

The Ultimate Resource for Businesses and Credit Professionals

Advertising with Business Credit Management

www.creditman.co.uk

Business Credit Management is the website for *all* business related credit needs. The site is specifically designed to provide/share solutions and information to small business owners as well as credit professionals within various industries - all over the world.

Business Credit Management provides information and services on the following topics:

- Debt Collection
- Credit Reporting
- Credit Insurance Companies
- Disqualified Directors Searching
- Insolvency & Bankruptcy
- Invoice Factoring
- Credit Industry Training & Education
- Credit Industry News
- Credit Related Events
- Credit Consultancy
- Compliance Implementation Courses
- E-Commerce
- Company Formations
- UK Meetings of Creditors Lists
- UK Legal Action and Advice
- Outsourcing
- Meetings of Creditors Service
- International Debt Collection
- Exporting
- Investigations & Skip Tracing
- Global Business Searches
- Legal Resources
- Credit Related Employment Services
- Training & Education
- Discussion Forums on Credit Related Topics
- Credit Industry Events Calendar
- Chat with peers on Credit Related Topics
- Daily feed of UK Winding Up Petitions
- Asset & Stock Financing

All of this at one website generates a lot of traffic, all traffic of course being credit minded!

If you think you could benefit from associating with Business Credit Management, check out our excellent rates below and contact us today!

The ultimate Resource for Businesses and Credit Professionals

What sets Business Credit Management apart from the field, is our commitment to tailoring a solution that meets the client's needs...

Business Credit Management has gone to great lengths to tailor its approach to the broader Credit Industry. Our website is marketed to the broader Credit Industry, without overlooking individual customer segments.

Business Credit Management – Advertising Specifications

Banner Advertisement

Banner ads appear on the front login / content page within the viewable screen area. Banner ads are also located on subsequent content pages. These ad placements rotate with each click on the site ensuring maximum exposure to all advertisers. A real-time count of ad views is accessible by customers.

Tile Advertisement

Tile ads appear on the front login / content page within the viewable screen area. Tile ads are also located on subsequent content pages and specific topic pages. Tile ads also rotate on a click basis with advertisers having access to real-time ad counts.

(Banner and Tile advertisements can be linked to the advertisers website)


Static Text Advertisement

Static text advertisements appear on the front login / content page and secondary page. These advertisements can be used to provide a more informative impression to website users.

Link Directory

Business Credit Management offers a comprehensive link directory for credit industry websites and other interest sites. Our link directory has various category listings. We give our advertisers the opportunity to maximize their exposure by offering three different types of listing:

Featured – your link will appear in colour, with a premium site icon, and in the top bracket of listings. This will help your business to maximize exposure.

 Super Site – your link will appear with a super site icon next to it, in the top bracket of listings.

 Recommended Site – your link will appear in the top bracket of listings for your business category.

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Business Credit Management – Advertising Specifications

Specialty Guide Advertisement

This section of the BCM website highlights a limited amount of businesses. The page acts as a resource guide for website users who wish to locate firms that specialize in various products and services. Hence this section of the website offers a unique opportunity to advertise your business. A text based advertisement and link to your website will allow you to create the greatest impact on potential customers.

