



*Intelligent readers with money.  
We have them.*

## How We Can Help

So you're thinking about advertising with us? Great idea, if you're looking for customers who have already qualified themselves as discerning.

Control Your Cash is a little different than most personal finance sites. Check that - it's *far* different than most personal finance sites. Just pick a random article from our archives.

We founded Control Your Cash in 2009 because we were sick of reading the same useless advice written in the same boring way on dozens of personal finance sites. We wanted to take the real-world knowledge we'd learned - which often bucks "conventional" wisdom - and share it in a frank and engaging style.

Since then, things have exploded. Everything from in-studio interviews on **The Lifetime Network** to being quoted on **FoxBusiness.com** and in the pages of **Inc. Magazine**.

Our chief writer, Greg McFarlane, is regularly featured on Adaptu (The Standard's personal finance blog.) He also writes for Investopedia and ProBlogger.

Our webmaster, Betty Kincaid, is a full-time investor and the former president of one of America's biggest professional organizations, the Women's Council of Realtors.®

## How We Can Help

In our second full year of operation, Control Your Cash had 65,000 page views, a 421% increase in traffic over the previous year.

### Where are our readers?

United States	74%
Canada	6%
United Kingdom	4%
India, Philippines, Australia, Germany, France & The Netherlands	1% each
Spread among 150 countries	10%

Our average reader is a 25-to-34-year-old college-educated childless woman.

### How do they find us?

42% from referral sources:

<b>Top 5 Referral Sources</b>
Twitter
LenPenzo.com
FreeMoneyFinance.com
FinancialUproar.com
BlogCarnival.com

31% from search engines

Ranking Keywords
Control Your Cash
Cash Control
Cash Flow
Money Sense
Making Money

21% from direct traffic

More statistics:

Alexa Rank: ~85,000

Google PageRank: 4

SEO MozRank: 5.29

Top 100 Business Blog (Technorati)

Top 100 Finance Blog (Technorati)

All statistics are as of November 1, 2011

## Rates

<u>Home Page Sidebar</u>	Monthly	Discounts
Text and Image ad		10% 6 months
125 x 125	\$75	15% 1 year

<u>Home Page Sidebar</u>	Monthly	Discounts
Text and Image ad		10% 6 months
250 X 250	\$125	15% 1 year

<u>Content Links</u>		
Existing Post	150	1 year
New Post	250	1 year

Your ad must be formatted, sized and submitted in .jpg format.

You can choose which article will contain your link, but you won't have editorial oversight on content. 1 link per post.

All ad payments must be made in advance through [PayPal.com](https://www.paypal.com)

## Background

We say Control Your Cash is for people who want “results, not coddling.” Our tone is strident and uncompromising, which turns many would-be readers off.

We think most personal finance advice is stupid, useless and/or wrong. Most self-styled experts either just babble the obvious (“spend less than you make”), or immediately immerse you in a foreign language (“customized ETFs can offer a higher ROI than REITs”.) Worse yet, these experts sometimes offer flat-out bad advice (“pay down smaller debts before larger ones, regardless of their interest rates.”)

So we’re countering that. With clear explanations, and regular injections of common sense. The outspokenness gets us our share of both devotees and detractors, and both groups love to leave comments on our site.

We run at least three posts a week, which each run 800 words and often run twice that long. For instance, one day we’ll point out how to take advantage of an unheralded market opportunity. Later that week, we’ll explain how to save hundreds of dollars with no incremental effort. The following week, we’ll topple a sacred cow of financial advice, demonstrating why it’s pointless and offering something better.

Every Monday we host the **Carnival of Wealth**, the most outspoken blog carnival in all of personal finance.

## Background

Most of our competitors will run anything. With them, your ad carries no implicit endorsement; your ad is just an array of pixels with a monthly payment attached.

Our readers know that if we endorse something, or run an ad for it, it's got to be for a good reason.

Here's a list of some of the products, services and companies that we could never endorse on Control Your Cash. Not that we wouldn't like the money, but we've criticized each of them:

- refund anticipation loans
- wine and spirits
- tobacco
- luxury car financiers
- certain credit card issuers.

Say we ran an ad for a whiskey distillery. If we did, we'd lose all credibility with our loyal readers. Therefore if we do run your ad, our readers know that what you're selling is something we believe in. Even if we never use it ourselves.

Don't see what you want?

Send us an email and we'll do our best to work with you.

[Ads@ControlYourCash.com](mailto:Ads@ControlYourCash.com)