



**The Green Sheet Inc.**

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**2012 Media Kit**

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**Publishing excellence  
since 1983**

“In some ways The Green Sheet seems like it is just beginning, particularly when I think about all the changes we have made to the company and our services.

“But the fact is we have a lot of experience at what we are doing, having been around for so many years. And yet we are continuing to find new ways, I hope, to meet the needs of MLSs in the financial services sales community.”

Paul H. Green



President and Chief Executive Officer  
The Green Sheet Inc.

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## Whom to contact

### Potential advertiser?

Danielle Thorpe,  
Asst. Vice President of Advertising Sales  
Phone: 707-284-1686  
E-mail: [danielle@greensheet.com](mailto:danielle@greensheet.com)

Rita Francis, National Advertising Sales Manager  
Phone: 866-429-8080  
E-mail: [rita@greensheet.com](mailto:rita@greensheet.com)

### Current advertiser?

Kat Doherty, Office Manger  
Phone: 707-284-1684  
or 800-757-4441  
E-mail: [kat@greensheet.com](mailto:kat@greensheet.com)

### Looking for reprints?

Rita Francis, National Advertising Sales Manager  
Phone: 866-429-8080  
E-mail: [rita@greensheet.com](mailto:rita@greensheet.com)

### Want to FTP an ad?

Kat Doherty, Office Manager  
Phone: 707-284-1684  
or 800-757-4441  
E-mail: [kat@greensheet.com](mailto:kat@greensheet.com)

## Resource Guide: Classified advertising

Have your company listed in the Resource Guide in both *The Green Sheet* and GS Online.

### Whom to contact

Rita Francis,  
National Advertising Sales Manager  
Phone: 866-429-8080  
E-mail: [rita@greensheet.com](mailto:rita@greensheet.com)

# The Green Sheet Inc.: A snapshot

*Dedicated to the education and success of the ISO and MLS*

The Green Sheet has always focused on the sales professional, so we know this market well.

**F**ounded in 1983 by industry pioneer Paul H. Green, The Green Sheet Inc. was the first publisher to focus exclusively on the ISO and merchant level salesperson (MLS) channel.

It now reaches a majority of players in the payments industry through three synergistic vehicles.

Each format can help you reach our dynamic audience in a unique way.



## **The Green Sheet**

A semimonthly resource providing complete, original coverage of important and emerging issues in the ever-evolving payment processing industry

***“The Green Sheet is the bible of the bankcard industry, providing an honest and unbiased view of breaking news, cutting-edge technologies and beneficial programs for industry professionals. ... I graciously applaud your performance.”***

– David W. McMackin,  
President,  
AmericaOne Payment Systems

***“Combining a robust Web site, diverse publications and consistent readership, The Green Sheet consistently exceeds every option available in this business.”***

– Brett Mansdorf,  
Marketing Director,  
eProcessing Network LLC

## **GSQ**

A four-color, glossy quarterly offering in-depth analyses of topics central to the financial services community



## **GS Online –**

**[www.greensheet.com](http://www.greensheet.com)**

A Web resource showcasing breaking industry news and events; the MLS Forum, which facilitates free, secure interactive discussion among industry peers; current and back issues of *The Green Sheet* and *GSQ*; and much more.

With simultaneous publication in print and online at [www.greensheet.com](http://www.greensheet.com), we provide our advertisers with unprecedented access to the ISO/MLS business sector.

## Best circulation in the industry

More than **25,000** subscribers read *The Green Sheet* and *GSQ* every month.

GS Online averages over **3.7 million** hits per month.

Our staff handles an average of **500** e-mail inquiries per month, ranging from requests for print subscriptions to industry information.

**Bonus coverage:** Our publications are distributed at major industry events throughout the year, reaching thousands of additional individuals who will be receptive to your message.

## An effective recruiting tool

A key reason companies choose to advertise with us is to reach the ever-changing ISO/MLS sales force, the enterprising group that built this industry to what it is today. We know this market well.