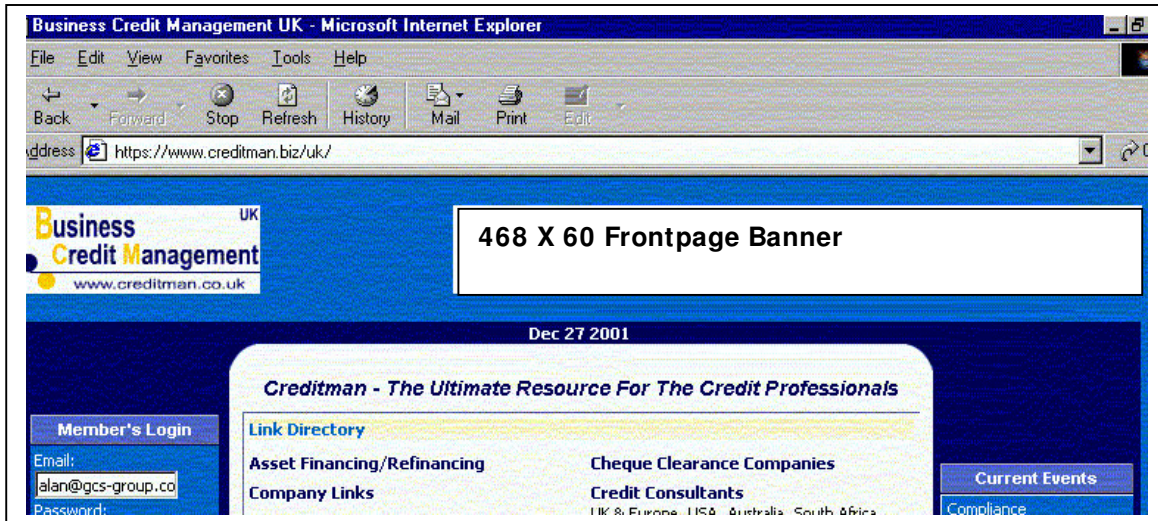
Reviews Section

BCM also offers a monthly review of selected businesses. Through an online interview with our marketing staff you can highlight your best attributes and services. As a selected customer you will be the only reviewed business for the calendar month, affording unprecedented exposure.

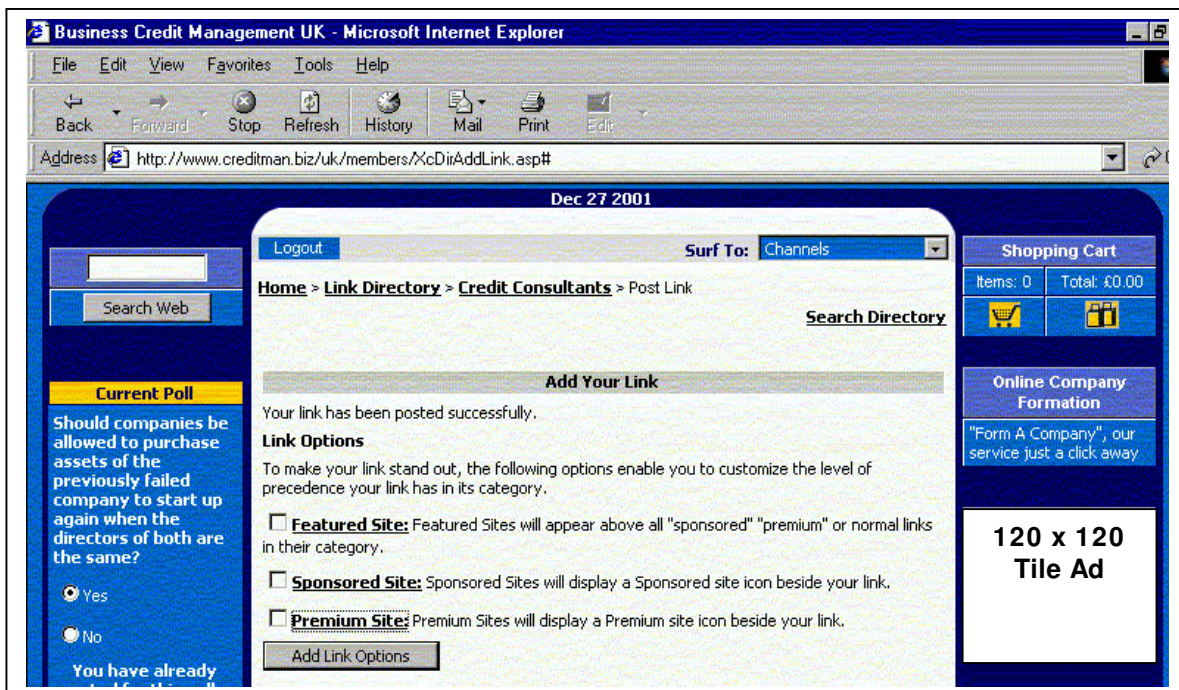
Advertisement Type	Specifications	Price
Banner Advertisement		
Front Login Section	468 X 60 (Pixels)	£ 8.00/ 1000 impressions or £ 200.00 / 1000 clicks
Content Pages	468 X 60 (Pixels)	£ 8.00/ 1000 impressions or £ 200.00 / 1000 clicks
Mini Banner Ad	260 X 33 (Pixels)	£ 8.00/ 1000 impressions or £ 200.00 / 1000 clicks
Tile Advertisement		
Front Login Section	120 X 120 (Pixels)	£ 7.00/ 1000 impressions or
Content Pages	120 X 120 (Pixels)	£ 170.00 / 1000 clicks
Static Text Advertisement		
Front Login Section	(50 Characters)	£ 100.00 / month
Content Pages		
Link Directory		
Featured Site	Top listing in colour	£ 180.00 / year
Sponsor Site	Sponsor Icon next to listing	£ 120.00 / year
Premium Site	Premier icon next to listing	£ 90.00 / year
Standard Listing		Free
Speciality Guide & Reviews		
Advertisement	Highlighting advertiser in specialized category	£ 300.00 per year per category (max. 4 companies per category)
Reviews Section	Review/Interview will be conducted and posted for that calendar month.	£ 100.00 per review per month
Special Packages		
Platinum Package	Bundled Package	£ 900.00
Gold Package	Bundled Package	£ 650.00
Silver Package	Bundled Package	£ 400.00

