

**Consumerism Commentary**

# **Advertising Rate Card**

**November 2009**

# Consumerism Commentary Rate Card

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# Consumerism Commentary Rate Card

## About Consumerism Commentary

Thank you for your interest in advertising on **Consumerism Commentary**, the premiere blog covering Personal Finance and other money-related topics. Since 2003, Consumerism Commentary has been a leader in this niche.

Consumerism Commentary has been featured in the best of financial mainstream print and online media including The Wall Street Journal, BusinessWeek, Kiplinger's Personal Finance, and Money Magazine. Many of these media have awarded Consumerism Commentary numerous accolades and praise. See more information about Consumerism Commentary in the press at <http://consumerismcommentary.com/press/>.

Consumerism Commentary also offers a weekly Podcast and a number of audio advertising options are available.

The advertising rates contained in this document are effective November 2009 and subject to change. If you have any questions, feel free to contact me ("Flexo") any time at [flexo@consumerismcommentary.com](mailto:flexo@consumerismcommentary.com).

# Consumerism Commentary Rate Card

## Statistics and Traffic

Consumerism Commentary is consistently ranked well on a variety of metrics. In 2008, Consumerism Commentary received a total of 2,500,000 page views (impressions). This is an increase of almost 150% over the same period in 2007.

Google consistently places Consumerism Commentary at the top of search results for relevant terms. The “Google Toolbar PageRank” for [consumerismcommentary.com](http://consumerismcommentary.com) is 6.

These are the relevant traffic rankings as of January 1, 2009:

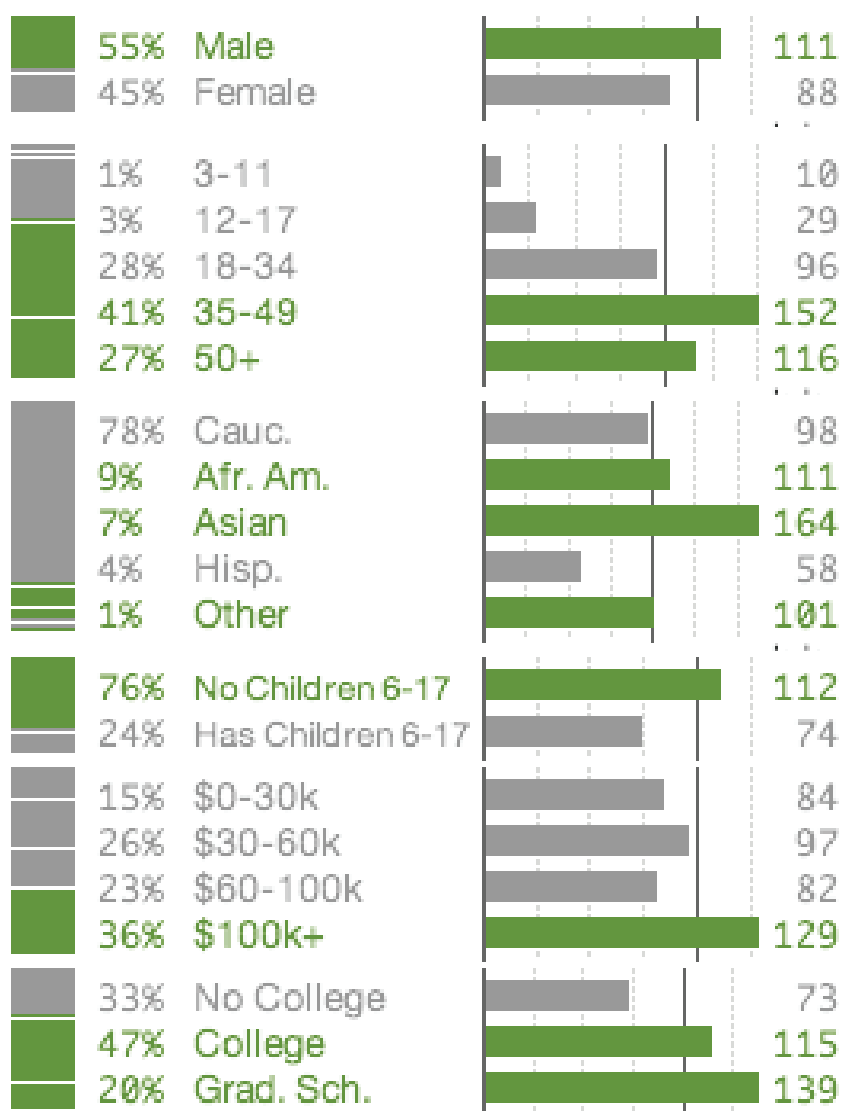
|                                 |        |
|---------------------------------|--------|
| <i>Alexa Traffic Rank:</i>      | 68,134 |
| <i>Compete Rank:</i>            | 40,088 |
| <i>Quantcast Rank:</i>          | 21,641 |
| <i>Technorati Authority:</i>    | 282    |
| <i>Technorati Rank:</i>         | 11.631 |
| <i>Google Toolbar PageRank:</i> | 6      |

These numbers are subject to change by the respective service.

# Consumerism Commentary Rate Card

## Demographics

These demographic estimations are provided by Quantcast. An index of 100 indicates the internet average.



# Consumerism Commentary Rate Card

## Zone Overview

### Above the fold

Quicken 2010 Review and Giveaway - Consumerism Commentary, personal finance since 2003 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.consumerismcommentary.com/2009/10/16/quicken-2010-review-and-gi

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Quicken 2010 Review and Giveaway ...

