

**I WILL TEACH YOU
TO BE RICH**

Advertising Rate Card

2009

<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Contents

About I Will Teach You To Be Rich.....	Page 3
In the Press.....	Page 4
Book and Community.....	Page 5
Traffic and SEO	Page 6
Demographics.....	Page 7
Ad Zones: Above the Fold.....	Page 8
Ad Zones: Below the Fold.....	Page 9
Zone Pricing.....	Page 10
Other Advertising Opportunities.....	Page 11
Approval and Payment.....	Page 12

I WILL TEACH YOU TO BE RICH

About I Will Teach You To Be Rich

Thank you for your interest in advertising on **I Will Teach You To Be Rich**.

I Will Teach You To Be Rich is the world's largest blog focused on personal finance and entrepreneurship for 20- and 30-somethings.

I Will Teach You To Be Rich hosts over 360,000 readers per month and is the inspiration behind the **New York Times** bestselling book by the same title.

ABOUT Who is Ramit?



I'm a recent Stanford graduate, where I studied technology and psychology. I co-founded [PBwiki](#) and wrote the new book, [I Will Teach You To Be Rich](#).

NO, IT'S NOT A SCAM Featured In

The New York Times

THE WALL STREET JOURNAL



FORTUNE

<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

In the Press

I Will Teach You To Be Rich is regularly featured in major media including **The New York Times**, **The Wall Street Journal**, **Lifhacker**, **The Consumerist**, and has been featured on major network television including **ABC News** and **CNBC**.



<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

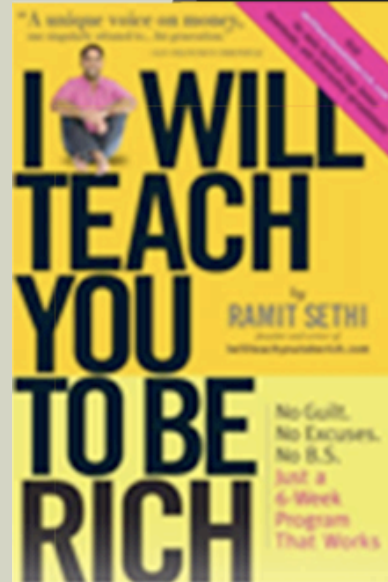
(706) 813-4224

I WILL TEACH YOU TO BE RICH

Book and Community

I Will Teach You To Be Rich is also an acclaimed bestselling book that has already drawn thousands of new readers and fans.

I Will Teach You To Be Rich hosts a vibrant and dedicated community in its forums and through its bi-weekly newsletter, which currently has over 30,000 subscribers.



Copyright © 2009
by The New York Times

THE NEW YORK TIMES BOOK REVIEW April 12, 2009

Advice, How-To and Miscellaneous

This Week	HARDCOVER	Weeks On List	This Week	PAPERBACK	Weeks On List
1	ACT LIKE A LADY, THINK LIKE A MAN , by Steve Harvey with Denise Miller. (Amistad/HarperCollins, \$23.99.) Relationship tips from the comedian and host of "The Steve Harvey Morning Show."	9	1	THE LOVE DARE , by Stephen and Alex Kendrick with Lawrence Kimbrough. (B&H, \$24.95.) A 46-day challenge for spouses who want to practice unconditional love.(T)	27
	Pausch with Jeffrey Zaslow. "A unique voice on money... the right kind of advice... the generation."	51	2	WHAT TO EXPECT WHEN YOU'RE EXPECTING , by Heidi Murkoff and Sharon Mazel. (Workman, \$24.95.) Advice for parents-to-be.(T)	404
	with Alisa Browman. (Broadway and exercise tips, with recipes.) (Atria/Beyond Words, \$21.95.) Doing what you want.	1	3	NATURALLY THIN , by Bethenny Frankel with Eve Adamson. (Fireside, \$16.) Rules and recipes for escaping the diet trap, from a star of "The Real Housewives of New York City."	3
	ariello and Cynthia Sass. and workout tips from the editors.	10	4	THE FIVE LOVE LANGUAGES , by Gary Chapman. (Northfield, \$13.95.) How to communicate love in a way a spouse will understand.	87
	ever Johnson. (Atria, \$19.95.) Work for you personally and professionally.	3	5	THE POWER OF NOW , by Eckhart Tolle. (New World Library, \$24.) A guide to personal growth and spiritual enlightenment.	63
	ER , by Dave Ramsey. (Nelson, just through quick fixes but you handle money.	10	6	SKINNY BITCH , by Rory Freedman and Kim Barnouin. (Rizzoli Press, \$23.95.) Vegan diet advice from the world of modeling.	90
	by Mark Hyman. (Scribner, biological problems to anxiety, depression, anxiety and more.	6	7	SUZE ORMAN'S 2009 ACTION PLAN , by Suze Orman. (Spiegel & Grau, \$9.99.) Managing your money in hard times.	13
	th Nathan Whitaker. (Tyndale, dispels Gita's discourses on money.	9	8	TWILIGHT , by Mark Cotta Vizi. (Little, Brown, \$16.99.) A behind-the-scenes look at the film based on the vampire romance for young adults by Stephenie Meyer.	24
	on Shields and Kevin Sullivan. and Wrestling Entertainment.	2	9	I WILL TEACH YOU TO BE RICH , by Ramit Sethi. (Workman, \$23.95.) A six-week program for personal-finance literacy, with guidance on bank accounts, credit cards, student loans and more. (T)	1
			10	THE BIGGEST LOSER 30-DAY JUMP START , by Cheryl Forberg, Melissa Roberson, Lisa Wheeler and others. (Rodale, \$22.95.) Experts and contestants from the "Biggest Loser" TV show share weight-loss advice.	8