For more information regarding advertising contact John Arnold by E-mail jarnold@creditman.co.uk or by Telephone/ fax + 44 (0)1489 787541

468 x 60 Frontpage Banner

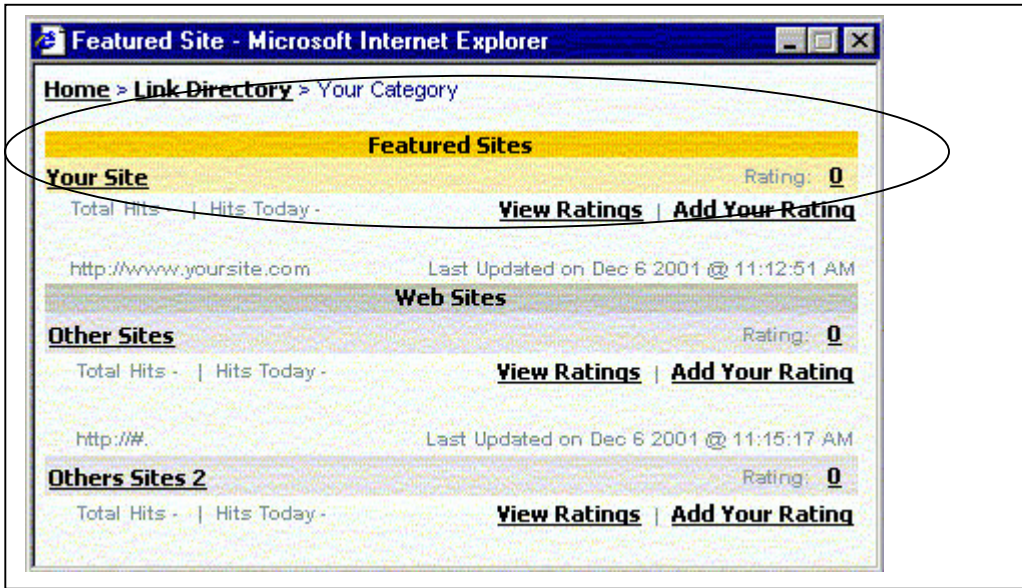


120 x 120 Tile Ad



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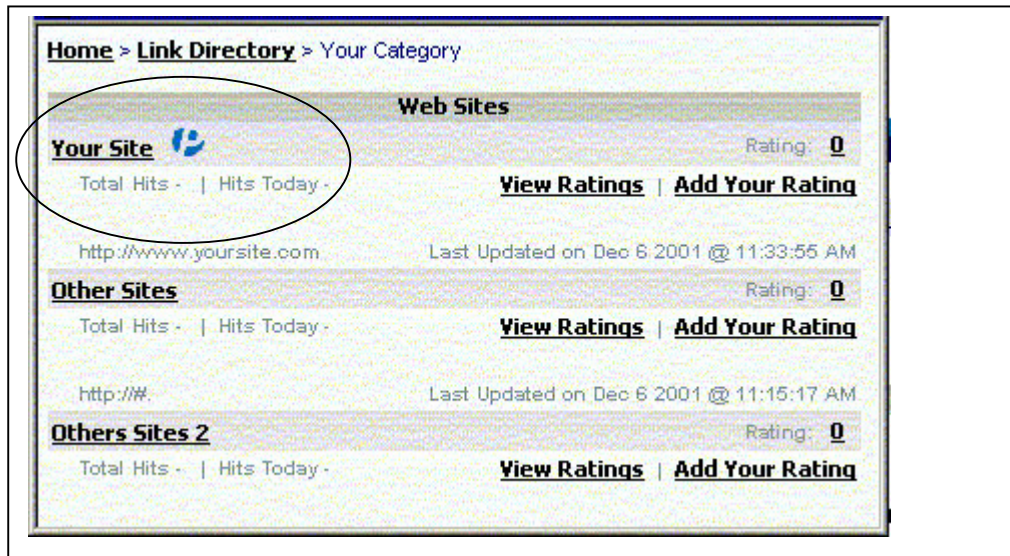
Featured Site