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**CONSUMERISM COMMENTARY** **ZONE 1A** 9144 readers BY FEEDBURNER Search website

As featured in The Wall Street Journal, Money Magazine, and more!

Best Of Banking Saving Investing Consumer Career Taxes Credit Cards Debt Reduction Education Real Estate Reviews

Best Online Savings Accounts Best Discount Brokerages Best Credit Cards High-Yield Savings Interest Rates Carnival of Personal Finance Personal Finance Blogs

### Quicken 2010 Review and Giveaway

by Flexo on October 16, 2009 [edit]  
in Giveaways, Reviews, Software

**ZONE 1B**

**Note:** This is a long article containing an in-depth review of the new version of Quicken. If you are just interested in the giveaway of [Quicken 2010 Deluxe](#), scroll to the bottom of this article.

It took me a long time to warm up to Intuit Quicken. When I first saw the software in the early or mid 1990s, I wasn't very interested. That's not the software's fault; at that time I most likely did not see the need for tracking money I did not have. When I finally realized I needed to build some control of my personal financial situation, I first looked for free solutions.

**Latest From Consumerism Commentary Podcast**

Guests: Sandra Hanna, Smart Cookie, and Neal Frankle, Wealth Pilgrim. More about this episode of the Consumerism Commentary Podcast.

**ZONE 1C**

Done PageRank Alexa

### Below the fold

All advertising can be positioned with flexibility below the fold.

# Consumerism Commentary Rate Card

## Zone Pricing

All advertising is subject to availability and approval. Ask about a 10% discount for a 6-month advance payment or a 1 million impression commitment. **We require a deposit to run advertising from new advertisers.**

These prices are for static graphic advertising. All links will have the *rel="nofollow"* attribute. See **Premiums** on the following page for more information.

Options sold out for December can be reserved for future dates.

### ABOVE THE FOLD

|                             | <u>CPM</u> | <u>Est. Monthly Cost</u> |
|-----------------------------|------------|--------------------------|
| Zone 1A: 468x60 Leaderboard | \$20       | \$5,000                  |
| Zone 1B: 300x250 Rectangle  | \$18       | \$4,500                  |
| Zone 1B: 250x250 Square     | \$17       | \$4,250                  |
| Zone 1B: 160x600 Skyscraper | \$16       | \$4,000                  |
| Zone 1C: 300x250 Rectangle  | \$15       | \$3,750                  |
| Zone 1C: 250x250 Square     | \$14       | \$3,500                  |
| Zone 1C: 125x125 Button     | \$4        | \$1,000                  |

### ARTICLE SPONSORSHIP

|                                       | <u>CPM</u> | <u>Est. Monthly Cost</u> |
|---------------------------------------|------------|--------------------------|
| 468x60 Leaderboard, top of article    | \$20       | Depends on article       |
| 160x600 Skyscraper, middle of article | \$15       | Depends on article       |

### BELOW THE FOLD

|                    | <u>CPM</u>  | <u>Est. Monthly Cost</u> |
|--------------------|-------------|--------------------------|
| 300x250 Rectangle  | \$9 to \$14 | \$2,250 to \$3,500       |
| 250x250 Square     | \$8 to \$13 | \$2,000 to \$3,250       |
| 160x600 Skyscraper | \$5 to \$10 | \$1,250 to \$2,500       |
| 125x125 Button     | \$2 to \$3  | \$500 to \$750           |

# Consumerism Commentary Rate Card

## Zone Pricing: Premiums

The prices listed on the preceding page represent static graphics. The following premiums are available for an additional percentage above the base price.

| <u>Premium Type</u>                               | <u>Additional Charge</u> |
|---|--------------------------|
| Removal of <i>rel="nofollow"</i>                  | 20%                      |
| Animation (maximum 60 seconds)                    | 2.5%                     |
| <i>or</i> Animation (beyond 60 seconds)           | 5%                       |
| <i>or</i> Rich Media (forms, input, script, etc.) | 25%                      |
| Added text (may not be linked)                    | 25%                      |

Advertising may not extend beyond its own borders.

# Consumerism Commentary Rate Card

## Other Advertising Opportunities

Consumerism Commentary accepts *select* affiliate relationships through major third-party brokers such as Commission Junction, Commission Soup, Card Offers, and LinkShare. **Consumerism Commentary does not offer text link advertising, paid reviews, or embedded advertisement.** For text link advertising, consider [carnivalofpersonalfinance.com](http://carnivalofpersonalfinance.com) (PR5). Text links at that location are offered for \$100 per link per month.

## Consumerism Commentary Podcast

Statistics for podcast listeners will be released as soon as available. For initial pricing, a 10 second spot will be \$275 per episode and a 20 second spot will be \$500 per episode. Episode sponsorship, mentioned throughout the podcast by the hosts, will be \$1,000 per episode. There will be no more than two 10 second spots and two 20 second spots per episode.

# Consumerism Commentary Rate Card

## Approval and Payment

Before sending payment, please contact Flexo at Consumerism Commentary so your advertising can be reviewed and scheduled. We will also be able to provide payment instructions at that time.

Consumerism Commentary accepts personal and business checks, money orders, and credit/debit cards. All payments must be made in advance.

**Thank you very much for your interest in advertising on Consumerism Commentary. If you have any questions, please email**

**[flexo@consumerismcommentary.com](mailto:flexo@consumerismcommentary.com).**