



2008 Web Media Kit

About Banks.com, Inc.

We provide Internet search services through a combination of traffic aggregation and proprietary websites. The company operates a number of proprietary, vertical online businesses in the online finance sector.

Our Web Properties

Banks.com

Our Flagship Site provides a variety of consumer-related products including mortgages, credit cards, loans, money market accounts, certificates of deposit, checking and ATM fees, home equity loans and online banking fees in the areas of Internet commerce, including paid search, direct navigation, and online marketing.

Tax Center

The #1 Independent Tax Resource on the Internet, Tax Center provides a variety of consumer-related tax products. We provide tax links to Third Party Tax providers for our visitors which are organized to make it easier to find what you are looking for quickly. Tax Center includes tax information about tax preparation, tax forms, the Internal Revenue Service, estate taxes, tax software, income tax preparation, tax refunds, and eFile.

Banks.com Demographics

Unique Visitors

- 450,000 million per month

Gender

- Male: 46.7%
- Female: 53.3%

Household Income

- Less than \$30k: 31.94%
- \$30-60k: 34.78%
- \$60-\$100k: 21.92%
- \$100-\$150k and greater: 11.36%

Age Profile

- 18-24: 5.03%
- 25-34: 19.29%
- 35-44: 18.35%
- 45-54: 24.99%
- 55 +: 32.33%

Tax Center Demographics

Unique Visitors

- 4-6 million per month (January thru April)
- 300,000 per month (May thru September)

Gender

- Male: 37.05%
- Female: 62.95%

Household Income

- Less than \$30k: 28.49%
- \$30-60k: 31.60%
- \$60-\$100k: 21.76%
- \$100-\$150k: 12.74%
- \$150k and greater: 5.41%

Age Profile

- 18-24: 15.33%
- 25-34: 29.26%
- 35-44: 21.16%
- 45-54: 17.69%
- 55 +: 16.56%

Banks.com Ad Inventory

Channels Available

- Banks.com Home page
- Real Estate
- Mortgage
- Checking & Savings
- Insurance
- Credit Cards
- Investing
- Debt
- RON Banners
- RON Text Links
- Search Results Page Text Links

Tax Center Ad Inventory

Channels Available

- Home page
- Content Pages
- E-file taxes
- Tax-preparation
- Tax-refund
- State taxes
- Tax forms
- Tax Extensions
- EIC
- Search Results Page Text links

Banks.com Ad Inventory

The screenshot shows the Banks.com homepage. At the top, there is a 728x90 LeaderBoard advertisement for Fed Cuts Rate to 2.0% on Apr 30! Below the ad is the Banks.com logo and navigation menu. The main content area features 'TOP HEADLINES' with links to 'Gold Reserve Announces' and 'Other News'. A search bar is visible. At the bottom, there is a Discover Capped Rate Home Equity Line of Credit advertisement with an 'APPLY NOW' button. The footer contains copyright information and links for 'About Us', 'Privacy Policy', 'Advertise on Banks.com', 'Sitemap', and 'Contact Us'.

728x90 LeaderBoard
Rotates at the top and bottom of the Banks homepage and all Banks channel pages.

The screenshot shows a channel page on Banks.com. On the left, there are sections for 'Credit Cards', 'Life Insurance', 'Retirement & Planning', 'From the Experts: Recent Blog Posts', 'Credit Card Finder', and 'Latest Headlines'. On the right, there is a sidebar with 'Banks.com Video', 'Business and Finance Related News', 'Financial Calculators', and 'Blogs and Q&A'. A large 160x600 Skyscraper advertisement for Citibank myHomeEquity.com is positioned on the right side, featuring the text 'Rates as Low as 6.75% Variable APR*' and 'Equal Housing Lender'.

