

# IntroducerToday

[www.introducertoday.co.uk](http://www.introducertoday.co.uk)



Introducer Today actively targets 30,000 Mortgage Intermediaries in the UK!

## THE BUSINESS

**IntroducerToday.co.uk is the premier website for Mortgage Intermediaries in the UK that attracts over 37,500 visitors per month!**

**IntroducerToday.co.uk** is an online magazine targeting all Mortgage Intermediaries in the UK. Part of the **Angels Media Group**, it is the 3rd in a series of highly successful, business focused "Today" websites including Estate Agent Today and Recruiter Today.

**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 30,000. 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 30,000** and a **37,500 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 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.



**"CHAMPION OF THE MORTGAGE MARKET"**

# MORTGAGE INTERMEDIARIES



- LATEST 10 STORIES
- NEWS ARCHIVE
- FEATURES
- FORUM
- MORTGAGES
- DEBT ADVISER TODAY
- FINANCIAL COMPENSATION
- NEW REVENUES
- NETWORK OF THE MONTH
- ON A LIGHTER NOTE
- JOBS BOARD

Henry Ford once said "I know only half of my advertising works. The problem is, I don't know which half."

## THE FIGURES

- 30,000+** Intermediary Database
- 37,500+** Monthly Web Visitors
- 150,000+** Page Impressions
- 1,500,000+** Ad Impressions

## WHY US?



- Reach 30,000 Mortgage Intermediaries
- Competitive introductory advertising rates
- Flexible campaign solutions
- Fully accountable advertising

IDEAS BOARD	BANNERS	ADVERTORIALS	JOBS BOARD	LINKS
	<p>The perfect way to launch your brand, promote a service or sell a product.</p>	<p>Educate and inform our readers with a dedicated web page linked from the home page.</p>	<p>Posting jobs is quick and easy. The perfect way to fill you next vacancy.</p>	<p>A Popular Link will run across the whole website and is a great way to drive traffic to your website.</p>

## ADVERTISING RATES

### Display Positions

	per month
Leaderboard	£999
Banner	£499
MPU	£699
Skyscraper	£599
Button	£199
Strip Advert	£899

### Classified Positions

	per month
Network of the Month	£749
Popular Links	£99
Featured Supplier	£499 pa

### Dedicated Email

Dedicated Emails (30,000)	£799
Targeted Follow Up	£199 extra

### Sponsorships

	per month
Daily Newsletter Sponsorship	£499
Banner - Premium positioning	
Advertorial - Company Spotlight	
Create your own section	£999
Channel Sponsorship	
Takeover all banner positions on any section	
	from £1200



## ADVERTISING CONTACTS

### BY PHONE OR EMAIL

#### ADVERTISING MANAGER:

*Mike Mortimore*

**T 07957 104922**

**E [mike@introducertoday.co.uk](mailto:mike@introducertoday.co.uk)**

#### ADVERTISING EXECUTIVE:

*Rachel Baker*

**T 0208 663 4940**

**E [rachel@introducertoday.co.uk](mailto:rachel@introducertoday.co.uk)**

# DESIGN SPECIFICATION

## Banner Sizes (Pixels)

- Leaderboard 728 x 90
- Banner 468 x 60
- Strip Add 784 x 45
- Skyscraper 120 x 600
- MPU 300 x 250
- Button 120 x 120
- Bottom Leaderboard 728 x 90

**Banner File Format GIF,Animated GIF,JPEG or SWF files must be used.**

For Flash files please contact us for coding requirements.

## Email Broadcast

- Please send email creative in HTML or XHTML format and all coding to be in one file, including CSS style sheet.
- All images should be in JPG, PNG or GIF format and image size of less than 100kbytes.
- Emails generally cannot support flash files.
- Email coding to comply with the latest standard and will display correctly in Microsoft Outlook 2007 (Please refer to [www.anandgraves.com/html-email-guide](http://www.anandgraves.com/html-email-guide))
- Send a text version if necessary.
- Images to be hosted by the client (in extreme circumstances we can arrange a host for images).
- Please send us the 'subject line' for the send.
- To improve response rates and reduce spamming please send the creative as more than one image i.e. do not embed text with the images within the creative.

## Policy

Learn about our ad submission guidelines, editorial standards, and our creative acceptance policy - all designed to optimise your message and ensure consistently high standards across Recruiter Today.

The Publishers retain full discretion as to the contents of your creative and reserve the full right to refuse to publish



an advertisement or omit or suspend any advertisement for which an order has been accepted in every case without stating any reasons for doing so.

The Publishers shall not be liable for any error, omission or inaccuracy in published advertisements, nor do they accept any liability for any loss, which the Advertiser may allege to have been caused by any such error, omission or inaccuracy.

Copy, artwork, photographic prints and other materials supplied in connection with advertisements shall be subject to the approval of the Publishers. All space will be charged at the appropriate rate prevailing at the time of publication and such rates may be altered at any time.

The publishers reserve the right to change the classification of any advertisement accepted if in the opinion of the Publisher that advertisement has been placed in an incorrect classification.

### UNACCEPTABLE ADVERTISING

The Publisher reserves the right to revise or refuse, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition. Obscene, vulgar or disparaging advertising in either art or copy will not be accepted. Advertisements mentioning another party without their knowledge and authorisation may be subject to rejection.