



# **PFBlog Advertising Rate Card**

**2009**

# Why Should You Advertise at PFBlog?

- **PFBlog is a quality personal finance resource that helps you to reach potential customers:**
  - PFBlog was voted the “2005 Best Personal Finance Blog” and has been featured in WSJ, CNBC, BusinessWeek, Kiplinger’s Personal Finance and many other media outlets.
  - 120,000+ monthly page views, 30,000+ monthly unique visits.
  - North America focused traffic: 86% traffic from U.S. and 3% from Canada.
  - All visitors have an appetite for financial products and alike!
- **PFBlog is best for search engine optimization (SEO):**
  - PFBlog homepage is a PageRank (PR) 3 page.
  - PFBlog includes thousands pages of PR2-3 status.
  - PFBlog has thousands of pages indexed in each of the major search engines (Google, Yahoo! and MSN Search).
  - PFBlog is included in DMOZ, the biggest syndicated web site index.
  - Demonstrated impact in improving advertisers’ search engine positions – dozens of happy customers and success stories!
- **PFBlog offers the best value for your advertising dollars!**
  - A quality PR5 link for as little as \$49/month.
  - Flexible terms and arrangement that promise to suit your needs.
  - Dozens of satisfied advertisers cannot be wrong!

# Menu of Advertising Options

## Search Engine Optimization (SEO) for Web Site Promotion

- **Plan A: Cover Page Listing** *(as low as \$49/month)*
  - Straightforward link from our PR6 home page at an affordable price.
- **Plan B: Featured Site Listing** *(as low as \$58/month)*
  - Best plan to receive thousands of backlinks on the cheap.
- **Plan C: Premium Sponsorship** *(as low as \$79/month)*
  - Best of both world: exposure to thousands of readers and backlink-building.
- **Plan D: Site Promotion Combo** *(as low as \$89/month)*
  - Combination of Plan C and Plan D for the best promotion of your site.

## Search Engine Optimization (SEO) for Affiliate Sales

- **Plan E: Hosted Page** *(as low as \$129/month)*
  - Proven strategy to boost affiliate sales for financial products with the highest ROI.

## New! Opportunity to Get Quick Links from Our Satellite Sites

- **Plan F: Satellite Site Promotion** *(as low as \$5/site/month)*
  - Get links from up to 25 web sites with niche personal finance topics.

# Plan A. Cover Page Listing

- Your text link will appear in the “Other Sites” section at the bottom of our home page (<http://www.pfblog.com>).
- Most affordable way to get a PR6 link in a reputable personal finance content site.

Other Sites

- [Day Trading](#) - day trading signals for active stock and options traders.
- [Forex Trading Resources](#) - forex trading information including news, articles and advice.
- [Equifax Credit Report](#) - equifax credit report information.
- [Day Trading](#) - day trading signals for active stock and options traders.
- [Low Interest Credit Cards](#) - compare several low interest credit cards and choose the one right for you. choose from visa, mastercard, american express, and discover card. find a credit card application right for you.
- [futures broker](#) - online futures trading services and commission trading and discount brokerage and investing services.
- [First Time Buyers - Ireland](#) - first time buyer mortgages from the number one mortgage site in ireland.
- [Tampa home loans](#) - offers commercial and florida residential mortgage loans including jacksonville, miami, tampa, naples, and fort meyers.
- [consumer credit counseling](#) - offers debt consolidation programs and services, to help pay off credit cards, and help with debt management.
- [Day Trading](#) - day trading signals for active stock and options traders.
- [Home Equity Loan](#) - nationwide broker from california offers home equity loans, second mortgage, home equity line of credit, mortgage refinance, & home equity rate quotes for good & bad credit.

**Your ad will appear here.**

## Rate for Plan A: Cover Page Listing

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 79	\$ 79	
3 Months	\$ 198	\$ 66	16%
6 Months	\$ 349	\$ 58	26%
12 Months	\$ 588	\$ 49	38%

## Specification:

- 1 URL for each paid ad
- Anchor and description up to 1 line.