## Close to the feet on the street

Our readers report *The Green Sheet* is closer to the street and more a part of their world than any other trade magazine:

- 72% are ISOs and MLSs.
- 8% are industry vendors.
- 8% are financial institutions.
- 90% refer to back issues for sales presentations.
- 86% have shared *The Green Sheet* with a business associate.
- 97% would recommend our publications to their colleagues.

Representatives of the top 100 U.S. banks also read our publications.

**"We know The Green Sheet is the place to look for industry trends and information; our advertising plan wouldn't be complete without it."**

– Erin Davis,  
Marketing Manager,  
VeriFone

## Offering ISO and MLS education

We help readers advise merchants in essential areas:

- POS equipment procurement, setup and operation
- Bankcard (debit and credit) sales and transaction processing
- Interchange
- Internet commerce
- Wireless and mobile payment options
- ATM sales and service
- Integration of value-added programs such as gift, loyalty and prepaid cards
- Check guarantee and verification; and collection services.
- Data security and PCI compliance issues
- Electronic funds transfer.

## Award-winning publications and Web site

For five consecutive years, Communications Concepts Inc. has recognized The Green Sheet's achievements in the highly regarded Annual Awards for Publication Excellence (APEX).

The Green Sheet has won **38** APEX awards thus far for magazine and journal writing, design and illustration, as well as Web site design and implementation.

## Resource Guide of top industry players

We offer listings in the popular Resource Guide, a classified advertising section in *The Green Sheet* that provides contact information for notable companies and services vital to the financial services realm.

# A marketer's advantage

## *Why advertisers pick The Green Sheet again and again*

**A** key reason companies choose to advertise with The Green Sheet is to recruit members from the ever-changing ISO/MLS sales force, the enterprising group that built this industry to what it is today.

The Green Sheet has always focused on the sales professional, so we know this market well.

In addition to providing unique, accessible and targeted content in our publications, we make it easy for you to reach this audience in a number of ways.

## **New display advertising options**

We offer a variety of effective display advertising options in *The Green Sheet*, *GSQ* and *GS Online*. And we devise new options that help keep messages fresh.

We now provide custom quarter-, third- and half-page ads, which allow the opportunity to create unique and memorable advertising campaigns.

## **Classified advertising – Resource Guide**

We also offer economical listings in the popular Resource Guide, a section in *The Green Sheet* and *GS Online* that industry veterans, as well as newbies, rely on. It highlights the top players in the ISO/MLS arena.

## **Right target, excellent results**

Advertisers with The Green Sheet frequently report the response they receive to ads in our publications is greater than from any other venue. The reason: We more accurately target their audience.

And we zero in on the unique needs of each advertiser, putting together customized media buys to reach core audiences again and again.

## **Incomparable distribution**

Equipment vendors, banks and MLSs alike rate *The Green Sheet's* distribution as the best in the industry.

We also offer bonus coverage: Our publications are distributed at major industry events throughout the year, reaching thousands of additional individuals who will be receptive to your message.

## **Published 28 times a year**

The Green Sheet publications reach the market more than twice as often as any other printed industry publications.

Our short production time frame enables advertisers to target specific promotion dates within a two-week window, with far less cost than competing advertising options.

Our publication schedule also means an ad campaign can be more specific to the current market, change directions on a dime and keep the

***“If your objective is to reach the entire MLS community, then The Green Sheet should be on the top of your list of advertising options.”***

– Jim Fink,  
Chief Marketing Officer,  
EVO Merchant Services

***“Many publications offer competitive ad rates and placement, but only one publication goes the extra mile and tirelessly works with each client to customize an ad campaign that effectively delivers their message. That publication is The Green Sheet.”***

– Ed Freedman,  
President/CEO,  
Total Merchant Services Inc.

***“There is no other publication in the acquiring industry that reaches as many people and offers the value and return on investment that The Green Sheet provides.”***

– Steve Eazell,  
Director, National Sales and Marketing,  
Secure Payment Systems Inc.

Competitive advertising  
can cost **25 times more**  
than *The Green Sheet*

cost as low as possible.

