

# NuWire Investor AD GUIDE



**NUWIRE™**  
INVESTOR

# About NuWire Investor

## About NuWire Investor

Countless news and educational resources exist that are devoted to provide information about investing. Most of the focus on traditional investments: domestic stocks, bonds and mutual funds. The number of resources devoted to alternative investments (i.e. real estate, franchises, commodities and peer-to-peer lending) is significantly smaller.

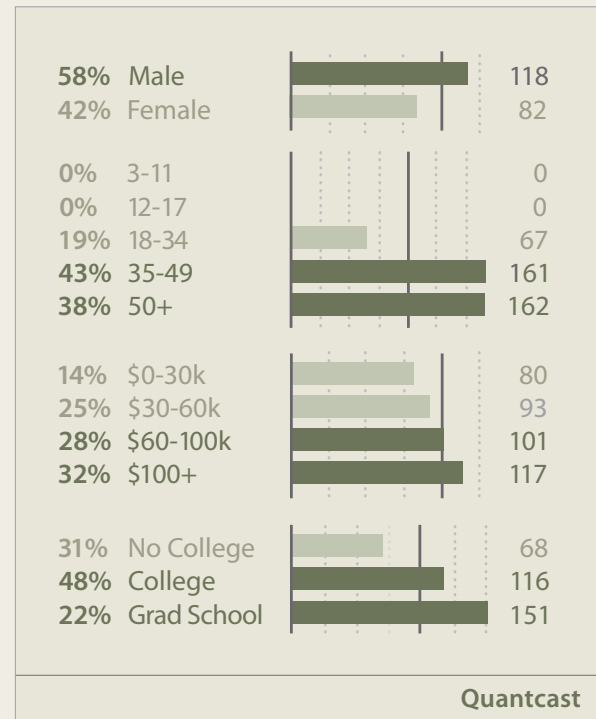
Clear, objective information about alternative investments can be hard to find. That's where NuWire Investor comes in: we strive to fill that information gap and educate and update investors on the news, trends and opportunities in the alternative investment marketplace.

## Web Traffic

| January 2009    |           | February 2009   |           |
|-----------------|-----------|-----------------|-----------|
| Page Views      | 1,118,538 | Page Views      | 1,040,525 |
| Visits          | 242,175   | Visits          | 237,341   |
| Unique Visitors | 116,313   | Unique Visitors | 118,195   |

## NuWire Traffic Demographics

January 2009



*Income represents total household income.  
100 index is internet average.*

# Opportunities

## Optimized Opportunity Listing

Our marketing and search engine optimization (SEO) experts will create a fully optimized opportunity listing on our site for your product. This listing will show up not only in our site search, but our listings have proven to rank very high on Google, Yahoo, MSN and other search engines. In addition your listing will be displayed in the “related opportunities” section of related articles and general site search. These listings will be permanent on our site, although, you will be able to edit them— or cancel them— if the details or the status of your offering ever change. On your opportunity listing you will also be able to include backlinks to your webpage which helps with the SEO of your website. NuWire’s pages are very highly ranked by Google and this is a great way to build up credibility for your website.

**Cost: \$50**

## Featured Opportunity

Not only will we create an optimized opportunity listing for you—with all the associated benefits mentioned above—but we will also give your listing “featured” status for a week. This means that your listing will show up on the NuWire home, main real estate investment and alternative investment pages under “Featured Opportunities,” as well at the top of the Opportunities page in the featured section.

**Cost: \$100 (includes optimized listing)**



**Newsletter Text Link Upgrade: \$25**  
(see newsletter section)

# Newsletter

## Weekly Newsletter – Over 9,000+ subscribers

Included with any newsletter ad purchase is a permanent optimized opportunity listing. (\$50 value – see previous page for details).

For an extra \$50 we will feature that opportunity for 1 week where it will show up on the home page and on the main opportunity page in the “Featured Opportunities” section.

### Newsletter:

250x150 (+150 characters of text) \$300 per week

450x120 (+150 characters of text) \$350 per week

710x90 \$150 per week

\* Discounts available for multiple placements

## Text Link in Newsletter

If you purchased an optimized opportunity listing, for an additional \$25 you can get your opportunity linked in our weekly newsletter. If you created your own opportunity you can still purchase a text link spot in the newsletter, but it will **cost \$40**.

File Size: 30K  
File Type Accepted: gif, jpeg  
Rich Media Available: No

# Banner Ads

Included with any banner ad purchase over \$100 is a free optimized opportunity listing.

