

Sample Investor Marketing Program

WEBSITE ADVERTISING AND PROMOTION

- 12 months advertising on moneytalks.net
 - 728 x 90 and 300 x 250 pixel banner in rotation
 - Exclusive is one (1) Topic category
 - Rotation in all Michael Campbell original content sections
- 12 months advertising in MoneyTalks e-newsletter and e-blasts, bi-weekly



Over 6 million page views per year
140,000 unique visitors per month
2.27 pages per average visit
3:30 minutes per average visit
70% returning visitors

RADIO ADVERTISING

- Branding & Pre-World Outlook promotion
 - Weekly 0:30 spot
 - Michael Campbell's MoneyTalks – live Saturday 8:30 – 10:00am Pacific

Canada's #1 rated financial show
Over 800,000 weekly listeners
iTunes Top 30 business podcast
CORUS radio #1 download



WORLD OUTLOOK FINANCIAL CONFERENCE

- 2 x 20 minute, agenda-listed Personal Finance Workshop presentations
- Booth exhibit space at the Conference
- Product information/brochure distribution rights in registration kit
- Website & Conference program logo
- 5 complimentary tickets and 3 staff passes

4000+ event & video purchasers per annum
1000+ Inside Edge subscribers (paid)
25,000+ E-newsletter subscribers (free)
Average price per purchase - \$227



CONTENT MARKETING

- Original analysis and commentary – contributions
- Company team members and pre-approved 3rd party content
- Team member available for radio on as-requested basis

Today's Best Money Making Ideas
What Mike's Reading
MoneyTalks Radio
Custom content



COSTS Programs are customized and quoted on an individual basis and can include other tools and elements not shown here such as Private Event production and promotion, Webinars, and the full suite of branding, creative and communications services.