# Plan B. Featured Site Listing

- Your text link will be included in the “Featured Sites” section at the bottom of each page.
- Cheapest way to get one PR6 link and thousands of other links for best search engine result improvements.

## Featured Sites

• [Credit Cards](#) from Credit Card Expert aims to provide a guide to UK Credit Cards so you can compare the credit cards available in the UK and find the best credit cards for you.

• [LifeLock](#) - Identity Theft Protection Service

• [Bad Credit Auto Loans](#) are loans for people who have a poor credit history and cannot qualify for an auto loan. If you are able to secure a bad credit auto loan, you should consider it to be a second chance to improve your credit rating by making all auto loan payments on time.

• [Car Finance](#) - The UK's leading online car finance company. Buy any car from any UK dealership. Bad credit not a problem.

• mymoneyOnline.com compare over 200 [secured loans](#) to find the best deal from their lenders.

• Any-Loans.co.uk provide UK homeowners some of the best [secured loans](#) available. They also offer homeowner loans, no credit check loans and debt consolidation loans.

• [bad credit auto loans](#) - Auto loans for people with bad credit.

• Apply today for a fast [UK payday loan](#) to receive quick cash in your account almost instantly.

• advancestart.com - 3 easy steps to compare over 200 [secured loan](#) plans for UK home owners in minutes

• [Debt Free](#): Debt Free, LLC is a Boston-based financial planning firm committed to helping individuals reduce debt and build wealth. Visit our site today and receive a free, customized Personal Debt Analysis!

• Find a fast [personal loan](#) in the UK. Even if you have a bad credit history, arrears or CCJ's, Loansite's top lenders can help you compare loans and find a low APR secured loan, homeowner loan or tenant loan with fast approval in principle.

• Adderson & Co. help homeowners with credit problems find [bad credit loans](#) and adverse remortgages. They also arrange commercial mortgages and secured loans.

• If you need a fast cash advance, applying for an instant [UK Payday Loan](#) online can provide short term financial assistance until your next salary.

• Legal Helpers experienced [bankruptcy lawyers can help you out of debt](#). Take advantage of our Free debt consultation. Our bankruptcy lawyers will help you understand your best option to eliminate your debt. Ask about our 100% guarantee.

• [Student Loan Consolidation](#) - Need assistance with Student Loan Consolidation? Have a personal education finance advisor assist you with rates as low as 4.5%. - Quick, Easy Online Application w/E-sign!

Your ad will appear here.

## Rate for Plan B: Featured Site Listing

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 99	\$ 99	
3 Months	\$ 235	\$ 78	21%
6 Months	\$ 398	\$ 66	33%
12 Months	\$ 695	\$ 58	41%

### Specification:

- 1 URL for each paid ad
- Anchor and description up to 2 lines.

# Plan C. Premium Sponsorship

- Become one of the proud premium sponsors of our successful blog!
- Your ad will be featured in the “Premium Sponsors” section and will always be above-the-fold on 1280x1024 screens.
- Cost effective solution for both click-thru opportunities and search engine boost.

**PFBlog**  
THE UNIQUE PERSONAL FINANCE BLOG SINCE 2003

Personal finance observation, musing and decisions in a journey toward financial independence by 36 with at least \$1 million.

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Free Report on World's Top Funds Ranked by 10-year Industry Veteran  
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Principled High-Performance Sale Leaseback Capital Provider  
www.aicventures.com

**Fund Portfolio**  
Get Independent Advice and Analysis of Your Favorite Mutual Funds

**Monthly Update - July 2007 (\$762,141, +\$5,217)**  
(08/04) The month of July is quite a drama. For the first 20 days, we were bathed in the best financial sunshine we had in recent memory: I received a couple rounds of unexpected bonus from my employer, and our sideline business was defying the gravity of slow summer seasonality and logged impressive sales. Moreover, with the Dow setting the all time high in July 19, our stock option account and self-managed account were, at one time, worth \$30,000 more than they were at the end of June. But it ended pretty fast too. With the final confirmation of the burst of housing bubble once supported by easy lending practices, and the ensuing credit squeeze and massive asset revaluation in all financial markets, our portfolio suffered massive losses. So, in the end, July was quite a disappointment -- we were only ... [Read Full Post](#) (1 Comment)

**Portfolio Update - July 2007 (Down 1.83%)**  
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**PREMIUM SPONSORS**  
Your ad will appear here on every content page.  
[buy ad here...]