<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Traffic and SEO

I Will Teach You To Be Rich ranks strongly on a variety of metrics, and is growing fast. For 2009, I Will Teach You To Be Rich is tracking towards an **increase of 153% in page views**.

Current Traffic Stats

2007 2 mm page views

2007 1.1 mm unique visitors

2008 2.6 mm page views

2008 1.5 mm unique visitors

Traffic Growth Projections

2009 4 mm page views

2009 2.3 mm unique visitors

SEO Rankings

Alexa ranking 46,102

Compete ranking 65,344

Quantcast ranking 74,657

2009 Projected Page View Growth:

+153%

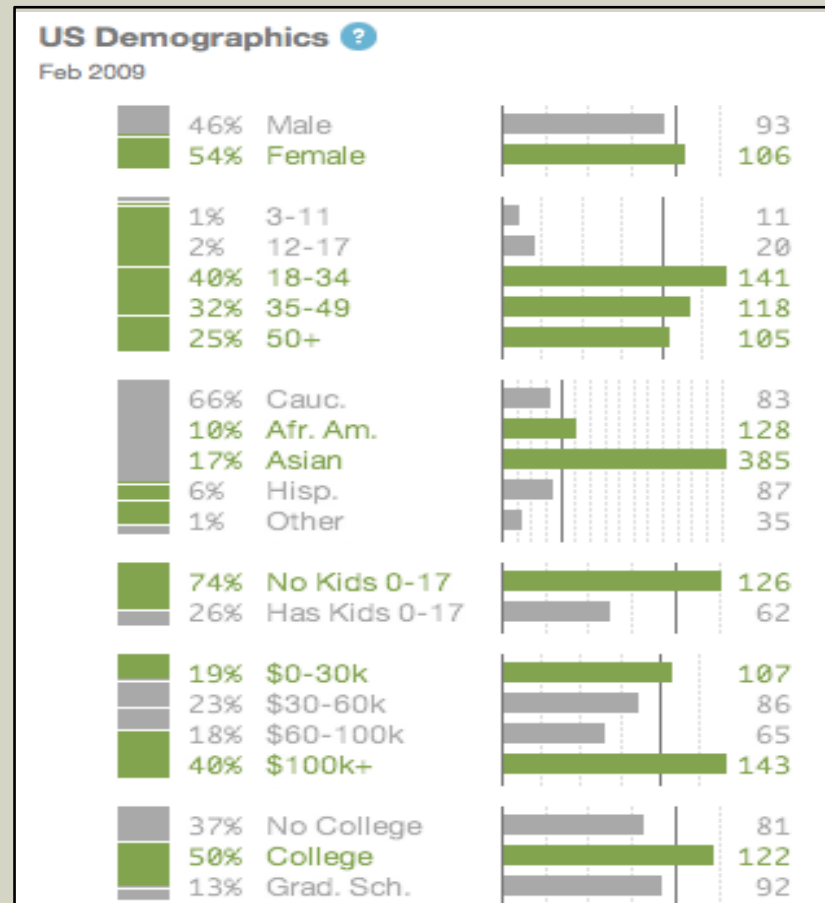
I WILL TEACH YOU TO BE RICH

Demographics

I Will Teach You To Be Rich attracts an audience that's young and college-educated, enjoys a higher-than-average income.