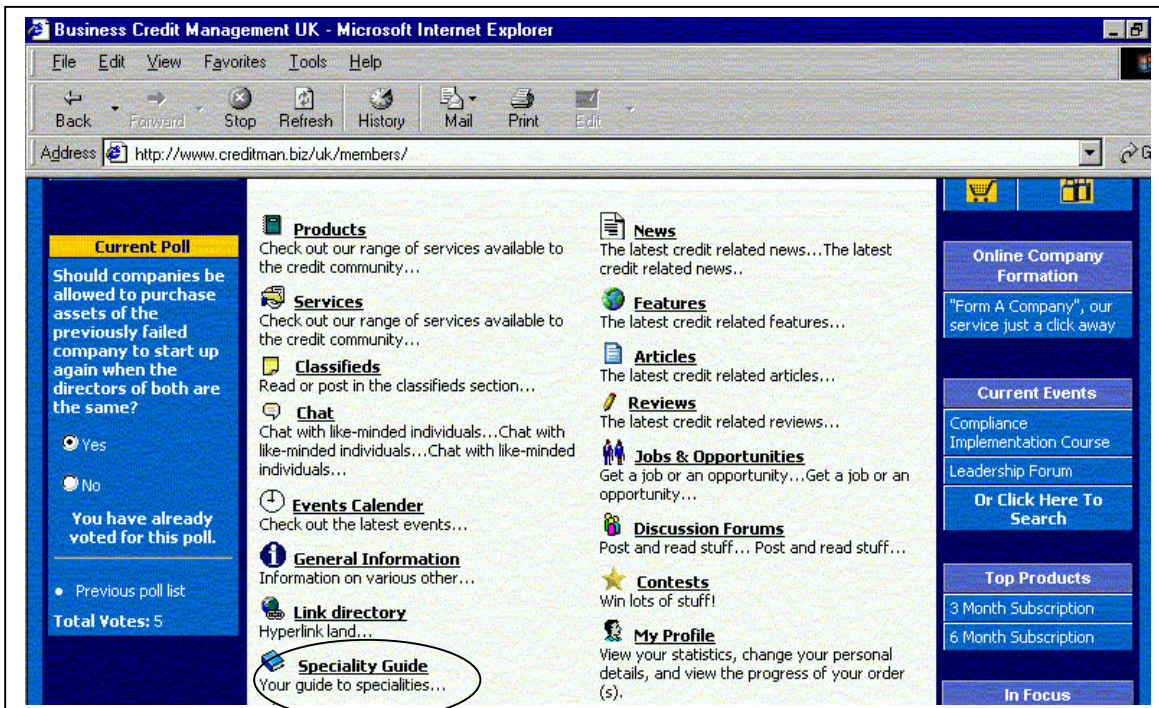
Sponsored Site



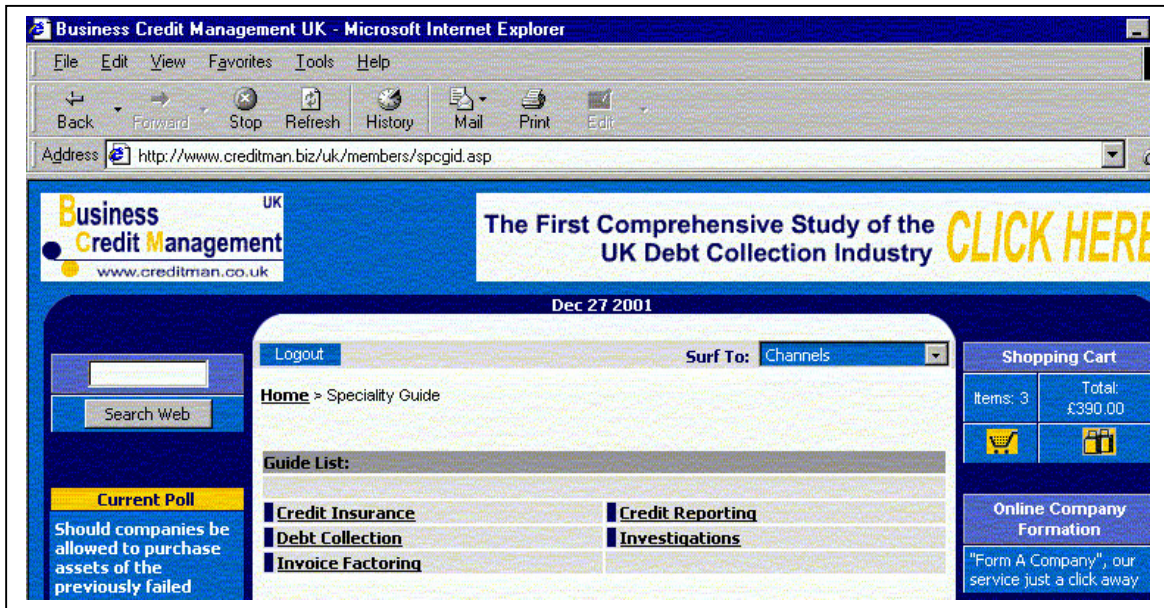
Premium Site



Speciality Guide



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Business Credit Management – Advertising Packages

Business Credit Management offers advertising packages to suit a range of designated marketing strategies and budgets. Other than those packages detailed below, BCM can customize one to suit your marketing needs.

Platinum Package:

✚ 1 X banner advertisement (front login page) (Impressions – 10,000)	GBP220
1 X tile advertisement (content pages) (Impressions - 10,000)	GBP150
1 X speciality guide listing (12 months)	GBP300
1 X business review (1 month)	GBP200
1 X featured website link (12 months)	GBP180
1 X 3 month membership BCM website	GBP29.95
TOTAL VALUE:	<u>GBP1079.95</u>
PRICE:	GBP900.00

Gold Package:

✚ 1 X banner advertisement (content pages) (Impressions – 10,000)	GBP220
1 X text advertisement (1 month)	GBP100
1 X specialty guide listing (12 months)	GBP300
1 X sponsor website link (1 month)	GBP120
1 X 3 month membership BCM website	GBP29.95
TOTAL VALUE:	<u>GBP769.95</u>
PRICE:	GBP650.00

Silver Package:

✚ 1 X tile advertisement (front login page) (Impressions – 10,000)	GBP170
1 X mini banner advertisement (content page) (Impressions – 10,000)	GBP220
1 X premium website link (1 month)	GBP90
1 X 3 month membership BCM website	GBP29.95
TOTAL VALUE:	<u>GBP505.95</u>
PRICE:	GBP450.00

ADVERTISEMENT ORDER FORM

YOUR COMPANY NAME:			
