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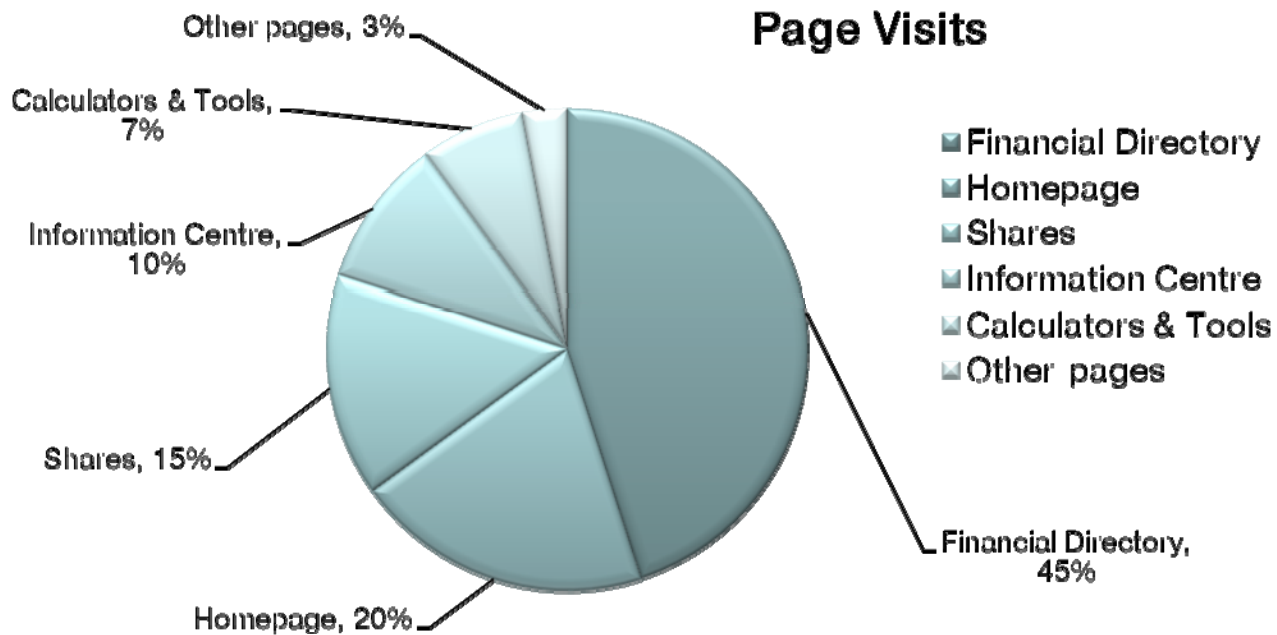


Advertising Options 2008

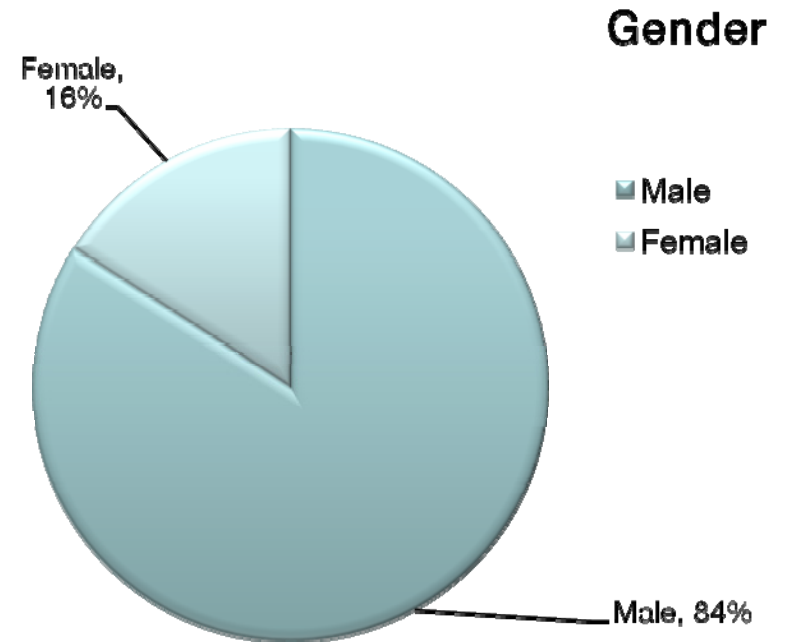
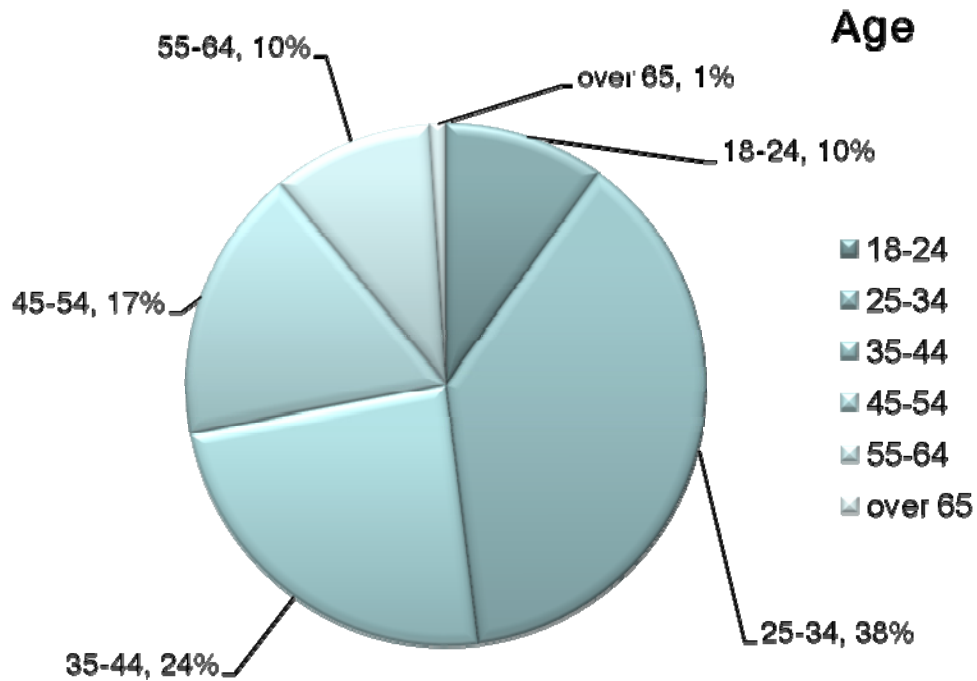
- 1 [Website Overview - Traffic](#)
- 2 [User Overview – Demographics](#)
- 3 [Listing Opportunities](#)
- 4 [Advertising Costs & Deals](#)
- 5 [Advertising Procedure](#)
- 6 [Contact Details](#)
- 7 [General Information](#)