Readers demonstrate specific interest in investing, saving, and entrepreneurship.

Demographic data is provided by Quantcast. An index of 100 is the Internet average.



<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Ad Zones: Above-the-Fold

The screenshot shows the website layout with three ad zones highlighted in grey boxes:

- Zone 1A:** The top navigation bar containing the site logo, navigation links (Home, Blog, Book, Resources, About), a search bar, and a savings counter (\$ 223,371.22).
- Zone 1B:** The main content area below the navigation, including the introductory text, a newsletter sign-up form, and a product promotion for 'A 6-WEEK PLAN THAT WORKS'.
- Zone 1C:** The right sidebar area, featuring an 'ABOUT' section with a profile picture, a 'NO, IT'S NOT A SCAM' featured in section with media logos (CNBC, NPR, FORTUNE), and a second newsletter sign-up form.

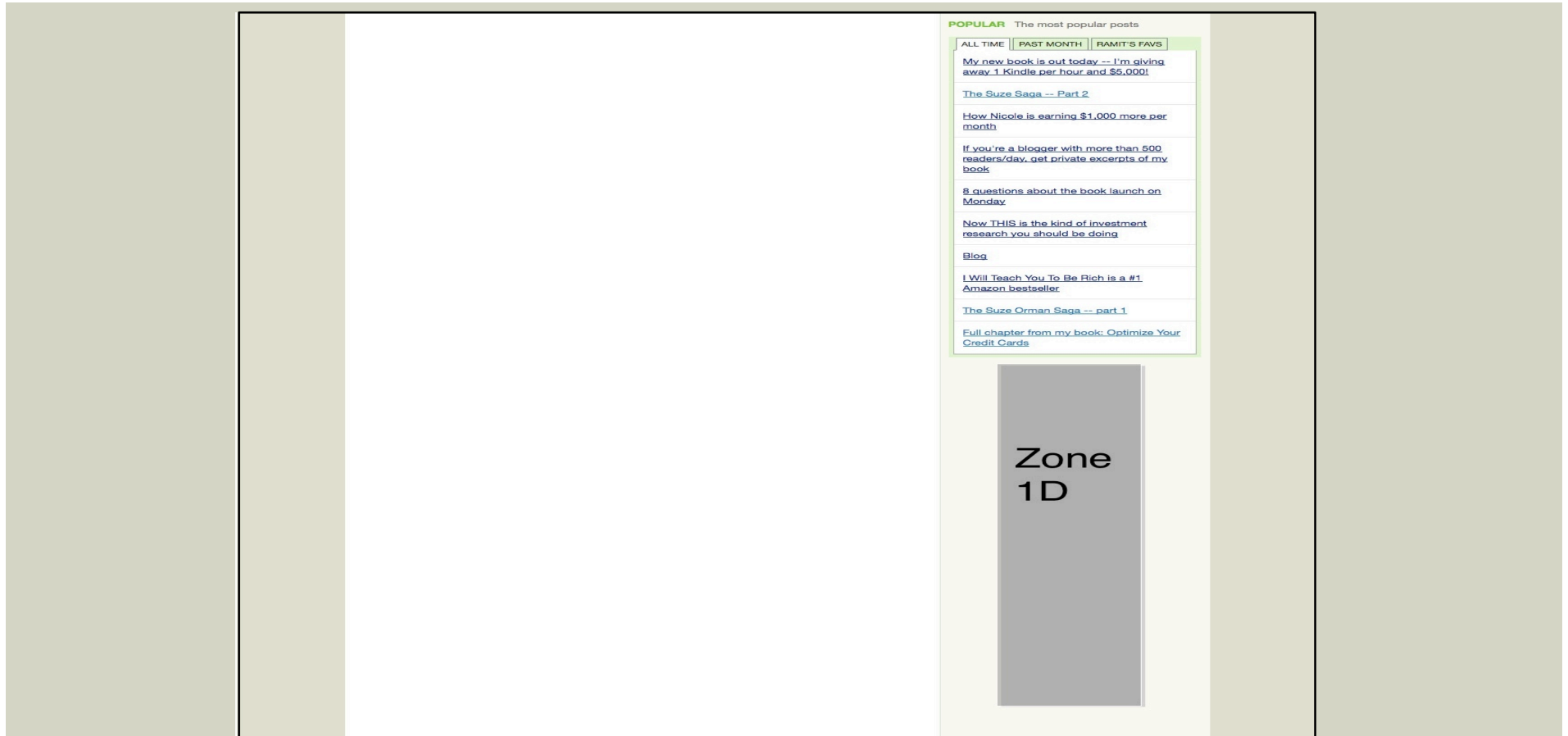
<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Ad Zones: Below-the-Fold