**RSS FEED**  
1210 readers  
BY FEEDBURNER

Car Loans  
Dallas Bankruptcy Attorney  
Personal Loans  
Car Finance  
Homeowner Loans  
Cheap Car Insurance  
Mortgage UK & CCJ  
Mortgage  
Used Cars  
Commercial  
Personal Loan  
Car Loan  
Personal Loan  
Secured Loans  
Bad Credit Loans  
Free Quote

## Rate for Plan C: Premium Sponsorship Regular Listing

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 119	\$ 119	
3 Months	\$ 325	\$ 108	9%
6 Months	\$ 575	\$ 96	19%
12 Months	\$ 948	\$ 79	34%

## Bold Listing for only 10% more

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 131	\$ 131	
3 Months	\$ 358	\$ 119	9%
6 Months	\$ 633	\$ 105	19%
12 Months	\$ 1,043	\$ 87	34%

## Specification:

- 1 URL for each paid ad
- Anchor text up to 1 line in length (approx. 17 characters)

# Plan D. Site Promotion Combo

- Your text link will be included in both the "Premium Sponsorship" section on the right and the "Featured Sites" section at the bottom of each page.
- You can get the benefit of both Plan C and Plan D at only 65% of the combined prices.



Personal finance observation, musing and decisions in a journey toward financial independence by 36 with at least \$1 million.

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RSS FEED

[RSS readers](#)

BY FEEDBURNER

**PREMIUM SPONSORS**

**Placement #1**

[Car Loans](#)  
[Q: What's the best way to finance a car?](#)  
[Auto Loans](#)  
[Personal Loans](#)  
[Car Finance](#)  
[Homeowner Loans](#)  
[Cheap Car Insurance](#)  
[Mortgages UK & CGI](#)  
[Mortgage](#)  
[Used Cars](#)  
[Loans](#)  
[Commercial](#)  
[Mortgages and Business Loans](#)  
[Guaranteed Car Finance](#)  
[Car Finance](#)  
[Student Loan](#)  
[Consolidation.com](#)  
[Secured Loans](#)  
[Bad Credit Loans - Free Quote](#)

**Featured Sites**

[Compare all our credit cards](#) against our 0% balance transfers and cash back deals.  
[Bad Credit Loans](#) - find out some tips about improving your credit score and choosing the best bad credit lender.  
[Browse through our 0% credit cards](#) deals and apply.  
[Cash Advance & Payday Loans](#): Cash advance, payday loans and more with same day funding and next day funding!  
[Compare Home Equity Lines of Credit](#): Rates as low as Prime + 0.50% variable APR for 1yr, currently 5.50% variable APR.

**Placement #2**

## Rate for Plan D: Site Promotion Combo

Term	Rate	Equivalent Monthly Rate	Discount off Separate Purchase of Plan C + D
One Month	\$ 162	\$ 162	35%
3 Months	\$ 403	\$ 134	35%
6 Months	\$ 730	\$ 122	35%
12 Months	\$ 1,294	\$ 108	35%

### Specification:

- 1 URL for each paid ad
- For "Premium Sponsorship" Section: Anchor text up to 1 line in length (approx. 17 characters)
- For "Featured Sites" section: Anchor text and description up to two lines.
- The same URL must appear in both sections.



# Plan E. Hosted Page

- PFBlog will host content provided by you with outbound links to your own pages.
- Links will be added to each PFBlog page to point to the hosted page for search engine optimization.
- Search engines are more likely to rank PFBlog hosted page very high due to the site nature as a content-rich personal finance site.

## Success Story

- Check out <http://www.pfblog.com/personal-loans.shtml>.
- Ranked in top 5 results of lucrative search phrases like “bad credit personal loans”, “bad credit loans” in both Google and Yahoo!
- Hundreds of page views per day; dozens of referrals to external links from this hosted page.
- Much better ROI than pay-for-click campaigns at Google and Yahoo!

