



A web traffic builder for financial trade associations



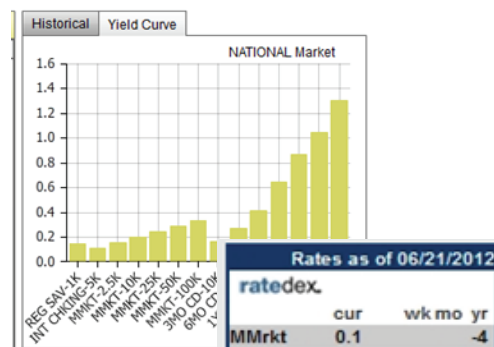
Special offer for  
SNL clients:

**FREE**

(See other side for details.)

## Increase web traffic and engagement with RateDex

RateDex is a web application for financial trade associations and publishers that increases web traffic, frequency of visits and duration on your website. Give your visitors access to deposit and loan rate statistics and charts from America's largest interest rate database with data from over 100,000 financial institution locations. RateDex monitors rates for money markets, savings, CDs, auto loans, mortgages, credit cards, home equity loans and more. Current and historical data and graphs with the ability to view by market, institution type and asset size are all part of what you will have to offer your visitors with RateDex. Our daily rate changes will keep visitors coming back to your web site and staying longer. Email solutions are also available to increase your open rate.



| Name          | Avg* | Lo   |
|---------------|------|------|
| REG SAV-1K    | 0.14 | 0.0  |
| INT CHKING-5K | 0.10 | 0.01 |
| MMKT-2.5K     | 0.15 | 0.01 |
| MMKT-10K      | 0.19 | 0.01 |
| MMKT-25K      | 0.24 | 0.01 |
| MMKT-50K      | 0.29 | 0.01 |
| MMKT-100K     | 0.33 | 0.01 |
| 1 MO CD-100K  |      |      |
| 2 MO CD-100K  |      |      |

| Size (MMKT-10K)    | Avg* |
|--------------------|------|
| < \$50 Mill        | 0.25 |
| \$50-\$100 mil     | 0.25 |
| \$100-\$500 mil    | 0.21 |
| \$500 mil-\$1 bill | 0.20 |
| \$1-\$5 bill       | 0.18 |
| \$5-\$25 bill      | 0.18 |
| \$25 bill +        | 0.15 |

*"RateDex allows BAI to provide more value to our enterprise and individual members through instant access to comprehensive and accurate rate information."*

Debbie Bianucci  
President, CEO

BAI, a leading trade organization in the banking industry  
with over 30,000 members



RateDex is powered by SNL and Datatrac.



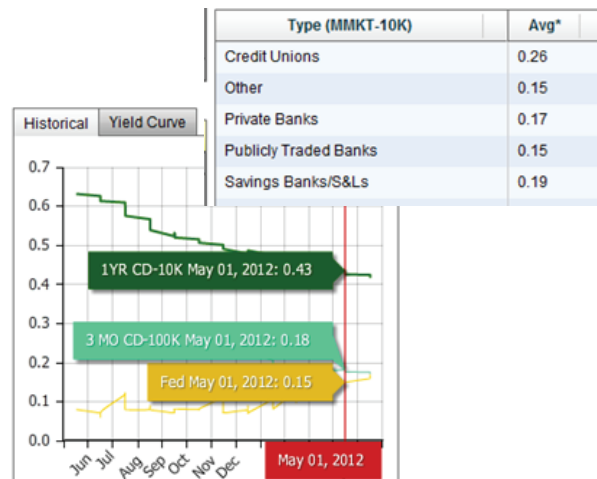
A web traffic builder for financial trade associations

## What is RateDex?

RateDex provides dynamic interest rate information that can be presented on your website to pull and engage new traffic and also used on emails to push daily content. An aggregate of thousands of deposit and loan rates, RateDex delivers new content to your visitors on a daily basis - keeping your website current and relevant. The dynamic data and interactive graphs provided by RateDex bring visitors back more often and keep them on your site longer.

## How does RateDex benefit my organization?

- RateDex information and functionality draws your members as well as other new visitors to your site.
- Visitors return more frequently to your site to see the updated rate information RateDex provides.
- RateDex engages visitors who stay on your site longer and are therefore more likely to view other content and promotions on your website.
- Improved customer satisfaction by providing visitors a valuable and free information tool.



RateDex is powered by SNL and Datatrac.

## How does it work?

RateDex easily installs by your webmaster with one line of code on your website or in an email.

The RateDex applet links to a robust, interactive application that frames on your page so your visitor never leaves your site. SNL and Datatrac provide and maintain all data and technology required.

## How much does it cost?

Financial industry associations pay nothing\*. SNL and Datatrac provide RateDex as a free service to the financial industry for your members to receive real-time and accurate market information.

\*Approval and specifications subject to approval by SNL and Datatrac.

# Sign Up Now!

Visit [ratedex.datatrac.net](http://ratedex.datatrac.net) and click on 'Get My RateDex'.