

# Advertising Kit

Loans-Australia.com.au

PersonalLoansOnline.com.au

FastPersonalLoans.com.au

Cost Effective Website traffic to your business

Increase brand awareness

Increase sales

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# Why Financial Solutions Online

## Financial Solutions Online

controls a number of websites that attract consumers looking for financial loan products and information.

The 4 websites have a number of areas and features in them that make advertising an effective way to drive customers seeking your products to you.

## Categories include:

Secured Personal Loans  
Unsecured Personal Loans  
Car Loans  
Boat Loans  
Motorbike Loans  
Poor Credit History Loans  
Credit Help & Repair  
Home Loans  
Business Loans

## Advertising Area Features:

Banner Image Ads  
Sponsored Links  
Advertorials  
Best of Comparisons  
Loan Applications  
Insurance Applications

## Advertisers Include:

Lenders  
Insurers  
Brokers  
Credit Management

## Visitors Profiles:

Employment status	
Full-time	50%
Part-time	17%
Casual	10%
Pension	22%
Unemployed	1%
Residential status	
Owner	5%
Mortgaged	64%
Renting	26%
Boarding	3%
Living with Parents	2%
Income levels	
>100K	12%
51-99K	59%
20-50K	19%
<20K	10%
Credit History status	
Good Credit	40%
Small paid defaults	35%
Small unpaid defaults	15%
Defaults unpaid >\$2K	10%
Sexes	
Male	46%
Female	54%
Ages	
18-20	5%
21-30	38%
40-55	38%
55+	19%
Geographic locations	
NSW	36%
VIC	26%
QLD	18%
WA	10%
SA	8%
TAS	2%

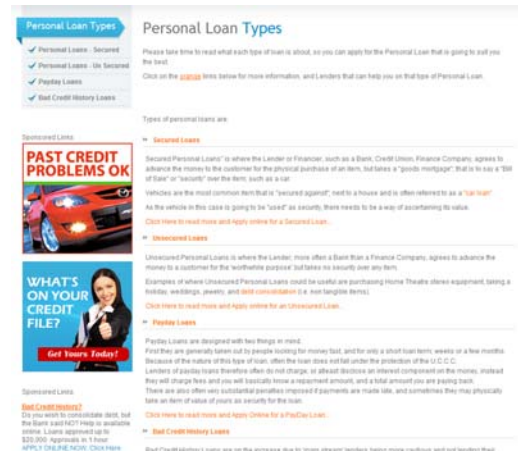
\*Monthly total >11,000 unique hits.

\*Average time on Sites is 3.5 mins, 4.1 pages per visit.

\*These figures represent the total from Google Analytics, and vary from site to site.

## Advertising Features:

### Banner Ads on Category Pages



Sizes include: 728x90, 180x300, 180x600, 200x200, 250x250 (pixels)

Banner advertising on category pages that target the customers you're after.

Locations include header, footer and left and right sides.

You can supply your own ads, in jpeg, or gif formats for animated ads.

Our graphic design dept. can create ads for you, which will attract a once only fee, and we will supply you with the source file used to create the image (.psd, .ai etc.).

Locations are available on a first come basis, and can be held for a period of 3, 6, 9 and 12 months on a direct debit agreement.

Discounts do apply for securing your ads over a longer time period.

## Sponsored Ads on Category Pages

Sponsored Links
<b>Bad Credit Car Loan</b> Are you Employed but have a Bad Credit History with Paid Defaults? We look at your current ability to pay not your past problems. Answers in under 2 Hours.. <a href="#">read more &gt;</a>
<b>Have you Been Declined a Loan?</b> Do You Know what is on Your Credit File? get yours with a comprehensive Report, your Credit Score, plus Tips & Advice on how to fix any Problems.. <a href="#">read more &gt;</a>
<b>After a Payday Loan</b> Fast Cash Payday Loans of \$500 in your account the same day. Pensioners and Bad Credit Ok.. <a href="#">read more &gt;</a>

### Sponsored Links

**[Car Loans South Australia](#)**  
Car Loans for people living in South Australia, or Northern Territory with Good Credit History.  
[www.nfcsa.com.au](http://www.nfcsa.com.au)

**[Car Loans Victoria](#)**  
Car Loans for people living in Victoria with Good Credit History.  
[www.natfin.com.au](http://www.natfin.com.au)

**[Bad Credit History?](#)**  
Do you wish to consolidate debt, but the Bank said NO? Help is available online. Loans approved up to \$20,000. Approvals in 1 hour.  
[APPLY ONLINE NOW, Click Here](#)

**Links can contain URL, or not. Up to 5 lines of text, plus title and url.**

**Sponsored links give you the opportunity to describe what you do and the type of customer profile you are after.**

**You can either advertise your business name, or not  
Advertise your website address or not. It's entirely up to you.**

**Each sponsored link can be a maximum of 5 lines, not including the title or url / action hyperlink.**

## Advertorial Ads on Category Pages

### MONEY 3

MONEY 3 is a Lender specialising in Payday Loans, and Instant Cash Loans from \$100 to \$5,000 for people with a Bad Credit rating. Pensioners can often have \$500 in their Bank Account the same day.

Repayments are calculated on a persons ability to make the repayments, between 30 days for smaller payday loans, and 24 months for larger personal loans.