## Home Page:

|         |  |
|---------|--|
| 220x165 | \$100 per week or \$350 for a full month |
| 220x369 | \$150 per week or \$500 for a full month |

## Real Estate Investment Main Page:

|         |                 |
|---------|-----------------|
| 220x165 | \$150 per month |
| 220x369 | \$200 per month |

## Alternative Investment Main Page:

|         |                 |
|---------|-----------------|
| 220x165 | \$100 per month |
| 220x369 | \$150 per month |

The screenshot displays the NuWire Investor website interface. At the top, there is a navigation menu with categories: INVESTMENT NEWS, REAL ESTATE INVESTMENT, ALTERNATIVE INVESTMENT, HOW TO/ARTICLES, OPPORTUNITIES, NUW, and BLOG. A search bar is located in the top right corner.

The main content area features several articles and banners:

- FREE NEWSLETTER:** A sign-up form with a "Subscribe" button.
- Risk and Return: Considerations for Investing in Managed Futures:** A featured article with a large image of a field of wheat. The text discusses diversification and the effect of lowering overall risk.
- ADDITIONAL ARTICLES:** A sidebar listing various articles such as "Government Loans To Test High Stakes In Startup Risk Bank Of America", "Texas Loan Gallery", "New Standard Asset Leads To Buy On Late American Stocks", "Private Equity Funds Winning Bigger Players In Global Lending Report", "Edible Farming: On-Target For Business And Property Owners", "Mortgage Rates Are Falling", "Charity and QIP Act: Making The Case To Invest In 529 Plans", and "Stocks Fall: Global Market Continues To Tumble".
- FINANCIAL OPPORTUNITY:** A section titled "Covis Real Estate: Stable Long Term Prospects" with a "SEARCH NOW" button.
- INVESTMENT CATEGORIES:** A list of categories including U.S. Real Estate Investment, International Real Estate Investment, Funds, Private Equity, Private Lending, Business & Franchise Investment, Crowdfunding, Other Investments, Personal Finance, and Rentals.
- Government's Bailout Investments Already Down 50 Percent:** An article discussing the impact of the TARP act.
- Why You Should Start The Japanese Yen:** An article discussing the Japanese yen's performance from 2005 to 2009.
- House Flipping: The Flipping Truth:** An article discussing the risks and rewards of house flipping.

Two large dark grey banners are overlaid on the right side of the screenshot, containing the text "220 x 165" and "220 x 369" respectively.

File Size: 30K

File Type Accepted: gif, jpeg

Animation: 3 loops and 15 seconds, 40K (max.)

Rich Media Available: No

# Banner Ads

## How-To-Article Main Page:

220x369 \$250 per month

## Opportunity Main Page:

220x165 \$150 per month

220x369 \$100 per week or \$350 per month

File Size: 30K (max.)

File Type Accepted: gif, jpeg

Animation: 3 loops and 15 seconds, 40K (max.)

Rich Media Available: No

220 x 369

NUWIRE INVESTOR

INVESTMENT NEWS | REAL ESTATE INVESTMENT | ALTERNATIVE INVESTMENT | **HOW TO ARTICLES** | OPPORTUNITIES | WHO | BLOG

SHARE YOUR KNOWLEDGE

Have you written a particular "How To" article? Help others by creating an investment "how to" article sharing your business and web traffic in the process.

LEARN MORE

LOGIN

Username

Password

LOGIN

Need a login? Forget password?

FREE NEWSLETTER

Get the latest information and real estate investment news delivered to your inbox each week.

Subscribe

Featured "How To" Articles

- How To Compute Cap Rate  
Written by James Edinger
- How To Avoid Capital Gains Taxes With A Deferred Sales Trust  
Written by Ed Edinger
- How To Keep Investment Real Estate Profitable In Any Economy  
Written by Ed Edinger
- How To Buy Real Estate At Foreclosure Auctions  
Written by Ed Edinger
- How To Invest In Secured Notes: The Advantages And Limitations  
Written by T.A. Edwards

How To Handle Bad Tenants  
Published on: 12/04/2009

How To Pick A Business Broker  
Published on: 12/02/2009

How To Profit From College Rental Properties  
Published on: 11/17/2009

FROM HOW TO ARTICLES TOPICS

- U.S. Real Estate Investments
- International Real Estate

220 x 369

NUWIRE INVESTOR

INVESTMENT NEWS | REAL ESTATE INVESTMENT | ALTERNATIVE INVESTMENT | HOW TO ARTICLES | **OPPORTUNITIES** | WHO | BLOG

FEATURE YOUR OPPORTUNITY

Have a property, service or investment for investment? Find out more about how you can list your services from our opportunities for sale.

LEARN MORE

LOGIN

Username

Password

LOGIN

Need a login? Forget password?

FREE NEWSLETTER

Get the latest information and real estate investment news delivered to your inbox each week.

