



**2013
OTA MEDIA KIT**



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ABOUT ONLINE TRADING ACADEMY

The world leader in professional education for traders who want to succeed in any market, and any asset class.

Mission Statement: Transforming lives worldwide through exceptional trading and investing education.

Online Trading Academy's roots can be traced back to 1997, as one of the largest trading floors in the U.S., with 180 traders averaging half a billion dollars in daily transactions. To improve results, managers and the top traders offered daily coaching sessions in how to trade more consistently and profitably.

In 2001, we shifted our focus to solely providing education. Today we have a community of over 30,000 students that have learned to trade with the skill and confidence of professional traders.

Trader education for every need and experience level:

We offer professional instruction in all of our state-of-the-art teaching facilities around the world, as well as a wide array of home study materials.

Classes cover a spectrum of trading styles and asset classes, from Short Term Trading, Swing Trading, Position Trading, and Investment Theory for Stocks, to Exchange Traded Funds, Options, Futures (Eminis & Commodities) and Currencies.

Our on-location courses are geared toward individual investors or traders, novice or experienced, who want to learn how to use the same tools and professional trading techniques as the professional traders on Wall Street. These courses offer a complete education and training experience focusing on trading fundamentals, technical analysis, risk management, and highly-developed skills of execution for virtually any trading instrument.



LESSONS FROM THE PROS CONTENT PUBLISHING

Lessons from the Pros is Online Trading Academy's award winning e-Newsletter that contains powerful trading lessons and real-world examples of our simple, rule-based strategies in action. The newsletter is designed for the complete, well-rounded trader (and those who aspire to this level) who looks at trading opportunities across all asset classes including Stocks, Options, Forex, Futures, Real Estate and more. This complete look across multiple trading instruments gives traders a much more comprehensive view of opportunities in the markets. Specialty skills, such as trader's psychology are also covered. New articles are published once a week on Tuesdays, and are available at <http://lessons.tradingacademy.com>.



If you would like permission to republish Lessons from the Pros articles, please contact us directly at lessons@tradingacademy.com for details.



LESSONS FROM THE PROS ADVERTISING

Our weekly email newsletter reaches over 375,000 traders and investors worldwide and includes articles on Stocks, Futures, Forex, Options and other asset classes and topics. Ad spots are available in the newsletter and also on the Lessons from the Pros website, where readers click through to view full articles.



Lessons from the Pros Newsletter

Ad Sizes: 280 x 160 | 280 x 110

Lessons from the Pros Website

Ad Sizes: 250 x 250 | 640 x 105



FINANCIAL EDUCATION CENTER

The Financial Education Center (FEC) is a unique trading encyclopedia developed by Online Trading Academy’s faculty experts. The FEC introduces readers to basic terminology as well as concepts to provide them with the tools they need as part of their trading education. Our FEC may be custom branded with your logo – all you need to provide is a free button and link to access it through your site.





SOCIAL MEDIA

Online Trading Academy has active profiles and communities on major social networks such as Facebook, Twitter, and Google+. Social promotion opportunities are available in conjunction with other advertising campaigns. These include Facebook posts, tweets, and other mentions of your company, product or service to the OTA social community.





OTA WEBSITE

Ad spots are available on high-traffic pages of the Online Trading Academy website, tradingacademy.com. The OTA website serves not only as a portal for current students to access important resources, but also as a rich source of educational content for a high volume of visiting prospects.



Power Trading Radio Website

Ad Size: 220 x 220



Trader's Dashboard

Ad Size: 728 x 90



Student Lobby

Ad Size: 220 x 220



Student Resources

Ad Size: 220 x 220



OTA STUDENT COMMUNITY

Power Trader Nation is an active community of Online Trading Academy graduates where traders participate in forum discussions, share trades, read blog posts, and more. There are numerous advertising spots available on the most visited pages of this website.



Power Trader Nation
 Ad Sizes: 250 x 250 | 300 x 250

CAMPAIGN DETAILS

Monthly Marketing Plan		
Media	Channel	eCPM*
Display	Financial Education Center	\$30.00
Display	Lessons From The Pros	\$30.00
Display	Power Trader Nation	\$30.00
Display	Power Trading Radio	\$30.00
Display	Student Lobby	\$35.00
Display	Student Resources	\$35.00
Display	Trader's Dashboard	\$35.00
Email	Lessons From The Pros	\$30.00

*Effective cost per thousand impressions