

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



**بورصة عمان**  
سوق الأوراق المالية  
Amman Stock Exchange

Ref: \_\_\_\_\_

Date: \_\_\_\_\_

الرقم: ١٥٨ / ٤٠١ / ٩ / ٨  
التاريخ: ٢٠٠٢ / ٢ / ١٨  
الموافق: ٦ / ذو الحجة / ١٤٢٢

## تعميم

رقم ( ١٥ )

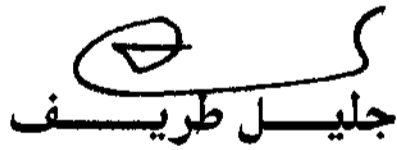
السادة/ أعضاء بورصة عمان المحترمين

تحية طيبة وبعد،

أرفق طياً الرسالة الواردة من اتحاد البورصات الأوروبية الآسيوية - Federation of Euro-Asian Stock Exchanges FEAS والذي يتضمن عرضاً بإمكانية الاستفادة من وضع إعلان في الكتاب السنوي للاتحاد للعام ٢٠٠٢/٢٠٠١، وفق العرض المرفق.

أرجو من الوسطاء الراغبين بالاستفادة من العرض المشار إليه أعلاه مخاطبة البورصة بأسرع وقت ممكن، لنتمكن من اتخاذ الإجراءات اللازمة، علماً بأن المشاركة ستكون على نفقة شركة الوساطة.

وتفضلوا بقبول فائق الاحترام، ، ،

  
جليل طريف

المدير التنفيذي

ص ب ٢١٢٤٦٦ عمان ١١١٢١ الأردن • تلفون ٥٦٦٤١٠٩ (٩٦٢ ٦) • فاكس ٥٦٦٤٠٧١ (٩٦٢ ٦)

P O Box: 212466 Amman 11121 Jordan • Tel: (962 6) 5664109 • Fax: (962 6) 5664071 • email: exchange@go.com.jo





TAYBURN  
KURUMSAL

FEAS  
Member  
Chairman/CEO

Istanbul, February 15, 2001

Dear Member,

It is with great pleasure that we announce **Tayburn Kurumsal** will team up with FEAS this year for publication of the Year Book and that the **Risk Waters Group** (financial publishing group and former publishers of Emerging Markets Investor) will provide the distribution.

In order to increase our circulation and cover our expenses, we plan to raise \$30,000 in advertising revenue. As we know you will agree, to accomplish this we will need to obtain advertisers from all of our markets. The target markets for advertisers includes:

- ✓ Brokerage Firms, Banks and intermediaries that are members of your stock exchange.
- ✓ Issuers in your markets.
- ✓ Security/Capital Market related goods and services companies; both domestic and international. (Such as: central depositories, data vendors, software and hardware companies, training institutions, publishing houses and others that advertise in industry and similar publications).

We are again providing an excellent set of benefits to advertisers as shown here:

- ✓ utilization of the Risk Waters Group mailing list;
- ✓ distribution to international emerging market portfolio investors and fund managers;
- ✓ very attractive advertising rates, well below normal for a publication with a major industry publisher of international fame;
- ✓ 1 year free web advertising on the FEAS website, which had over half a million visitors in the last year;
- ✓ advertising in a publication with a proven success rate over the past 5 years; and
- ✓ an opportunity to contribute, free of charge, an article/advertorial up to 3 pages, complete with logo, at the beginning of the publication.

In order to assist you in this endeavor we have enclosed an Advertising Fact Sheet, complete with definitions of the target advertising market, and a **sample** letter that you can send directly to your members and the target market in your country.

We are looking forward to your contributions in making this Year Book 2001 a success. Please let us know if we may assist you in any way.

Sincerely,

Aril Seren  
Secretary General

Encl.



## ADVERTISING SPECIFICATIONS AND FACTS

### Who Should Advertise?

The target markets for advertisers:

- ✓ Brokerage Firms, Banks and intermediaries that are members of FEAS Member stock exchanges.
- ✓ Issuers in FEAS Member markets.
- ✓ Security/Capital Market related goods and services companies; both domestic and international. (Such as: central depositories, data vendors, software and hardware companies, training institutions, publishing houses and others that advertise in industry and similar publications).

### Distribution:

Distribution will be handled by Risk Waters Group (financial publishing group and former publishers of Emerging Markets Investor) in London, England and will target emerging market portfolio and fund managers.

### Advertisement Specifications:

Size: A4 (297x210cm) for a full page.

Specifications: Supply color separations, right reading, emulsion side down, 150 screen, tool bars for position and bleed 6mm.