Subscribe

Featured Opportunities

- Possibly The Best Mexican Real Estate Investment Available (Cancun)  
Listed by International Country Club
- Cash-Flow Duplex With \$-6K,000 Instant Equity (St. Robert)  
Listed by Canada Real Estate
- Diversified int Mortgage Note Investment Opportunity (U.S.)  
Listed by American Note Solutions
- Free Market Research And Exclusive Investment Offerings (United States)  
Listed by America Real Estate
- Orlando Real Estate Investment Opportunity- Cash Flow!  
(Orlando)  
Listed by ESC Solutions

Search: \_\_\_\_\_ Category: \_\_\_\_\_ Country: \_\_\_\_\_

|                       | Real Estate       | Business and Franchise | Private Lending   | Alternative Investments |
|-----------------------|-------------------|------------------------|-------------------|-------------------------|
| Single family         | Vacant land       | Existing business      | Private mortgages | Precious metals         |
| Condominiums          | Partnerships      | Franchise              | Hard money        | Foreign currency        |
| Multi-family          | Tax liens & deeds | Partnerships           | Personal loans    | Services                |
| Commercial            | Services          | Services               | Business loans    | Wanted                  |
| Mobile homes & parks  | Wanted            | Wanted                 | Services          | Other                   |
| Recreational Property | Pre-construction  | Other                  | Wanted            | Commodities             |
| Vacation property     | Other             | Other                  | Other             |                         |

220 x 165

# Banner Ads

## Article Pages:

(These include articles, opportunities, how-tos and wiki's)

Our articles rank very highly on Google and other major search engines, so why not piggyback on our rankings with your company ad on our article page? This is perfect if you have a niche or a geographically based product. For example if you are a real estate agent in Loreto, Mexico you can purchase an ad spot on our article about Loreto real estate, which ranks number 1 on Google for "Loreto Mexico Real Estate," and number 5 for "Loreto Mexico."

### Top Horizontal (710x90)

1 article page      \$300 per year

2 article pages      \$550 per year

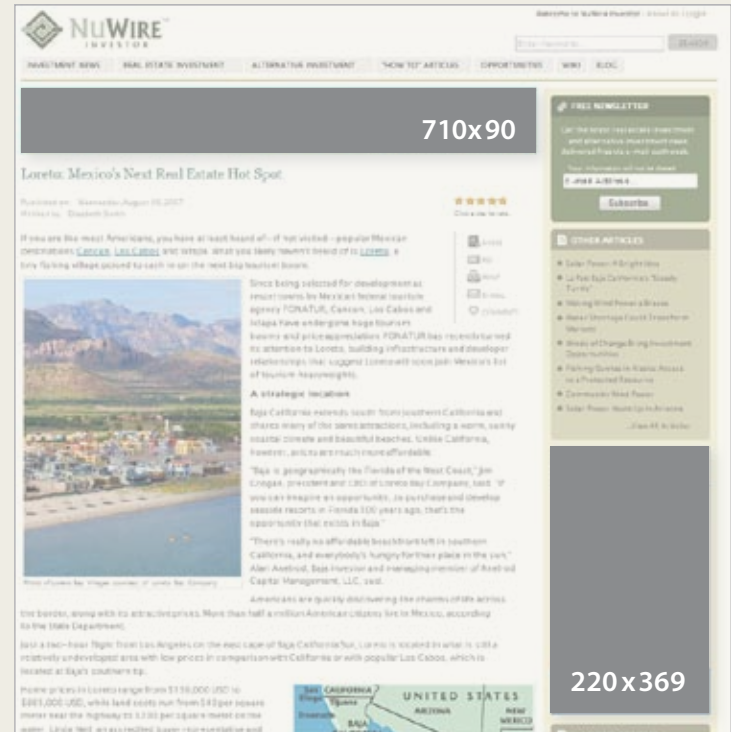
3 article pages      \$750 per year, *each additional page is \$200 per year*

### Right Vertical (220x369)

1 article page      \$200 per year

2 article pages      \$350 per year

3 article pages      \$475 per year, *each additional page is \$200 per year*



File Size: 30K (max.)

File Type Accepted: gif, jpeg

Animation: 3 loops and 15 seconds, 40K (max.)

Rich Media Available: No

# Additional Ad Opportunities

## InvestorCentric Banner Ad

InvestorCentric is a very popular and high traffic investment and economics blog. There is only one advertisement placement offered, and the same ad is displayed across all InvestorCentric pages (*Over 550 blog posts!*).

### InvestorCentric Banner Ad

210x150      \$200 per week or \$700 for the month

File Size: 30K (max.)

File Type Accepted: gif, jpeg

Animation: 3 loops and 15 seconds, 40K (max.)

Rich Media Available: No



**Text Link Ads:** Contact us for custom pricing.

We also offer special discounts and customization for bulk orders.  
For more information contact us at [ads@nuwireinvestor.com](mailto:ads@nuwireinvestor.com).