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HECM COUNSELOR Media Kit 2010

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" Thanks for being a great resource" J. Busby, Salt Lake City, UT



" Your email blasts are very helpful and insightful" A. Owens, Cutler Bay, FL

MISSION/GOAL

Keep Your Brand in the Largest Number of Your Targets' Faces! hecmcounselor.com is the leading website for Reverse Mortgage Producers (RMPs). Through hecmcounselor.com, RMPs are provided with free access to a web workshop that contains all the tools they'll ever need. It is organized, simple to use and a valued resource.

HECMCOUNSELOR ADVERTISING RATES			
Ad Position	3 Months	6 Months	12 Months
Top Banner Ad	\$7,500	\$6,750	\$6,250
Right Margin Ad 1	\$4,500	\$4,000	\$3,500
Left Margin Ad 1 or Right Margin Ad2	\$3,500	\$3,250	\$3,000
Middle Banner Ad	\$3,500	\$3,250	\$3,000
Righth Margins Ad3 or Left Margin Ad2	\$3,000	\$2,750	\$2,500
Left Margin Ad3 or Bottom Banner Ad	\$2,500	\$2,250	\$2,000
Prices are per month and include the twice-a-week emails			
Total # of emails	26	52	104
Total # of impressions (emails only)	62,400	124,800	249,600
Pay-Per-Click only On-website Advertising (Text/logo link only)	\$5.00	\$4.00	\$2.50

Total number of users: 2,400... and growing!



" I enjoy your frequent emails and information" L. Young, Spokane, WA

WHY ADVERTISE ON HECMCOUNSELOR.COM?

BECAUSE HECMCOUNSELOR.COM IS THE "TOOLS SOURCE" NOT JUST "NEWS SOURCE" FOR REVERSE MORTGAGE PRODUCERS!

- Several branches/brokers use it in weekly meetings.
- It was created by HECM counselors to help originators.
- It has an email list of over 2,400 subscribers.
- Outbound calls are made weekly to grow subscribers.
- The list is scrubbed weekly of non-existent emails.
- Metrics are provided on a monthly basis.
- On average during the past 3 months, 480 were opened per email, an open rate of 20% and a click-through rate of 25%.
- It's the only free "cyber-office" for HECM professionals!



FEATURES	BENEFITS
RMPs stay on site longer	Gives ads more exposure
Gateway portal to tools and websites	One-stop shop for RMPs
Organized cyber-workshop	Makes website a valued and used resource
Links to relevant news stories	Doesn't waste RMPs time
Links to relevant websites	Easy access to necessary RMPs tools
Limited number of clicks on each page	Easier to use and navigate
Dynamic subscriber list and feedback	Maximize number of customer touches
"Click" mentality established	RMPs accustomed to making add'l clicks
Twice weekly emails	Expected and concise business intelligence

" We value your weekly email newsletter!" T. Shoote, Vancouver, WA



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" Great job each week, thanks" S. Saitman, El Dorado Hills, CA

"Keep up the good work, and the e-mails" **D. Messina, Parsippany, NJ**

"Your emails are terrific!" **C. Ramer, Little Falls, NJ**

AD CREATIVE GUIDELINES



AD FORMAT	DISPLAY	FILE SIZE	FLASH	AUDIO	ANIMATION	OTHER
Image (gif or jpg)	<ul style="list-style-type: none"> • 300 X 250 • 160 X 600 • 728 X 90 	40 KB	n/a	n/a	n/a	Click-through URL
Standard Flash (SWF)	<ul style="list-style-type: none"> • 300 X 250 • 160 X 600 • 728 X 90 	40 KB	18 fps	User initiated on Click	Up to 15 seconds, 3 loops	N/A
In Page Rich Media (DART in red URL or third party tag)	<ul style="list-style-type: none"> • 300 X 250 • 160 X 600 • 728 X 90 	40 KB initial down 1.2 MB polite	18 fps	User initiated on Click	Up to 15 seconds, 3 loops	N/A
Text Link (Copy)	<ul style="list-style-type: none"> • Up to 22 character • Up to 45 Character 	n/a	n/a	n/a	n/a	Click-through URL

MARGIN AD SIZE
300 X 250

BANNER AD SIZE
728 X 90

TOWER AD SIZE
160 X 600
(Roughly 2 times margin ad size and rate)

"I share this with my staff every meeting" **M. Miller, Eagan, MN**



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