

IntroducerToday

ABOUT US

IntroducerToday.co.uk is an online magazine targeting all Mortgage Intermediaries & IFAs in the UK. Very recently redesigned & updates Incorporating a new fresher look & sleek cleaner lines.

IntroducerToday.co.uk was launched in April 2007, offering the latest news, views and industry comment. Testament to its success to date the number of subscribers currently stands at just over 20,000.

These industry professionals at all levels use our site as a one stop shop for keeping abreast of the latest industry developments. If you supply products or services to this dynamic industry, a database of over 16,000 with over 10,000 unique monthly web visitors makes Introducer Today the perfect platform to communicate with your clients in a cost effective, results driven and measurable way.

IntroducerToday.co.uk does not only generate traffic naturally from its position in the market place but also gains repeat traffic via the daily newsletter. Our trusted daily newsletter provides all the latest breaking news and our comments box facility gives our readership the opportunity to air their views on the day's main stories.

MEDIA PACK

15,000+ PAGE

IMPRESSIONS

10,000+

UNIQUE USERS

16,000+

SUBSCRIBERS

*figures per month

DONT JUST TAKE OUR WORD FOR IT...

"Just thought I would drop you a quick line to say thank you for your hard work and the professional services you offered. The response from the campaign far exceeded my expectations and I will be looking to do something similar in the near future for a different business opportunity."

Mark Porter
Managing Director
Clear Unfair Credit Limited

SUBSCRIBER PROFILES

- ✓ **REACH 16,000+ MORTGAGE INTERMEDIARIES & IFA'S**
- ✓ **DAILY NEWSLETTER READ BY 20,000 SUBSCRIBERS PER WEEK.**
- ✓ **OVER 600+ AD IMPRESSIONS PER MONTH**



IntroducerToday

We recommend this!

FULLY ACCOUNTABLE ADVERTISING THAT WORKS

FEATURED CAMPAIGN

- ✓ BANNER ROTATION ON WEBSITE
- ✓ BANNER ROTATION ON NEWSLETTER
- ✓ DYNAMIC OPPORTUNITY
- ✓ SOLUS EMAIL BROADCAST
- ✓ TARGETED FOLLOW UP SEND
- ✓ FEATURED SUPPLIER DIRECTORY

CAMPAIGN RATES

3 MONTH CAMPAIGN

£1000 PER MONTH

6 MONTH CAMPAIGN

£850 PER MONTH

9 MONTH CAMPAIGN

£700 PER MONTH

12 MONTH CAMPAIGN

£550 PER MONTH

INDIVIDUAL PRICES

LEADERBOARD (728X90)

£999 PER MONTH

BANNER (468X60)

£549 PER MONTH

MPU (300X200)

£699 PER MONTH

SKYSCRAPER (120X600)

£599 PER MONTH

BUTTON (120X120)

£249 PER MONTH

CORNER PEEL (307X319)

£649 PER MONTH

CLASSIFIED PROMOTIONS

HOMEPAGE TAKE OVER

£1999 PER DAY

PROMOTION OF THE MONTH

£749 PER MONTH

POPULAR LINKS

£99 PER MONTH

DYNAMIC OPPORTUNITIES

£400 PER ISSUE

FEATURED SUPPLIER

£600 PER ANNUM

EMAIL BROADCAST

FULL DATABASE SEND

£999 PER BROADCAST

TARGETTED FOLLOW UP SEND

£249 PER BROADCAST

CONTACT US

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*VAT NOT INCLUDED IN PRICES

IntroducerToday

Don't forget!

KEYWORDS TO AVOID IN HTML

THESE WORDS WILL BE FILTERED BY MOST EMAIL CLIENTS AND THEREFORE WILL APPEAR IN A CUSTOMER'S SPAM FILTER.

IF IT GOES INTO A CUSTOMER'S SPAM FILTER CHANCES ARE, **THEY WON'T READ IT.**

advertisement
money back
cards accepted
removal instructions
extra income
"!@", "!!@", "\$\$" and "\$"
free
000
Dear friend
for free?, for free!
Guarantee
satisfaction
absolute
more info
visit
SPECIAL PROMOTION
one-time mail
order today
order now!
money-back guaranteemp3
generic
congratulations
opportunity
cheap
horoscope
must be 21
xxx

100% satisfied
friend@, public@, success@,
sales@, success@, mail@,
@public,
profits@,
@savvy, hello@, @mlm.
success
mlm
/////////
check or money order
Diet
Weight
Cash
promo
debt
obligation
Income
credit
mortgage
win, won
degree

BANNERS

Banner sizes required for Website or Newsletter (in pixels)

Leaderboard 728x90
Banner 468x60
MPU 300x250
Button 120x120
Skyscraper 120x600
Strip Ad (Newsletter Only) 728x70
Channel Sponsor banner 234x60
Corner Peel 307x319

Banner File Formats (file sizes no more than 100kb)

Website - GIF, Animated GIF, JPEG or SWF files must be used. For SWF Files please ensure the link is embedded.

Newsletter - Static GIF, JPEG files. If animated GIF is used please ensure the first layer of the animation has all the information required as some Email Providers will restrict banner rotation to the first slide such as 'outlook 2007'.

EMAIL BROADCASTS

Must be in HTML or XHTML Format.
Mixture of Text and Images.
Width between 500px and 600px.
Include as many trackable links as possible.

Client to host the images on their server.

Predominate information in the top fold the page.

Client to check HTML views correctly in all Email Providers i.e. outlook hotmail, g-mail etc.
Please send Subject Line.
Please send a txt version.

Guidelines to keep to:
Simple layouts and Tables work best: no complex colspan or spacer gif driven spacing

Try to Avoid Uppercase Letters in both **Subject Line** and **Message Body**

Punctuations in Subject Lines

Don't use consecutive exclamation marks or question marks in Subject Line or Message Body

Avoid Spaces in image source names,
Use Bitmap Images, optimised for displaying on the web

Use basic colours like <<blue>> or <<red>>

ADVERTISING SPECIFICATION

DYNAMIC OPPORTUNITY

An advertorial piece about your product/service of about 250 words (not limited). Can be a general overview or specific to a promotion/offer you are currently running. This will appear in our daily newsletter will be linked to your own page on your website.

PRODUCT REVIEW

A piece about your product and services, this could be an overview of your offerings or written as from the perspective of one of your clients. This will appear in the Newsletter, website and relevant channels.

POPULAR LINKS

A catchy but relevant phrase of no more than 2-3 words to gain the focus of the reader to which they can click through to your chosen web page.

TARGETED EMAIL SEND

A follow up targeted email to those that open and click a full email broadcast.