## Lowest rates, best reach

Our ad rates for *The Green Sheet* are less than one-third the cost of our competition in half-page formats and less than one-fourth the costs of our competitors' full-page ads.

When readership and publication frequency are factored in, competitive advertising can cost as much as 25 times more than *The Green Sheet* (\$0.04 per reader per month versus \$1.02 per reader per month). See rate card on page 12.

## For advertisers of all sizes

We serve big companies like American Express Co., First Data Corp. and others. But we meet the needs of *all* advertisers in the market, including

**"The Green Sheet consistently provides articles that are high in quality, educational and current to this ever-changing industry."**

– Ken Musante,  
President,  
Humboldt Merchant Services LP

**"If you're not reading The Green Sheet cover to cover, you're working in the dark."**

– "Coach" Ron Tunick,  
President,  
Nations Transaction Services

small organizations that need to reach the market economically.

We limit ads in *The Green Sheet* to a black-and-white format, reserving full color for *GSQ*. By having only black-and-white ads, advertising costs remain low. And no ad is diminished in look, even when compared with those produced by companies with more robust advertising budgets.

## Longest shelf life in the industry

Readers have rewarded us by giving *The Green Sheet* the longest shelf life in the industry. This extends the impact of your advertising dollars considerably.

# The Green Sheet: A look inside

**B**egun as an eight-page newsletter, *The Green Sheet* is now a bulging 128-page semimonthly magazine.

It is the seminal source of timely, bias-free news, education, inspiration and actionable advice for the rapidly expanding financial services market.

## If readers can sell it, we will cover it

*The Green Sheet* provides data applicable to all aspects of the market, including:

- Debit and credit transaction processing
- Check services
- Gift, loyalty and prepaid programs
- Merchant cash advance programs
- POS equipment
- ATM products and services
- E-commerce.

## From breaking news to sales advice

*The Green Sheet* includes in-depth reporting on the latest breaking news as well as informative articles written by guest writers drawn from among the industry's top experts.

We cover the gamut:

- New products and services
- Evolving technology
- Banking and legal changes
- Security and PCI-compliance
- Interchange
- Government issues
- Mergers and acquisitions
- Sales and motivational tips



- Business opportunities.

Issue after issue, our readers look forward to our informative columns and features:

- **Industry Update:** the latest news, innovations, appointments and alliances
- **Forum:** answers to questions posed by readers
- **Industry Leader:** profiles on leading payments professionals
- **AgentTalk<sup>SM</sup>:** sales professionals share lessons learned and tricks of the trade
- **Street Smarts<sup>SM</sup>:** discussion of key issues brought up on the GS Online MLS Forum
- **Company Profile:** inside look at leading companies in the industry
- **New Products:** showcase for the industry's latest product offerings
- **Inspiration:** articles offering selling tips and motivational information
- **Datebook:** announcements about upcoming industry events
- **Resource Guide:** a classified advertising section listing companies according to product or service offered.

# GSQ: Glossy and colorful, in-depth reporting

**G** SQ offers in-depth analyses of important issues facing the financial services community. It helps readers navigate in this era of rapidly evolving technology, policies and procedures.

A four-color, glossy publication, GSQ has examined many topics, including:

- Interchange
- Data security, including PCI compliance
- Rankings of merchant acquiring organizations
- ISO profiles
- Special issues facing MLSs
- POS equipment and ATMs
- Emerging technologies
- Industry benchmarks
- Internet commerce.

Discussions focus on burgeoning sales opportunities, while translating techno-speak into the kind of sales-speak that ISOs and MLSs can use to their advantage.



***“Thanks ... for the industry-specific information we need!”***

– Eileen Civera and Frank Civera,  
Co-Owners,  
Bartlett Info Tech Services LLC

***“I would have to say our advertising campaign with The Green Sheet and GSQ is one of the principal factors in our successful growth over the past few years.”***

– Jared Isaacman,  
CEO,  
United Bank Card Inc.

