



Media Kit 2011



**“Reach out to
investors and
traders who are
hungry for
Options Trading
information and
services”**

Optiontradingpedia.com



Media Kit

Table of Contents

What is Optiontradingpedia.com?

Awards and Accolades

Why Advertise with Optiontradingpedia.com?

Statistics and Demographics

Advertising Opportunities

Display Ads

Text Placements

Sponsorship Opportunities

Technical Specs

Contact Information





What Is Optiontradingpedia.com?

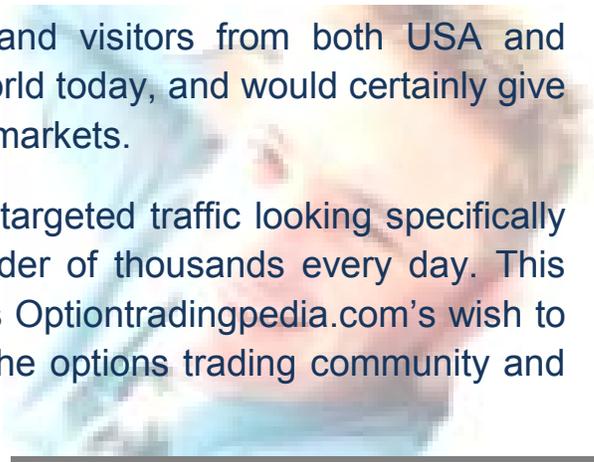
Optiontradingpedia.com is a free online encyclopedia started by Masters 'O' Equity Asset Management Singapore Private Limited that explains terms and concepts relating to options trading.

Since its beginning back in 2006, Optiontradingpedia.com has captured top 3 placements across almost all important options trading related keywords on major search engines such as Google, Yahoo and Bing. Optiontradingpedia.com owes its great search engine placement to the unique content that are developed and written personally by the founder and CEO of Masters 'O' Equity Asset Management, Mr. Jason Ng, a seasoned options trainer and hedge fund manager. The articles and tutorials on Optiontradingpedia.com were written with the layman in mind and explained using as little technical terms as possible, making it one of the most popular options educational resources in the world for beginners to options trading and veterans alike.

Optiontradingpedia.com has received recognition and links from major institutions such as CNBC as well as major universities around the world. Indeed, Optiontradingpedia.com can be thought of as an outreach program for options trading, reaching out to the hungry beginners out there in the world.

Optiontradingpedia.com has presence and visitors from both USA and China, the two giant economies in the world today, and would certainly give advertisers exposure into new overseas markets.

Optiontradingpedia.com attracts red hot targeted traffic looking specifically for options trading information in the order of thousands every day. This number is still growing as we speak. It is Optiontradingpedia.com's wish to be your vital partner in reaching out to the options trading community and increase your sales and branding.





Awards and Accolades

Optiontradingpedia.com has received numerous awards and mentions in major trading magazines and websites.

CNBC Options Action Links to Optiontradingpedia.com

A day late, and perhaps a dollar shy (after all, options do decay with time), but I do want to update the faithful with a recap of last Friday's show. > Read more

TOPICS: [Stock Options](#)

Options Trading Encyclopedia of Terms
Explains concepts and issues related to option trading.

OPTIONS ACTION FEATURE

Newsletter
Sign up to receive exclusive Options Action content.

RELATED LINKS

- thinkorswim**
The web's premier option brokerage firm.
- Investools**
Offering market-leading investor education.
- Options Trading Encyclopedia of Terms**
Explains concepts and issues related to option trading.
- Options Made Easy**
Your Guide to Profitable Trading by author Guy Cohen

LATEST VIDEO [Full Video Archive](#)

- Options Action Web Extra** 28 Aug 2009
The Options Action traders answer viewer questions, with CNBC's Melissa Lee.
- Final Call** 28 Aug 2009
The Options Action traders look ahead to discuss what they'll be watching next week, with CNBC's Melissa Lee.
- Double Upside Call: Doll** 28 Aug 2009
Keeping an ear to the wall and trying to determine Call's direction, with the Options Action traders and CNBC's Melissa Lee.

