center Sponsorship

The Morningstar.com Tax Center brings together, in one place, everything of interest to tax-conscious investors. This includes tax articles written by Morningstar analysts, common tax questions, and tax-planning strategies. It creates an ideal environment for organizations offering tax-advantaged products and services.

Opportunity

Reach high-income people interested in protecting their assets, and who are seeking help with their tax situations.

Audience

- ETF Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  Premium members: $635,200[2]
  Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the Tax Center cover page
- Banner and tile on feature pages
- Banner on tax-related video reports
- Banner on IRA calculator tool
- Banner on tax-related conversations

Site Promotion

- Rotating home page greeter message
- Tax Center button on home page
- Home page tile
- Regularly updated tax content on home page
- Featured in InSite, Morningstar.com's monthly E-Newsletter to registered members

Price

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1 Nielsen Net Ratings
2 Morningstar.com Annual Membership Survey, November 2001

Technology Center Sponsorship

The Morningstar.com Technology Center is designed to help people find the next IBM or Microsoft. Our extensive staff of stock analysts, led by our chief technocrat, Pat Dorsey, pack the center with articles on strategies, trends, up and coming companies, and much more. This audience is avid about technology, and we expect their interest to extend well beyond stocks and funds to products like computers, phones, software, audio and video gear, and much more.

Opportunity

Attract active, affluent investors who are avid fans of high-tech companies and technology mutual funds.

Audience

- ETF Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  Premium members: $635,200[2]
  Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the Technology Center cover page
- Banner and tile on technology articles
- Banner and tile on feature pages
- Banner on technology-related video reports
- Banner on technology-related conversations

Site Promotion

- Rotating home page greeter message
- Home page tile
- Regularly updated technology content on home page
- Featured in InSite, Morningstar.com's monthly E-Newsletter to registered members

Price

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[1] Nielsen Net Ratings

[2] Morningstar.com Annual Membership Survey, November 2001

University Center Sponsorship

The Morningstar.com University Center serves experienced and new investors as a one-stop interactive resource for sharpening investing skills. Educational content includes articles written by Morningstar analysts, our popular "Ask the Professor" column, and the Investing Classroom, which rewards investors for taking and completing interactive educational courses. It's an ideal environment for publishers, seminar companies, fund companies, and others providing information to people who like to learn.

Opportunity

Put your message in front of affluent investors who want investing information and who participate in online seminars.

Audience

- ETF Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  Premium members: $635,200[2]
  Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the University Center cover page
- Banner and tile on feature pages
- Banner on university-related conversations
- Link throughout the course in the Investing Classroom

Site Promotion

- Rotating home page greeter message
- Home page tile
- Featured in InSite, Morningstar.com's monthly E-Newsletter to registered members

Price

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[1] Nielsen Net Ratings

[2] Morningstar.com Annual Membership Survey, November 2001

Wealth Management Center Sponsorship

The Morningstar.com Wealth Management Center provides sponsors an ideal hub for offering products and services geared toward mature investors as well as younger individuals that have recently acquired sizable portfolios. The Wealth Management Center brings together high-net-worth investors seeking ideas and information that will help them manage their complex finances, in one place. Content includes articles on optimizing stock options, estate planning, tax legislation, and portfolio strategies just to name a few topics.

Overseeing the Center's content is Sue Stevens, Morningstar's director of financial planning and a nationally recognized expert on retirement and portfolio planning.

Opportunity

Reach high-net-worth individuals who are interested in preserving capital and managing their assets for optimal long-term results.

Audience

- ETF Center users include free and premium members, and visitors seeking the expert opinions of Morningstar Analysts.
- Average Unique Users: 1,000,000[1]
- Average Duration of Visit: 9 minutes[1]
- Registered Users: 1,650,000
- Average Household Income: $93,500[2]
- Average Portfolio Size
  - Premium members: $635,200[2]
  - Free members: $363,600[2]

Advertising Package

- Exclusive to one advertiser
- Banner and tile on the Wealth Management Center cover page
- Banner and tile on feature pages
- Banner on Wealth Management-related conversations and Tools

Site Promotion

- Rotating home page greeter message
- Wealth Management Center button on home page
- Home page tile
- Regularly updated Wealth Management content on home page
- Featured in InSite, Morningstar.com's monthly E-Newsletter to registered members