# GS Online: Your gateway to information

[www.greensheet.com](http://www.greensheet.com)

The Web site GS Online is listed with all major search engines, and its rich content continues to create enormous viewer use daily.

Our Web traffic has steadily climbed to over 4.1 million hits per month, and we continue to design and engineer it to better serve the market.

Many organizations, including the Electronic Transactions Association, MasterCard Worldwide, and Visa U.S.A., and publications such as *American Demographics* and *USA Today* monitor GS Online.

## GS Online features keep readers coming back

- **The MLS Forum:** A free, secure, interactive forum where ISOs and MLS can share experiences and resources
- Preview access to the most current issues of *The Green Sheet* and *GSQ*, before they reach subscribers in the paper format
- Efficient search tools providing quick access to current and archived issues back to 1995



**4,100,000**

Average hits per month on [www.greensheet.com](http://www.greensheet.com)

- Easy download to handheld devices
- Free classified ads
- Free Web pages and hosting for MLSs through The Green Sheet Inc.-owned site [www.RetailBusiness.com](http://www.RetailBusiness.com)
- Advertising opportunities through online banner ads.

***"I'm constantly logged onto [www.greensheet.com](http://www.greensheet.com), and days that I'm not logged on I feel like I missed out. ... I believe that knowledge is power, and The Green Sheet is the beat on the street that prompts our feet on the street."***

— Sam Chanin,  
CEO,  
Business Payment Systems Inc.

# Print and online advertising specifications

## The Green Sheet and GSQ print advertising

### The Green Sheet and GSQ print ad sizes

Ad size (inches)	Width	Height
Two-page spread*	17.25	11.25
One and 1/3 page*	11.375	11.25
Full page, no bleed	7.5	10
Full page, bleed*	8.625	11.25
Half page, no bleed	7.5	5
Half page, bleed*	8.625	5.625
Custom half page	4.865	7.5
Custom third page	2.25	9.5
Quarter page, no bleed	3.75	5
Custom quarter page	4.865	5

\* The live area for bleed ads is 0.25 (one-quarter) inch in from the outside edge of the printed page (0.375 inch from the bleed spec edge). Any deviation from this spec will result in art being cut off.

### Where to send print ads

Kat Doherty, Office Manager  
Address: The Green Sheet, 1160 N. Dutton Ave.  
Suite 200, Santa Rosa, CA 95401  
Phone: 707-284-1684 or 800-757-4441

### Where to e-mail GS Online ads

Kat Doherty, Office Manager  
Phone: 707-284-1684 or 800-757-4441  
E-mail: [kat@greensheet.com](mailto:kat@greensheet.com)

## Formats for The Green Sheet and GSQ print advertising

Designing and formatting ads to our specifications is your responsibility. The Green Sheet does not perform any advertisement design services.

The following requirements are in accordance with your advertising agreement, which must be signed before we can place your ad:

- **The Green Sheet:** All ads in *The Green Sheet* are black with grayscale graphics, 300 dpi (dots per inch).
- **GSQ:** Ads in *GSQ* are four-color (CMYK) graphics, 300 dpi (dots per inch).

### The Green Sheet PDF requirements

- Artwork must be converted to PDF
- No CMYK, RGB or indexed color files
- Include (or outline) all fonts
- Resolution for scans or PhotoShop files should be 300 dpi or higher only. We do not accept 72 dpi Web graphics for print advertising.

### GSQ PDF requirements

- Artwork must be converted to PDF
- No RGB or indexed color files
- Include (or outline) all fonts
- Resolution for scans or PhotoShop files should be 300 dpi or higher only. We do not accept 72 dpi Web graphics for print advertising.



## The general rules

1. Artwork must be saved to grayscale and sent as a PDF (portable document format). See box labeled “PDF requirements” on page 10.

2. *The Green Sheet* does not accept files created in Publisher, PageMaker, Quark XPress or Illustrator. Any formats other than those given in our specifications are unusable, and materials submitted in such formats will be returned.

