

Founded in 2007, **BanksDaily.com** is one of the world's largest directories of banks and banking groups. Each bank profile includes a business description, head office address, telephone, fax, website, SWIFT/BIC codes, financial highlights, as well as social media channels. The website also provides press releases, banking news, and bank ratings for consumers of financial services. BanksDaily.com has over **180,000** unique visitors and over **230,000** page views per month.

### 1. Banner Advertising Rates (see examples below)

Type	Banner placement	Banner size, pix	Price / mo.	Price / 3 mo.
<b>A</b>	All pages. <b>Top.</b>	450 x 60	\$480	\$1150
<b>B</b>	All pages. <b>Left side.</b>	200 x 100	\$290	\$690
<b>C</b>	All pages. <b>Bottom.</b>	730 x 100	\$320	\$770

The screenshot shows the BanksDaily.com website layout with three banner ad placements highlighted:

- Placement A:** A red banner at the top of the page with the letter 'A' in white.
- Placement B:** A green banner on the left side of the page, next to the navigation menu, with the letter 'B' in white.
- Placement C:** A blue banner at the bottom of the page with the letter 'C' in white.

The website content includes a navigation menu on the left, a 'Bank News' section with articles from Deutsche Bank, Monzo Bank, Bank of Canada, VTB Bank, Barclays, and Royal Bank of Scotland, and an 'ING Bank' article. The footer shows '2019 © Global Bank Directory'.

### 2. Sponsored Content

Content marketing and native advertising are used to build trust with new customers, satisfying brands' long-term goals.

**Publication fees: \$280 per article.**

Payment method: PayPal.

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