



Website Advertising Rates

FOR IFIGLOBAL.COM AND OTHER IFI ASSOCIATED WEBSITES

Position	Size	1 month	3 months	6 months	12 months
Discount			15%	20%	30%
Home Page					
Top banner (leaderboard)	728x90	£1,667	£4,250	£8,000	£14,000
Top and Bottom banner	468x60	£1,133	£2,890	£5,440	£9,520
Middle banner	468x60	£1,000	£2,550	£4,800	£8,400
Top Text ad	130x260 (adjustable)	£1,133	£2,890	£5,440	£9,520
Vertical ad	120x400	£1,000	£2,550	£4,800	£8,400
Vertical ad	120x240	£867	£2,210	£4,160	£7,280
Button ad	120x120	£733	£1,870	£3,520	£6,160
Button ad	120x90	£667	£1,700	£3,200	£5,600
News/Podcast Page					
Top banner (leaderboard)	728x90	£1,667	£4,250	£8,000	£14,000
Top and Bottom banner	468x60	£800	£2,040	£3,840	£6,720
Vertical ad	120x400	£733	£1,870	£3,520	£6,160
Vertical ad	120x240	£667	£1,700	£3,200	£5,600
Button ad	120x120	£533	£1,360	£2,560	£4,480
Button ad	120x90	£467	£1,190	£2,240	£3,920
Inside the news (targeted)	240x280 (adjustable)	£1,000	£2,550	£4,800	£8,400
Surveys, Magazine and Search					
Top banner (leaderboard)	728x90	£1,667	£4,250	£8,000	£14,000
Top and Bottom banner	468x60	£733	£1,870	£3,520	£6,160
Vertical ad	120x400	£667	£1,700	£3,200	£5,600
Vertical ad	120x240	£600	£1,530	£2,880	£5,040
Button ad	120x120	£533	£1,360	£2,560	£4,480
Button ad	120x90	£467	£1,190	£2,240	£3,920
Other Sectorial Channels (Commodities/Hedge Funds/Private Equity/Real Estate)					
Top banner (leaderboard)	728x90	£1,667	£4,250	£8,000	£14,000
Top and Bottom banner	468x60	£667	£1,700	£3,200	£5,600
Vertical ad	120x400	£600	£1,530	£2,880	£5,040
Vertical ad	120x240	£533	£1,360	£2,560	£4,480
Button ad	120x120	£467	£1,190	£2,240	£3,920
Button ad	120x90	£333	£850	£1,600	£2,800
Weekly Newsletter					
Top and Bottom banner	468x60	£800	£2,040	£3,840	£6,720
Vertical ad (skyscraper)	120x600	£933	£2,380	£4,480	£7,840
Middle banner	468x60	£733	£1,870	£3,520	£6,160
Button ad	125x125	£600	£1,530	£2,880	£5,040
Run of Site (Rotation of Home page, News, Surveys, Magazine, Archive, Sectorial Channels)					
Top banner (leaderboard)	728x90	£1,667	£4,250	£8,000	£14,000
Top and Bottom banner	468x60	£1,267	£3,230	£6,080	£10,640
Vertical ad	120x400	£1,133	£2,890	£5,440	£9,520
Vertical ad	120x240	£1,067	£2,720	£5,120	£8,960
Button ad	120x120	£933	£2,380	£4,480	£7,840