

# IFCfeed.com

BREAKING NEWS - INTERNATIONAL FINANCE CENTRE



RATE CARD

## ABOUT IFCFEED.COM

IFCfeed.com is an online broadsheet business news service for the internationally compliant and transparent low tax jurisdiction, providing government, industry and regulatory news from those sophisticated finance centres throughout the world.

## WHY IFCFEED.COM?

Due to the high volumes of quality traffic, IFCfeed.com is the perfect platform to promote your business. As a result of the large volume of content (the site is updated several times a day), IFCfeed.com is particularly visible with all major search engines and ranks highly on pertinent key search phrases including generic terms such as 'offshore finance news', 'international finance news' and more specific terms such as 'Guernsey banks' or 'Jersey funds'. IFCfeed.com has also qualified as a secure and trusted news source by Google News and the site is aided by a comprehensive Google adwords campaign to support the already impressive organic visibility.

## ONLINE MARKETING OPPORTUNITIES

If you want to drive traffic to your site, generate business or promote a new product or service, IFCfeed.com delivers the visibility that you need. The IFCfeed.com visibility platform provides a highly optimized home for your news. We can transform your news into a custom made fully search engine optimized platform to enhance its visibility online as our rankings in the natural listings and the recent inclusion in Google News will attest.

## GOOGLE NEWS

We are pleased to announce that IFCfeed.com has become one of Google's News sources for Guernsey and Jersey news. Featuring as a Google News Feed is an important milestone for the project and underlines our assertion that that run a high-quality useful and informative news service. IFCfeed.com is an authoritative site.

### TURN A BASIC PRESS RELEASE INTO A FULLY INTERACTIVE WEB PAGE.

We offer three cost effective packages that can transform your news into a custom-made fully search engine optimized platform that will enhance your visibility online.

#### STANDARD PLATFORM - £190 PER MONTH

- Enhanced directory listing including search engine optimized company profile and contact details.
- 10 Articles: Search engine optimized news releases.

#### ENHANCED PLATFORM - £260 PER MONTH

- Enhanced directory listing including search engine optimized company profile and contact details.
- 15 Articles: Search engine optimized news releases
- Sponsored website link on all sector (Trust, Funds, Legal, Banking, etc) specific news.
- Featured company in relevant Directory Search by Sector category.

#### ADVANTAGE PLATFORM - £420 PER MONTH

- Enhanced directory listing including search engine optimized company profile and contact details.
- 20 Articles: Search engine optimized news releases.
- Sponsored website link on all sector (Trust, Funds, Legal, Banking, etc) specific news.
- Featured company in relevant Directory Search by Sector category
- Button advert to appear in four positions throughout the site (does not apply to home page).

### ONLINE ADVERTISING OPPORTUNITIES

With over 40,000 unique visitors a month, 540,000 page impressions and approximately 6,000 non referred subscribers, IFCfeed.com provides advertisers access to a wealth of relevant executive decision makers and policy formers with the Channel Islands, UK and in the major financial centres across the globe.

#### RUN OF SITE ADVERTISING

Where ever they go, your ad will be there. Run of site advertisers get exposure on every part of IFCfeed.com.

Banner advert (700 x 93 pixels)	£1050 per month
Button advert (245 x 93 pixels)	£650 per month

#### SECTOR SPECIFIC ADVERTISING

Focus your advertising on a specific sector of the business community.

Prime site positions:  
Finance industry headers, support service headers, policy council headers, regulatory header.

Banner advert (700 x 93 pixels)	£350 per month
Button advert (245 x 93 pixels)	£190 per month

### SPONSORSHIP OPPORTUNITIES

**The Business Directory**  
The Directory receives over 265,000 hits a month and is the most frequently used part of the site. The Directory can be sponsored and therefore your banner advert will appear on every search result.

Directory sponsorship                      £850.00 per month

**Property search**  
The property search facility is available to both local and open market agents seeking a cost effective way of targeting the executive community. The property facility is content managed so property can be updated whenever required.

**Live Jobs**  
The live jobs section of the website delivers a search facility that attracts 159,000 hits a month. Live Jobs is the perfect advertising vehicle for the discerning recruitment specialist. You will be the sole provider of vacancies on the site.

Live Jobs sponsorship                      £800 per month

**IFCfeed.com recommends**  
Become one of our highly recommended service providers. Sectors include Travel providers, Hotels and Restaurants. Limited to four companies per sector.

Recommended company                      £80 per month

# IFCfeed.com

IFCFEED.COM REGISTERED OFFICE

16 GLATEGNY ESPLANADE ST PETER PORT GUERNSEY GY1 1WN  
T: 00 44 1481 711296 F: 00 44 1481 711297  
enquiries@IFCfeed.com