

2011 Rate Sheet for FinanceAds.ca

Traditional CPM based advertising:

Description: Impressions are run of network (all sites in our network). All impressions are geo-targetted to Canada. We offer both 728X90 and 300X250 ad sizes.

Pricing: \$30/1000 impressions. Discounts for volume and long term contracts.

Article Directory (guest blog post):

Description: Unlimited access to publish expert level articles to our network of sites. Sites may then publish your articles at their discretion. You may provide as many articles as you like, for pickup by the bloggers over time. For each article, you can select the bloggers you'd like to provide access to.

You will receive email notification when a blogger selects your article for publication.

We auto-insert a tracking pixel in each article and allow you to view pageviews to date for each published article.

To encourage faster publication, you may at your discretion offer the bloggers a bounty.

Articles should be primarily educational and informative in nature, not overly promotional. You may provide a closing paragraph for attribution.

You may include two external links with each article. The first link can be within the content of the article. The second link must be within the attribution paragraph at the end of the article.

For articles that are marked by you as available for syndication, publishers may add an introductory paragraph stating that the following article is a press release that has been published in other locations.

Pricing: \$495 setup plus \$99/month (or \$990 if paid annually) for unlimited articles. \$500 fee each time an article is published. Bounties for faster publication may be provided at your discretion, for any amount you choose.

Paid Tweets:

Description: We offer two types of tweets. Level I tweets by members of our network has them tweet about an article you've had published through our article directory. Included in each tweet will be a link to the published article. Level II tweets include a link to the published article, but will also include a link to your own website as the author of the article.

Pricing: Level I tweets: \$1.50 per follower. Level II tweets, \$2.00 per follower. We currently have 15,000 – 20,000 followers available. This service requires a current subscription to our article directory.

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