

Advertiser FAQ

The College Investor is a personal finance blog that started in 2009, and has a April 2011 three-month Alexa worldwide rank of 129,113, a MozRank of 4 and growing readership interested in finance topics focused towards young adults. We are now accepting text and graphic ads that are tasteful and in line with personal finance, student finance/loans, debt reduction, taxes, investing, saving money, increasing income, freebies and free trials.

Here are the main statistics for April 2011:

Unique Visitors: 5,119

Pageviews: 17,845 (3.56 Pages per Visitor)

Average Time on Site: 1:54

Percent of New Visitors: 82.98%

Bounce Rate: 0.20%

The College Investor is also ranked in the Top 10 Finance and Top 25 Business on Technorati.

The College Investor also has a growing following of Feed Subscribers (60+), Twitter Followers (230+), and Facebook Fans (75+).

Visitor Demographics

According to Alexa.com, our readers are typically the following:

Gender: Female

Age: 25-34

Education: College Educated

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The College Investor Weekly Round-Up: College Week

MAR 11 Posted by [Robert](#) in [Investing](#), [Spending](#) | [No Comments](#) | [Edit](#)

Wow...I didn't even realize it until yesterday that my week would be focused around posts for college students and recent grads this week. Although I usually target this audience, it was really about the college students with: [Should a College Student or Recent Grad Buy a House?](#) and [Why Costco is Great for College Students](#). If you haven't already commented, I would love for you to join the discussion on when a college student or recent college graduate should buy a house.

I also found the following stories great reads, and I encourage you to check them out:

- Sweating the Big Stuff has a great article about [Subscribe and Save From Amazon](#). If you regularly buy something (coffee like me, or anything else), you can get a [discount](#) if you sign up for regular shipments from Amazon!
- The Financial Samurai shares how [A Little Inspiration Means So Much!](#)
- Buy Like Buffett highlights investing in [Real Estate Investment Trusts](#). The College Investor portfolio currently does!

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Finally, better late than never, but The College Investor was featured in the following carnivals:

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FOLLOW ME ON twitter

Robert Farrington, Thomas Mauro and 55 others like this. Unlike · Admin Page · Insights

POPULAR POSTS

- o [FedLoan Servicing - The Worst Student Loan Servicer](#)
- o [Free TurboTax 2011 Deluxe Giveaway and Review](#)
- o [FedLoan Servicing - The Horrible Saga Continues](#)
- o [5 Ways Facebook is Costing You Money](#)
- o [Ways to get Student Loan Forgiveness - Free Money!](#)

TRITONS
UC SAN DIEGO

The College Investor offers multiple ways to build your brand and get your message to our loyal readership. Ad buys are sold on a per month period using PayPal or check.

728 x 90 Premium Ad Sponsorship

The 728x90 ad appears on the top of every post. Only three ad rotations are available per month. The banner cannot be bigger than 15K in size. Animation allowed but no Flash.

125 x 125 Ad Sponsorship

The 125x125 button appears on every page on the right side. Only 4 spots are available. The button cannot be bigger than 15K in size.

Text Links

Please be aware that all text link ads will be coded with “no follow” to stay within compliance of Google.

Exclusive Post Advertising

This advertising option is at my discretion only. This option combines a review of your product, and direct linking to your site. No other ads will be displayed on your page. Sponsored reviews receive at least 24 hours as the top front page post. This gives your review maximum exposure to our readers. Please inquire for more information.

Context Links within Posts (Past or New)

I will place a context link within one of my posts on my site for the amount of for one year. Example of a context link: I will link words of your choosing: i.e. “auto insurance” found in one of my posts to a page on your site which discusses auto insurance.

Twitter Pay Per Tweet

I have recently established a Twitter account [@collegeinvestin](#) with over 150 Twitter followers interested in personal finance, saving money, special offers and debt reduction. You can sponsor a tweet, but it is at my discretion. Your tweet will be my latest tweet for at least 12 hours.

Terms

Advertising fees must be paid in advance and are non-refundable. Payments accepted by check or PayPal only. I reserve the right to reject or remove any ads with or without cause. You will be reimbursed a pro-rated fee in the rare event that your ad is removed without cause.

1. I do not accept advertising for firearms, hunting or adult material.
2. All image ads must not contain objectionable material. Image ads may be animated but cannot contain Flash.

Please use the contact me form, or email me at Robert@thecollegeinvestor.com. Thank you in advance for your inquiry.