Format: Film

Language: English

### Timing

Advertising Copy (film) should be received by the Secretariat **no later than March 1<sup>st</sup>**.  
Advertisements related to stock exchanges will be placed in that profile section.

### Where to Send the Advertising Copy?

Please **DHL or Express Mail** your advertising copy to:

Federation of Euro-Asian Stock Exchanges  
Istanbul Stock Exchange  
I.M.K.B. Binasi  
Istinye  
Istanbul, 80860  
Turkey  
Phone: (90) 212 298 2160

or Your  
Stock Exchange

### Cost

¼ page color: \$750/ each advertiser. Two advertiser minimum  
½ page color: \$1,500  
Full page color\*: \$3,000  
Full page monotone: \$1,500  
Inside front cover:\* \$12,000  
Inside back cover:\* \$10,000  
Outside back cover:\* \$15,000

\* Receives one year free advertising on the FEAS website and can submit a written article for the news section of the Year Book. See details below.



TAYBURN  
KURUMSAL

### **Payment**

Payments should be made by wire to the US\$ account of FEAS:

Account Number: 9005291  
Bank: Garanti Bankasi  
Branch (Subesi): Maslak  
Address: Buyukdere Cad. #55  
Normanin Is Merkezi  
Istanbul, Turkey 80670

Payments are due and payable upon receipt of the publication by the advertiser. The publication date is scheduled for April 1<sup>st</sup>.

### **Publication Copies (to be received by)**

¼ and ½ page Advertisers:	5 copies
Full Page Advertisers	10 copies
Cover (inside front and back or outside back) advertisers:	25 copies

### **\*Article/Advertorial**

Full Page Color and Cover (inside front and back or outside back) advertisers will be offered the opportunity to submit up to 3 pages of text and graphics, complete with logo, for inclusion to the Year Book News Section at the front of the publication. Advertisers can use this section to describe developments in emerging markets as it relates to their organization, industry or efforts, within the context of market operations and issues.

### **\*Free Web Advertisement**

Full Page Color and Cover (inside front and back or outside back) advertisers will receive a full year of free web advertising on the FEAS website. Site address: [www.feas.org](http://www.feas.org).

### **Web Advertisement Specifications**

For detailed web advertisement specifications please see our site at the address below. Advertisers qualifying for free advertisements please ignore cost sections.

[www.feas.org/banneradsinfo.htm](http://www.feas.org/banneradsinfo.htm)

### **Last Years Publication**

To view a WEB version of last years publication please go to:

[www.feas.org/publications.htm](http://www.feas.org/publications.htm)

### **Contact Information**

For more information please contact:  
Rosalind Marshall/Assistant Secretary General  
Federation of Euro-Asian Stock Exchanges  
Phone: (90) 212 298 2160  
FAX: (90) 212 298 2209  
Email: [marshall@feas.org](mailto:marshall@feas.org)



General Distribution  
Members of The Amman Stock Exchange

February 13, 2002

Dear Members,

It is with great pleasure that we present a unique advertising opportunity to you our members/issuers. As you are aware, we participate in an annual publication of the Federation of Euro-Asian Stock Exchanges (FEAS) as we are a member of that organization. We are proud to announce that **Tayburn Kurumsal** will team up with FEAS this year for publication of the Year Book and that the **Risk Waters Group** (financial publishing group and former publishers of Emerging Markets Investor) will provide the distribution.

As we know you will agree, this opportunity provides you, as our member/issuer, an excellent set of benefits as shown here:

- ✓ utilization of the Risk Waters Group mailing list;
- ✓ distribution to international emerging market portfolio investors and fund managers;
- ✓ very attractive advertising rates, well below normal for a publication with a major industry publisher of international fame;
- ✓ 1 year free web advertising on the FEAS website, which had over half a million visitors in the last year;
- ✓ advertising in a publication with a proven success rate over the past 5 years; and
- ✓ an opportunity to contribute, free of charge, an article/advertorial up to 3 pages, complete with logo, at the beginning of the publication.

Successes of FEAS are proven in that they will again be able to offer an outstanding publication with a targeted readership, positive in its outlook and committed towards the promotion of **your** organization and our market as a whole. In order to assist you in this endeavor we have enclosed an advertising specifications and fact sheet.

We are looking forward to your contributions, especially in the form of an article/advertorial, in making this Year Book 2001 a success. Enclosed for your convenience is an Advertising Fact Sheet for more information.

Please feel free to contact us, or the FEAS Secretariat, directly if you have any questions.

Sincerely,

Jalil Tarif  
President  
Organization

Encl.