AUTHORISED BY		RETURN FAX NO	
PAYMENT BY	<input type="checkbox"/> CHEQUE <input type="checkbox"/> CASH <input type="checkbox"/> ACCOUNT <input type="checkbox"/> CREDIT CARD		
CARD TYPE	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD		
CARD HOLDER NAME			
CREDIT CARD NO.			
EXPIRY DATE			
Weekly E-mail Reports	Yes	No	
Login Required	Yes	No	

PLEASE MARK YOUR REQUEST/S AND FAX THE ORDER FROM TO +44 (0)1489 787541 OR EMAIL TO jarnold@creditman.co.uk

✓	Advertisement Type	Specifications	Price	No. of Clicks/ Impressions
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Tile Advertisement				
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Static Text Advertisement				
	Content Pages	(50 Characters)	£ 100.00 / month	
Link Directory				
	Featured Site	Top listing in colour	£ 180.00 / year	
	Sponsor Site	Sponsor Icon with listing	£ 120.00 / year	
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	Standard Listing		Free	
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	Advertisement	Highlighting advertiser in specialized category	£ 300.00 per year per category	
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	Gold Package	Bundled Package	£ 650.00	
	Silver Package	Bundled Package	£ 450.00	

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Daily E-mail Report

From: Creditman Site Admin
Sent: Friday, December 28, 2001 4:00 PM
To: Advertiser
Subject: Daily Advertising Report for date

Campaign Name	Impressions	Clicks	Click Rate
XXX ...	171	17	10.01%
Totals	171	17	10.01%