LATEST WEB EXTRA [Full Web Extra Archive](#)

- Options Action Web Extra** 17 Jul 2009
Viewer letters and advice, with CNBC's Melissa Lee and the Options Action traders.

MORE ON THINKORSWIM

Click here to demo thinkorswim's trading software or to open an account.

CONTACT US

Questions? Comments? Tell us what you think about the





University Professors link to Optiontradingpedia.com

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Twenty minutes after the opening bell on Thursday, an investor unwound a bearish spread in August options and entered a similar position in December options (WSJ article). Not really that newsworthy until you find out that the trade involved 720,000 options contracts on the SPDR Trust Series 1 (SPY), representing about half of the volume traded on the SPDR fund on a daily basis. As mentioned by the WSJ:

The investor who pulled the trigger on this trade appears to have set up a bearish "one-by-two put spread" in December options -- buying December \$95 "puts," which convey the right to sell the fund, and selling twice as many December \$82 puts.

Apparently someone else is also not too impressed with recent revenue and earnings numbers, or at least wants to protect recent gains. See the following links for more information on the bear put spread [here](#), and bear ratio spreads, such as the one-by-two, [here](#). It will be interesting to see how quickly the trades pays off, if at all. Microsoft (MSFT) certainly helped the bears after the bell Thursday.





Most Importantly, Our Readers LOVE Optiontradingpedia.com!

“Great Site for both the inexperienced and experienced option trader.” – Christy Keaten

“Your site is one of the clearest and most complete I have seen from all the books and sites that I have studied.” – Paddy

“Hi, your website is a goldmine of great options information for a beginner like me – thank you for making it.” – Shawn

“You can tell just by reading through some of the content that these guys know what they are talking about.” – Blain Reinkensmeyer, stocktradingtogo.com <http://www.stocktradingtogo.com/2007/03/21/option-trading-101/>





Why Advertise with Optiontradingpedia.com?

Red Hot Targeted Traffic: Our traffic is highly targeted and 100% of our traffic consists of people looking for information and services related to options trading. There are no wasted traffic and no passer-bys! All of them are hungry for more options trading information and service!

High Conversion Rate: Due to the highly targeted nature of our traffic, you are ensured a high level of conversion for any options trading related product that you may be selling!

Attractive Demographics: Our readers are not only targeted users looking for options trading information and services but they are also able and willing adults who can BUY! This ensures that your marketing dollar is well spent!

Commitment to Success: We monitor the performance of your ads as well as the click through patterns of our readers and provide you with recommendations on how to optimize your campaign.

Flexibility: Not only do we offer a wide range of placements, we are also open to providing customized solutions for your unique requirements.





Statistics and Demographics

Here is our site statistics obtained from Google Analytics.

Traffic

For the year January 2010 to December 2010, Optiontradingpedia.com has received a monthly average of 40,116 visitors with a monthly average of 77,808 impressions generated!

Dashboard

Jan 1, 2010 - Dec 31, 2010



Site Usage

481,403 Visits

933,700 Pageviews

1.94 Pages/Visit

71.23% Bounce Rate

00:02:53 Avg. Time on Site

69.88% % New Visits

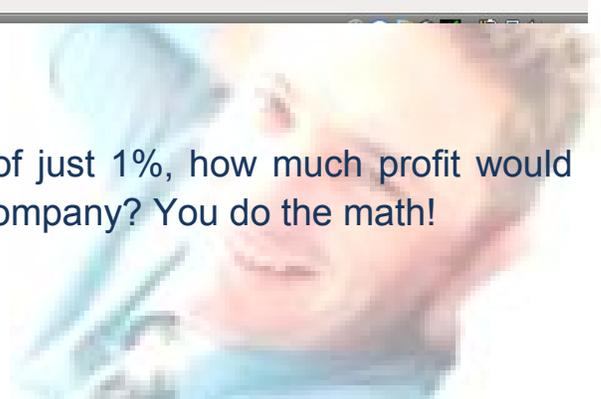
Visitors Overview



Map Overlay



Even with an average conversion rate of just 1%, how much profit would this highly targeted traffic bring to your company? You do the math!