3. All ads **MUST** be accompanied by a composite laser proof. **Note:** Color match proofs for *GSQ* ads are recommended.

4. A completely filled-out, signed insertion order form **MUST** accompany all ad submissions.

5. Artwork must arrive at our office on CD. An FTP site is also available. However, no e-mail delivery is allowed.

## Our disclaimer

Failure to produce ad designs to our specifications will result in rejection of art and placement of existing art on file, according to your signed agreement.

## GS Online advertising

### GS Online ad sizes

Ad size (pixels)	Width	Height
Skyscraper	150 px	800 px
Large banner	465 px	60 px
Resource Guide button	125 px	125 px

## Our disclaimer

Submitting art outside the prescribed pixel measurements will result in compromised image quality. We will alert you or your agency if this occurs; however, we will accept no responsibility for image quality.

Free classified ads are also available in *GS Online's* MLS Forum.

## Formats for GS Online advertising

- RGB color
- 72 dpi
- gif
- animated gif
- jpg

## No Flash, no Shockwave files

While it's possible to produce banners in a variety of formats and programs, we do not accept Flash (.fla) or Shockwave (.swf). For the sake of cross-platform and multidevice compatibility, we only support the formats listed in this guide.

Also, you must provide the exact URL for linking the advertisement (for example, [www.greensheet.com/media](http://www.greensheet.com/media)).

# Print and online advertising rates

Rates effective January 1, 2012

## The Green Sheet display ads

Ad Size	Frequency: 1 Time		3 Times		6 Times		12 Times (1/2 Year)		24 Times (1 Year)	
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Quarter Page	\$1,185	\$1,185	\$1,085	\$3,255	\$985	\$5,910	\$860	\$10,320	\$570	\$13,680
Half Page	\$1,745	\$1,745	\$1,615	\$4,845	\$1,490	\$8,940	\$1,330	\$15,960	\$975	\$23,400
Full Page	\$2,535	\$2,535	\$2,385	\$7,155	\$2,235	\$13,410	\$1,975	\$23,700	\$1,615	\$38,760
Custom Quarter	\$1,365	\$1,365	\$2,570	\$7,710	\$1,130	\$6,780	\$990	\$11,880	\$655	\$15,720
Custom Third	\$1,685	\$1,685	\$1,550	\$4,650	\$1,420	\$8,520	\$1,260	\$15,120	\$890	\$21,360
Custom Half	\$2,005	\$2,005	\$1,860	\$5,580	\$1,715	\$10,290	\$1,525	\$18,300	\$1,120	\$26,880
Back Cover	\$3,010	\$3,010	\$2,695	\$8,085	\$2,395	\$14,370	\$2,300	\$27,600	\$1,935	\$46,440
Inside Cover	\$2,720	\$2,720	\$2,495	\$7,485	\$2,275	\$13,650	\$2,165	\$25,980	\$1,870	\$44,880
2 Page Spread	\$4,445	\$4,445	\$4,200	\$12,600	\$3,960	\$23,760	\$3,505	\$42,060	\$2,865	\$68,760
Center Spread	\$5,270	\$5,270	\$4,975	\$14,925	\$4,695	\$28,170	\$4,150	\$49,800	\$3,395	\$81,480

## GSQ display ads

Ad Size	Frequency: 1 Time		2 Times		3 Times		4 Times	
	Total	Total	Total	Total	Total	Total	Total	Total
Quarter Page	\$2,645	\$2,645	\$2,385	\$4,770	\$2,275	\$6,825	\$2,170	\$8,680
Custom Quarter	\$3,040	\$3,040	\$2,740	\$5,480	\$2,620	\$7,860	\$2,495	\$9,980
Custom Third	\$3,800	\$3,800	\$3,425	\$6,850	\$3,285	\$9,855	\$3,150	\$12,600
Half Page	\$4,565	\$4,565	\$4,110	\$8,220	\$3,955	\$11,865	\$3,800	\$15,200
Custom Half	\$5,250	\$5,250	\$4,725	\$9,450	\$4,545	\$13,635	\$4,370	\$17,480
Full Page	\$6,780	\$6,780	\$6,100	\$12,200	\$5,895	\$17,685	\$5,690	\$22,760
2 Page Spread	\$7,455	\$7,455	\$6,710	\$13,420	\$6,485	\$19,455	\$6,180	\$24,720
Back Cover	\$8,995	\$8,995	\$8,095	\$16,190	\$7,835	\$23,505	\$7,570	\$30,280
Inside Cover	\$7,515	\$7,515	\$6,765	\$13,530	\$6,540	\$19,620	\$6,310	\$25,240
Center Spread	\$9,320	\$9,320	\$8,390	\$16,780	\$8,105	\$24,315	\$7,725	\$30,900