<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Zone Pricing

All advertising is subject to availability and approval.

A 10% discount is offered for a 3-month advance payment and a 15% discount is offered for a 6-month advance payment. These prices reflect that discount.

These prices are for static graphic advertising. See **Premiums** on the following page for more information.

Zone 1A	1 Month	3 Months	6 Months
728x90 sky banner	\$2,750	\$7,450	\$14,050
Zone 1B			
468x60 leaderboard	\$2,950	\$7,550	\$15,050
Zone 1C			
300x250 square	\$3,150	\$8,050	\$16,050
Zone 1D			
160x600 skyscraper	\$1,150	\$3,100	\$5,850

<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Other Advertising Opportunities

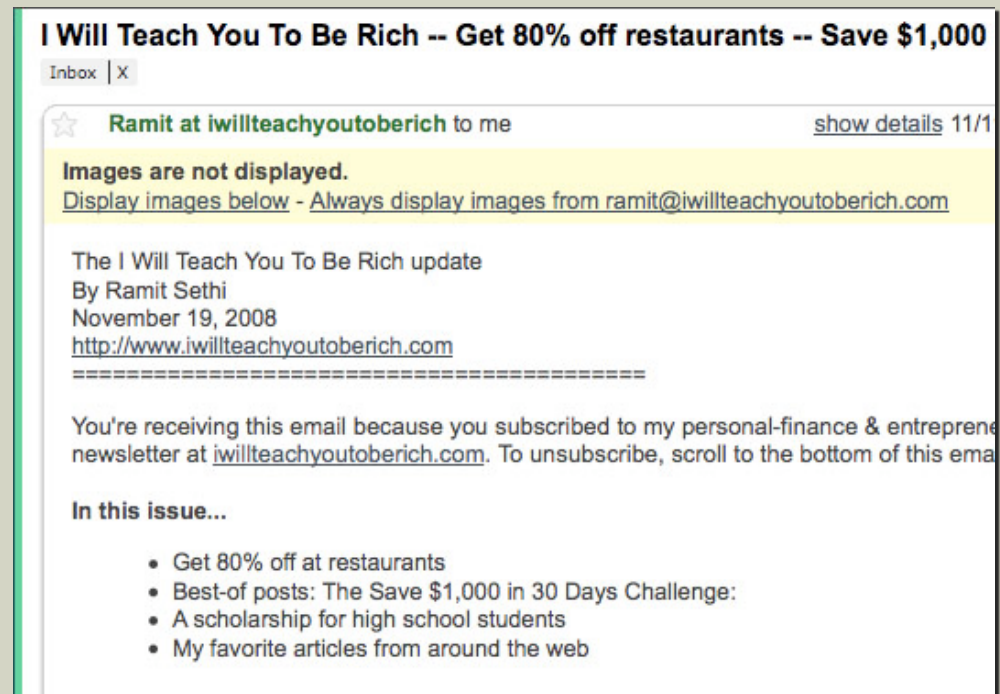
General Newsletter

- 30,000+ highly engaged double opt-in readers.
- Growing at over 150+/day.

Pricing

Top of newsletter: \$30CPM

Bottom of newsletter:
\$25CPM



<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224

I WILL TEACH YOU TO BE RICH

Approval and Payment

I Will Teach You To Be Rich hosts over 360,000 readers/month and inspired a New York Times bestseller.

To discuss options and payment, please contact Ramit Sethi at I Will Teach You To Be Rich.

ramit@iwillteachyoutoberich.com

(706) 813-4224

Thank you for your interest in advertising on **I Will Teach You To Be Rich**.

<http://iwillteachyoutoberich.com>

ramit@iwillteachyoutoberich.com

(706) 813-4224