Demographics

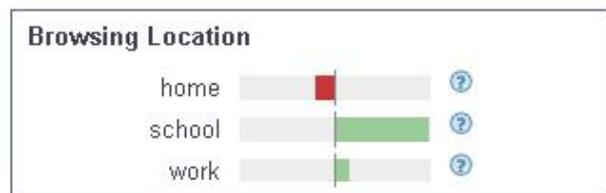
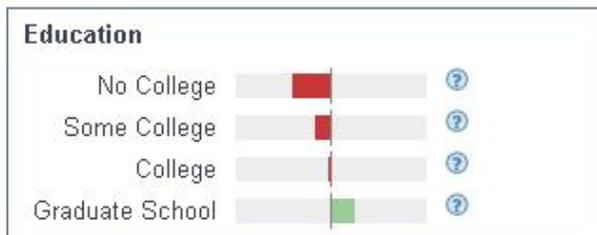
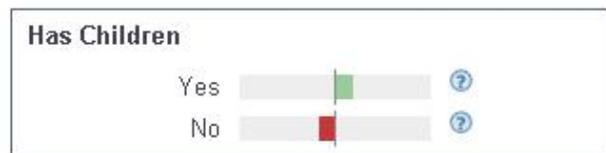
From the statistics obtained from Alexa.com below, you will see that Optiontradingpedia.com's traffic consists mainly of adults who are able and willing to pay for options trading information and services.

The following is Alexa.com's analysis of Optiontradingpedia.com's traffic:

*"...the site's audience tends to be users who browse from school and work; they are also **disproportionately highly educated men earning over \$60,000 who have more children.**"*

Audience Demographics for Optiontradingpedia.com

Relative to **the general internet population** how popular is optiontradingpedia.com with each audience below?





Traffic Sources

As you can see from the Google Analytic extract below, most of our traffic comes from Search Engines! Yes, these are people who are actively looking for options trading information and not people who stumbled upon some random links on random social sites! Optiontradingpedia.com's unique content enjoys extremely good rankings on all major search engines. As you can see from the extract below, visitors get to Optiontradingpedia.com by searching highly targeted keywords on these search engines such as "Options Trading" and "Stock Options". These are the hottest prospects anyone in the options trading business can ever get!



All traffic sources sent a total of 481,403 visits

-  **10.82%** Direct Traffic
-  **7.33%** Referring Sites
-  **81.76%** Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	346,287	71.93%
(direct) ((none))	52,082	10.82%
yahoo (organic)	31,768	6.60%
bing (organic)	10,902	2.26%
optiontradingpedia.com (referral)	4,754	0.99%

Keywords	Visits	% visits
options trading	11,325	2.88%
stock options	6,006	1.53%
option trading	3,975	1.01%
in the money options	3,106	0.79%
put call parity	2,202	0.56%