These Payday Loans can be for any purpose and MONEY 3 endeavor to give all applicants a fair go.

MONEY 3 access your loan based on your financial future. So if you have a bad credit history or just been knocked back from the major banks why not give MONEY 3 a go.

#### **MONEY 3 value your credit future rather than your credit history!**

MONEY 3 has payday loans to suit any of life's circumstances. With our tailored loans, we match your capacity to repay, which means you are always in control.

#### **Why MONEY 3? What's the difference?**

Understanding individual needs no matter the circumstances

Friendly, experienced staff

A simple process that saves you time... Applications processed in an hour,

Answers in around 30 minutes once documents submitted

Unique personal service!

After you apply online you get to speak to a real person who will assist you in the process.

We look for ways to say YES, and help you get you the personal loan you need, and as fast as possible.

Once the loan is approved, we discuss how much you are comfortable to repay per week and then we set up your loan over a period of 30 days to 24 months.

It really is that simple. So apply online, to get a payday loan, even with a Bad Credit History, and make your life a little easier.

» [Make an application online for a Payday Loan Now.](#)

## **Advertorials recommending your business, describing what you do.**

**Advertorials are written by you about your business, and are displayed as feature on the page/s you choose.**

**You can include hyperlinks to your site throughout the article, and include phone numbers and address information.**

**The size will be restricted depending on the size available on the site page you desire.**

**See an example at:**

**[http://www.fastpersonalloans.com.au/payday\\_loan.html](http://www.fastpersonalloans.com.au/payday_loan.html)**

## Comparison Ads (Editor's Choice) on Category Pages

Editor's Choice of the Best 'Secured Personal Loans' in the Market				
 Compare Secured Personal Loan Lenders Below and compare the adverts for Secured Personal Loans Online on this page. Lending criteria applies. To Approved Applicants. Details correct on 12/01/2009. (Subject to Change without notice, details confirmed on application.)				
Lender	Product	Rate	Min / Max	Enquire
	Personal Loan Fixed	13.59%	\$10k / \$50K	
	Personal Loan Fixed	10.99%	\$2k / \$50k	
	Personal Loan Variable	11.45%	\$3k / \$80k	
	Personal Loan Fixed	11.30%	\$10k / No Max	
 	Personal Loan Variable	12.94%	\$5k / No Max	
	Discounted Personal Loan Fixed	7.96%	\$20k / No Max	

Editor's Choice recommending your business, in a comparison.

**Editor Choice Comparisons include:**

**Secured Personal Loans**

**Unsecured Personal Loans**

**Payday Loans**

**Home Loans**

**Car Loans**

**Business Loans**

**Insurance Products**

**Warranty**

**Available for Lenders, Insurers and Brokers.**

**Includes a link to a URL of your choice.**

**Content that changes will require forwarding on change.**

## Loan and Insurance Applications for different Products

### Secured Loans Application

#### Loan Structure

Amount\*:

Purpose\*:

Employment Status\*:

Residential Status\*:

Credit Status\*:

#### Your Details

Title:

First Name\*:

Middle Name:

Last Name\*:

Gross Income\*:

Gross Expenses\*  
(Mortgage/Rent/Loans/Cards):

Day Time Contact\*:

Mobile Phone:

Email Address\*:

State\*:

Postcode\*:

Loan Urgency\*:

I acknowledge that I have read, and understood the [Terms of Use](#) and [Privacy and Consent](#) form.

To Stop Spam, and to increase Online Security, enter these letters in the box below.



Verification code \*

**Applications for finance / Comprehensive Insurance emailed to you in real time.**

**These applications vary, depending on the site, as to the depth of questioning, from simple contact details with profile, to full loan applications required by Lenders.**

**Loan application categories include:**

**Car Loans**

**Personal Loans (Secured and Unsecured)**

**Payday Loans**

**Business Loans**

**Home Loans**

**Pensioner Loans**

**There is also a comprehensive insurance enquiry form.**

**These enquiries are emailed to you in real time, so you can contact the customer immediately, when their interest is at its peak.**

**Pricing Guidelines (plus G.S.T.) subject to availability:**

**Special: (Minimum of 3 months on monthly direct debit)**

<b>1 banner add and 1 sponsored link, on each of the 3 sites, on pages you select.</b>	<b>\$250 per month</b>
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**Additional upgrades on special:**

<b>Advertorials</b>	<b>\$50 per month per page</b>
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<b>Additional banner ads, include additional sponsored link on the same page.</b>	<b>\$50 per month per page</b>
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**Banner Ads:**

<b>Banner add</b>	<b>\$100 per month per page</b>
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**\$1,000 per year (last 2 months free)**

**Advertorials:**

<b>Advertorial add</b>	<b>\$100 per month per page</b>
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**\$1,000 per year (last 2 months free)**

**Editors Choice Ads:**

<b>Editor's Choice</b>	<b>\$50 per month per page</b>
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**\$500 per year (last 2 months free)**

**Sponsored Links:**

<b>Sponsored Link add</b>	<b>\$25 per month per page</b>
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**\$250 per year (last 2 months free)**

**Application Leads:**

<b>Loan Applications</b>	<b>\$500 per month per category / site</b>
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**\$5,000 per year (last 2 months free)**

**\*Additional 5% discount if paid upfront.**