## The Green Sheet Online advertising

Format	30 Days
Skyscraper ad (800px x 150px)	\$650
Large banner ad (465px x 60px)	\$500

Printed quantities of 500 up to 10,000 are available in black ink on white, black on green or black on green PDFs for your web site.  
Call Rita Francis at 866-429-8080 for pricing and more information.

## Resource Guide advertising

### The Green Sheet

Format	
Non Bold Listing	\$1,045.00 per year
Bold Listing	\$1,325.00 per year
URL added to Print	\$100.00
Green Sheet Regular Custom box (2" x 1")	\$2,100.00 per year
Black and white with logo* and URL	
Green Sheet Large Custom box (2" x 2")	\$3,700.00 per year
Black and white with logo* and URL	
RGXL Custom Box (2" x 3"), Black and white with logo*, URL and 5 lines of text	\$4,000.00 per year

### GSQ

Format	
Non Bold Listing	\$725.00 per year
Bold Listing	\$875.00 per year
URL added to Print	\$50.00
GSQ Regular Custom Box (2" x 1")	
with color logo* and URL	\$525.00 per issue
GSQ Large Custom Box (2" x 2")	
with color logo* and URL	\$900.00 per issue
RGXL Custom Box (2" x 3") with color logo*, URL and 5 lines of text	\$1,050.00 per issue

## The Green Sheet & GSQ reprints

### ONLINE

Format	
Non Bold Listing	\$525.00 per year
Bold Listing	\$625.00 per year
URL added to listing	\$ 50.00

\* Logos must be at least 300 dpi. Black and white logos must be true black, color logos must be CMYK. Any questions? Please call Troy Vera or Lewis Kimble at 800-757-4441

# Print advertising deadlines

Dates effective January 1, 2012

## The Green Sheet and GSQ display ads

Deadlines stated for reference only. Ad insertion availability may differ from reservation date. Many issues sell out before ad reservation date.

Subject to change without notice. Contact **Danielle Thorpe** at 707-284-1686 or **Rita Francis** at 866-429-8080 for availability.

### 2012

Issue number	Mailing date	Ad reservation due	Ad materials due
12:06:01	6/11/2012	5/13/2012	5/23/2012
12:06:02	6/25/2012	5/27/2012	6/6/2012
12:07:01	7/9/2012	6/10/2012	6/19/2012
GSQ v15n2	7/16/2012	5/21/2012	6/8/2012
12:07:02	7/23/2012	6/24/2012	7/4/2012
12:08:01	8/13/2012	7/18/2012	7/25/2012
12:08:02	8/27/2012	8/1/2012	8/8/2012
12:09:01	9/10/2012	8/15/2012	8/21/2012
12:09:02	9/24/2012	8/29/2012	9/5/2012
GSQ v15n3	10/1/2012	8/7/2012	8/24/2012
12:10:01	10/8/2012	9/12/2012	9/19/2012
12:10:02	10/22/2012	9/26/2012	10/3/2012
12:11:01	11/12/2012	10/17/2012	10/24/2012
12:11:02	11/26/2012	10/31/2012	11/7/2012
12:12:01	12/10/2012	11/2/2010	11/21/2012
GSQ v15n4	12/17/2010	10/20/2012	11/16/2012
12:12:02	12/24/2012	11/23/2012	12/5/2012