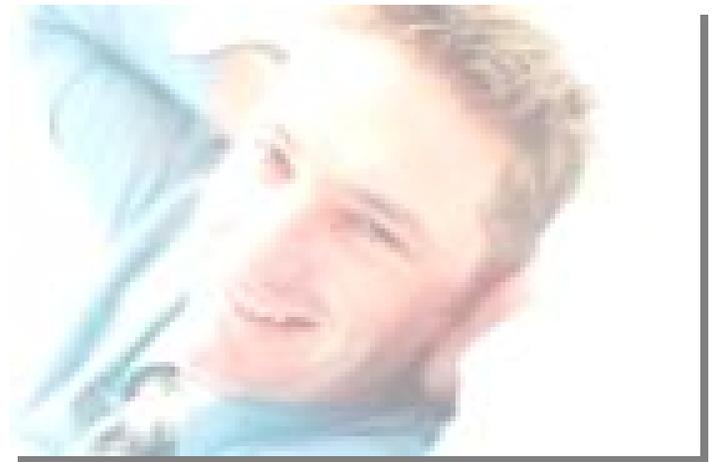
Advertising Opportunities

Graphic Placements

- 125 x 125 Banner Ad
- 336 x 280 Banner Ad

Product / Services Review

Co-branded Domain





125 x 125 Banner Ads



125 x 125 banner ad

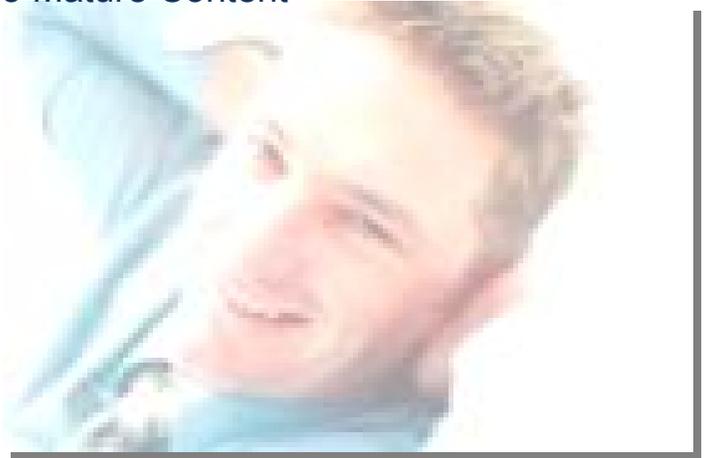
125 X 125 Banner Ads on every of our 500+ content pages.

Maximum Number of Advertisers: 6

Price Per Month: USD\$99

Price Per Year: USD\$1089 (12 months for the price of 11)

Specifications : 20kb Max, GIF or JPG, No Mature Content





336 x 280 Banner Ads



336 x 280
banner ad

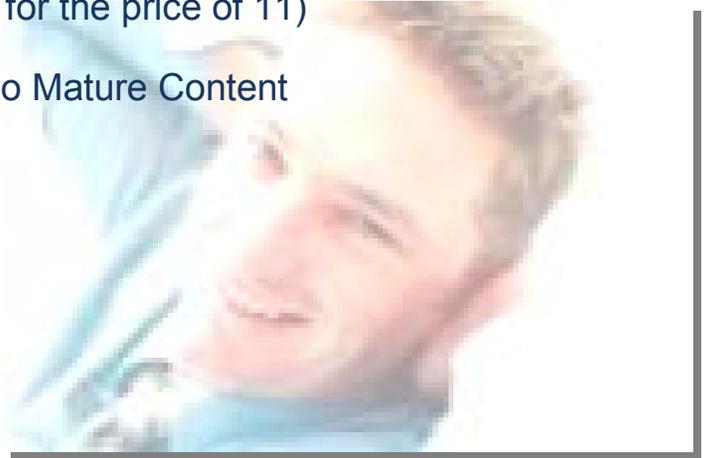
336 x 280 Large Rectangle Banner Ad on every of our 500+ content pages. This placement receives the highest number of clickthroughs on our site guaranteeing maximum traffic and exposure!

Maximum Number of Advertisers: 1

Price Per Month: USD\$2000

Price Per Year: USD\$22,000 (12 months for the price of 11)

Specifications : 90kb Max, GIF or JPG, No Mature Content





Products / Services Review

This is a new service started in May 2011. In this service, our founder Mr. OppiE will make a comprehensive review on your finance related product or service and hosted as an individual page on Optiontradingpedia.com.

Such a review would not only be invaluable for your sales and conversion but will also be critical for your SEO efforts.

The review can also be hosted on a Co-branded domain on Optiontradingpedia.com, maximizing your branding efforts.

Maximum number of reviews: Unlimited

Initial Review Fee: USD\$1000

Monthly hosting of review: USD\$199





Co-Branded Domain

Imagine having your own site within Optiontradingpedia.com!

With our co-branded domain, you can own a subdomain within Optiontradingpedia.com with 300MB of disk space to host your own site within Optiontradingpedia.com!

What is a co-branded domain?

If the name of your company/site is WinnersXYZ.com, you could purchase a co-branded domain within Optiontradingpedia.com with the domain name <http://winnersxyz.optiontradingpedia.com> !

All co-branded domains will also be linked from our navigation bar as our partners in order to increase exposure to our traffic.

You will get 300MB of disk space and 10GB of data transfer per month for only USD\$1000/mth !

We could also help you set up your co-branded domain with your site design if you want to for free.





Looking forward to profiting with you!

Contact

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