160x600 Skyscraper
Available on all Banks channel pages


Banks.com Ad Inventory

↑ NSDQ	2780.32	+46.75	TAP-A	49.40	300.0	-50.96 (-50.79%)
↑ NYSE	10247.93	+105.00	SPRT	4.91	3.6M	-1.42 (-22.43%)
↑ S&P 500	1557.59	+14.75	OSI	12.73	3.1M	-2.61 (-17.01%)
↑ RUS 2K	844.88	+15.73	MNRK	15.15	9.1K	-2.85 (-15.83%)
↑ AMEX	2415.64	+18.88	ROH	17.66	2.0M	-2.85 (-13.90%)
↑ 10 YR	4.64	+0.12				

Quote delayed at least 20 mins

Get Quote

 Symbol Lookup

advertisement
BET BLUE SKY FROM AMERICAN EXPRESS


125x125 Badge
 Available on all Banks channel pages

BANKING ARTICLES AND TIPS
 REAL ESTATE
Oregon Commercial Real Estate
 By Jimmy Shaw

Real estate is broadly categorized into two types. This includes residential and commercial real estate. As the name suggests, the latter revolves around sale and lease of property that is intended for use in trade and business. This includes a wide range of business opportunities including shopping malls, gas stations, car parks and office buildings. The Oregon commercial real estate market is huge and encompasses innumerable viable plots and property.

advertisement
BLUE SKY CAN MAKE ANY TRAVEL DEAL BETTER.


Oregon commercial real estate could refer to an empty plot of land, a building, a store or multiple shops, or even a park. The instant any property is to be used for a business purpose, it is categorized as commercial real estate. Oregon commercial real estate includes land, as well as anything that is permanently built or fixed onto it. These fixtures include nursing homes, buildings and fences. They also refer to pipes, plumbing, heating devices and light fixtures that are inbuilt or fixed on the exterior of a building. Commercial real estate can be purchased, sold or rented on a leasehold. Such commercial real estate is not available for

Tools to Get You Started

Free Bay Area MLS Search
 Find Bay Area homes for sale. Easy MLS. No hidden addresses-277K homes
www.ZipRealty.com

Homes For Sale
 Free, Custom Photo Email Listings Search by Bed, Bath & Price Range
www.JustListed.com

Real Estate
 Search Millions of Listings Quickly and Conveniently At REMAX.com
www.REMAX.com

Find Mortgage Brokers
 Search for brokers near you

Financial Calculators

- Should you rent or buy a home?
- Becoming a Millionaire Calculator
- How much to save for retirement
- View all calculators

Blogs and Q&A

- Real Estate News
- Mortgage News

advertisement


 Equal Housing Lender

250x250 Island
 Available on all Banks channel pages

BANKS.COM FEATURES

The Fed Rate Cut and the Housing Market

Mortgage rates dropped with the anticipation of a Fed rate cut. Now that the cut has materialized—and it's every bit as big as one could hope for—where will the housing market go?

[Read Full Story](#)

Tools to Get You Started

Small Business 401k
 Flexible Small Business 401k Plans Start Saving Today. Learn More.
www.adp401k.com

401K Business Plans
 Employers: Get Quotes & Compare Compare options. Save Time & Money
www.BuyerZone.com/401K

Retirement Income
 About To Retire? Smooth The Transition With Help From MetLife
MetLife.com

Text Links (Channel pages and Search Results Pages)
 Shaded text links delivered via our PPC platform in industry standard format (title, description, URL)

Ad Production Specs

We accept **static JPG** (up to 50k file size), **animated GIF** (up to 50k file size) or **Flash** (up to 50K file size) provided animations are no longer than 15 seconds.

Any rich media DHTML **must be user-initiated** (click-to-expand, click-to-play video, etc.), except in the case of interstitials.

If using third-party ad tags:

Max file size is 100 Kb

Initial load (with pre-loader) 100K max

Subsequent load 1MB max (2MB if streaming)

All rich media must be user-initiated

Ad Sizes

We accept a combination of IAB-standard units, including: 728x90, 160x600, 120x600, 250x250 and 125x125.

Interstitials

Can be any size with a maximum of 800x500. Video content must be no longer than 15 seconds, and does not need to be user-initiated.

Text Ads

Title/Headline – 30 characters max. Description/Content – 80 characters max. URL – 25 characters max.



Contact Us

For for more information and rate inquiries, [contact us](#).