### Rate for Plan E: Hosted Page

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 199	\$ 199	
3 Months	\$ 529	\$ 176	11%
6 Months	\$ 950	\$ 158	20%
12 Months	\$ 1,550	\$ 129	35%

#### Specification:

- Advertiser to provide content; META tags and trackers allowed.
- Content will be converted into PFBlog template while preserving page title, content and all META tags.
- Up to 4 outbound URLs within each hosted page.
- One free link to hosted page from all PFBlog content pages.



# Plan F. Satellite Site Promotion

- You will receive links from any of our 25 content-rich sites focusing on specific personal finance topics.
- Affordable solution for as little as \$5/site/month!
- Your ad will be placed at the bottom of every page of the web sites of your choice.
- (New!) If you buy anything in Plan A to Plan E, you will receive an automatic 25% discount for any Plan F purchase of the same term.

## You Can Publish Your Link at:

Credit Card	bestcardguide.com
Auto Insurance	aaaautoinsurance.net
Term Life Insurance	termife4you.net
Personal Loans	personalloan4you.com
Reverse Mortgage	aaareversemortgage.net
Mutual Funds	mutualfundtalk.com
Annuity	smartannuity.net
Bankruptcy	realbankruptcy.com
Mortgage	mortgageabc.org
Debt Consolidation	debtconsolidationdone.com
Universal Life Insurance	getuniversallife.com
College Savings	smartcollegesavings.com
Retirement Savings	smartretirementsavings.com
Auto Loan	autoloannews.net
Stock & Option Trading	stockandoption.com
Health Insurance	getmyhealthinsurance.net
Long-Term Care Insurance	getmylongtermcare.com
Become A Millionaire	quickmillionaire.net
ETF	myetf.net
Identity Theft	zeroidentitytheft.net
Homeowners	homeownerguide.net
Payday Loans	paydayloanreport.net
Hedge Funds	smarthedgefund.com
Tax	personaltaxnews.com
Travel	travelcool.org

## Rate for Plan F: Satellite Site Promotion Each Individual Site

Term	Rate	Equivalent Monthly Rate/Site	Discount
One Month	\$ 25	\$ 25	
3 Months	\$ 57	\$ 19	24%
6 Months	\$ 99	\$ 17	34%
12 Months	\$ 149	\$ 12	50%

## 5-Site Pack (Same Link at 5 Sites of Your Choice)

Term	Rate	Equivalent Monthly Rate/Site	Discount off Individual Site Rate
3 Months	\$ 195	\$ 13	48%
6 Months	\$ 295	\$ 10	61%
12 Months	\$ 495	\$ 8	67%

## Across the Network (Same Link from All 25 Sites)

Term	Rate	Equivalent Monthly Rate/Site	Discount off Individual Site Rate
3 Months	\$ 690	\$ 9	63%
6 Months	\$ 990	\$ 7	74%
12 Months	\$ 1,490	\$ 5	80%

## Specification:

- 1 URL for each paid ad
- Anchor and description up to 2 lines.

# How to Place an Order

- Please make PayPal payment to our payment address at [webmaster@pfblog.com](mailto:webmaster@pfblog.com):
  - All major credit cards are accepted via PayPal.
- Please write to [webmaster@pfblog.com](mailto:webmaster@pfblog.com) with the following information:
  - Plan #
  - Term (1/3/6/12 months)
  - URL, anchor text, description, etc.
- We will activate your ad within one business day upon payment.
- Formal invoice/receipt will be sent via email in PDF format.

# Contact

- Please do not hesitate to let us know if our advertising options cannot meet your needs – we are flexible and creative in meeting your advertising goals.
- New advertisers: if our offering cannot fully meet your promotional needs, please do let us know how we can best serve your needs. Also ask for our introductory discount.
- Please send any inquiries to [webmaster@pfblog.com](mailto:webmaster@pfblog.com).
- All inquiries will be answered promptly.



THANK YOU