Price

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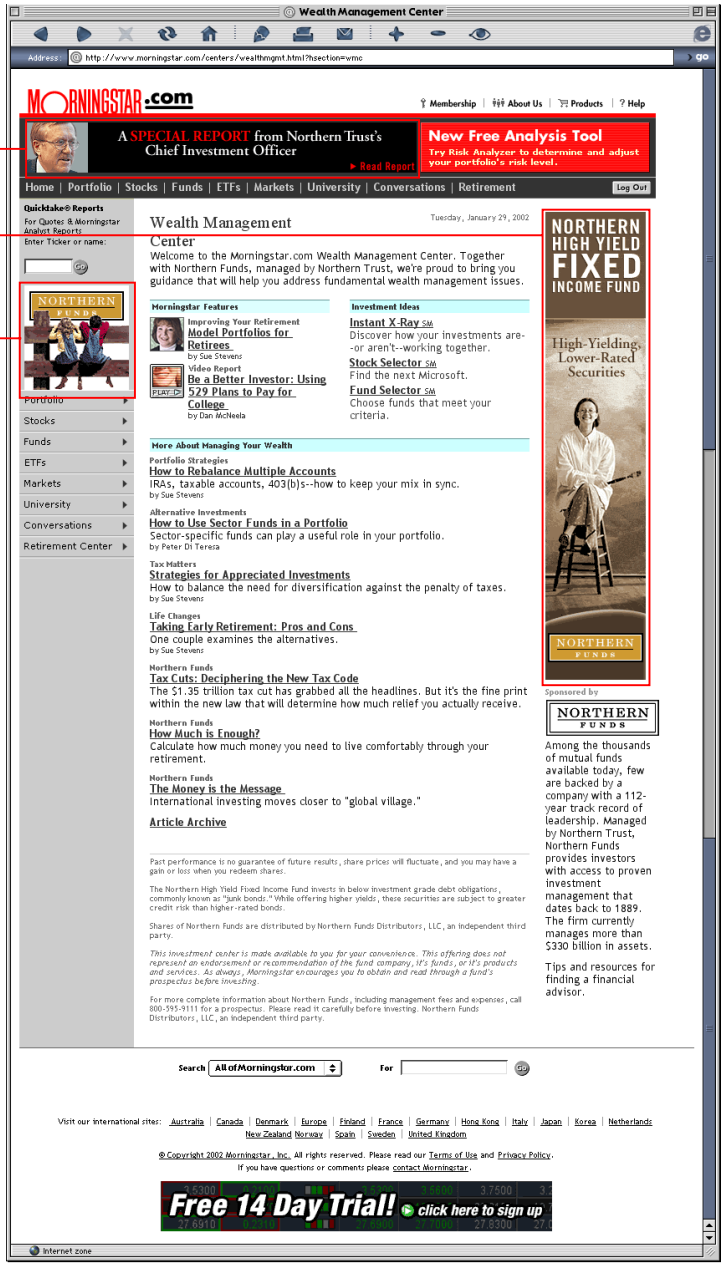
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1 Nielsen Net Ratings

2 Morningstar.com Annual Membership Survey, November 2001

Center Sponsorship Guidelines



Banner , Tile and Skyscraper on Center Cover Page "Exclusive Placement"

Location	Center Cover Page
Specification	
1 Horizontal Banner	468 x 60 Pixels, 12K file size
2 Skyscraper	120 x 240 Pixels, 15K file size or 120 x 600 Pixels
3 Tile	125 x 125 Pixels, 15K file size
Position	
Horizontal Banner	Top of Page View
Skyscraper	Right of Editorial Content
Tile	Fixed Position on Left Sidebar
Impressions	Unlimited
Additional Placement: Banner and Skyscraper	Feature Articles Related Conversations
Banner Only	Video Segments Related Tools

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Special Program Sponsorships

New, Unique Ways to Target Active Investors

Maximize the impact and value of your advertising with these new packages from Morningstar.com. Each sponsorship package is exclusive to one sponsor. They all allow you to reach a highly qualified audience of investors.

Online Seminar Sponsorship

Get your message across to investors who want to learn and are proactive about it. Morningstar.com's first online seminar opened to great reviews "I just love this seminar! Kudos!".

Sponsorship of this seminar includes:
- Exclusive ads on seminar cover pages, worksheets and e-mails.
- Sponsor recognition is pre-program marketing to 1MM users via e-mail, pop-ups and marketing landing pages.

Premium Membership Program

Here's your opportunity to sell to online investors who have demonstrated they will spend money on investing information. Morningstar.com's 100,000+ Premium Members pay $109 a year for their memberships.

Sponsorship includes:
- Exclusive placement on Premium Member Home Page
- Ad placement on 1000 Stock Analyst Reports
- Ad placement on select Premium member only tools

Fund Investor and Stock Investor Newsletters

First-time opportunity: your chance to advertise in our print publications. This package enables you to combine breakthrough print advertising with advertising on Morningstar.com for double the impact.

Sponsorship includes:
- Exclusive advertising wrap on newsletters.
- Ad placement on Morningstar.com (required)
- Newsletters mailed monthly to 60,000 subscribers

Mutual Fund 500 Book or Stocks 500 Book

Integrate your offline and online marketing efforts by advertising on Morningstar.com and Morningstar Mutual Fund 500 or Morningstar Stocks 500.

Sponsorship includes:
- Your company report used as the sample report on the back cover of the book, online promotions and placement in all marketing communications.
- On site promotion includes tiles, pop-ups and permanent placement on Morningstar.com.
- Marketing includes an est. 350,000 direct mail packages and 1MM+ e-mails

Premium Membership Open House Sponsorship

We're having an open house to celebrate our 100,000th premium subscribers. This is your opportunity to target Morningstar's most active users. By sponsoring our Open House you can reach 1.65MM users who have demonstrated a high responsiveness to Internet messaging and avid interest in their finances.

Sponsorship include:
- Exclusive ads in promotional e-mails (estimated 1.2 MM e-mails), pop-ups and marketing landing pages.

Year-End Review Sponsorship

Our analysts provide a recap of the year, including an overview of the market; best and worst funds, stocks, industries and fund families; and awards for CEO and managers of the year. This highly targeted sponsorship delivers users who depend on Morningstar for research, information, and news.

Sponsorship include:
- Exclusive ads on year-end review cover page and accompanying articles and features.

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