- Over 100,000 page impressions per month
- Over 20,000 unique users per month
- Over 3,000 registered portfolio users
- Average visit duration: 6 minutes

The most visited sections are Directory, Home Page, Shares sections, Guides.



The average user is male, aged 25-34.





- Enhanced directory listing (77Choice)
- Top Providers
- Premium Listing
- Banners
- Best Buys tables
- Calculator table (Share Dealing)

CREDIT CARDS
Compare over 100 credit cards and apply online



INVESTMENT
Share dealing, CFD trading etc. Compare online trading accounts here



BANKING
Online banking, savings accounts and more. Compare now!



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LOANS
Compare top personal loans, secured loans etc



MORTGAGES
Looking for a mortgage? Check out our mortgage comparison table



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Home, car, business etc. Compare top insurance providers



FINANCIAL ADVICE
Looking for help? Find your financial advisor here




120x600

£00

Zero
ISA or PEP
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minimum valuation
£3,600
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Financial News

Credit crisis rocks world's ma
15 Mar 2008, thisismoney.co.uk
Simon English, Evening Standard 14 March 2008, 6:13pm Reader comments (2) The ...

Volunteers receive pension boo
15 Mar 2008, bbc.co.uk
Public sector workers doing volunteer work abroad are to have their pension cont ...

Treasurys rise on CPI, Bear ba
15 Mar 2008, iii.co.uk
NEW YORK (AP) - Treasurys rallied Friday, benefiting from a stock market unnerve ...

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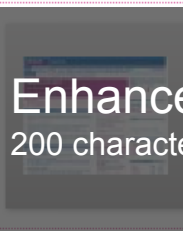


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Enhanced Directory listing – 77Choice

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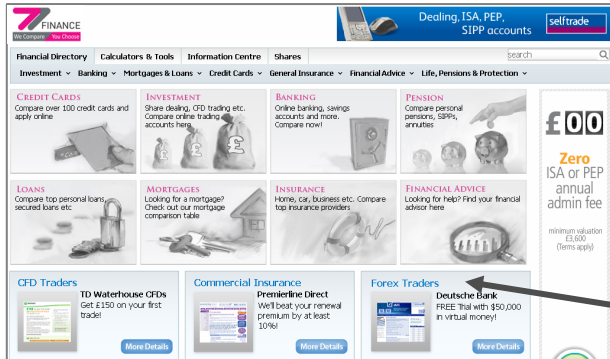
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online
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Top providers block can be published:

- on the Homepage
- across the Information Centre
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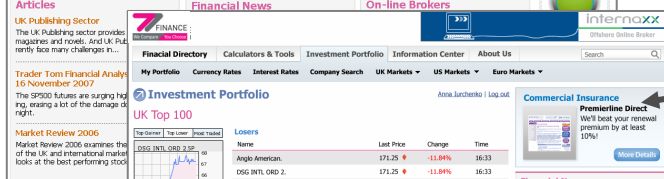
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Investment Portfolio
UK Top 100

Name	Last Price	Change	Time
Anglo American	171.25	-11.84%	16:33
DG Intl. ORO 2	171.25	-11.84%	16:33
Alliance & Lel.			
Hays PLC			
International			

Lossers

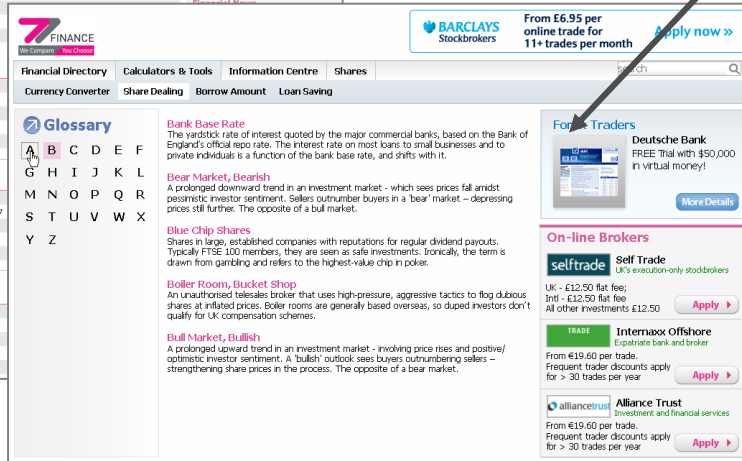
UK Top 100

Shares Barometer

Gainers

Currency Cross Rates

Interest Rates



77 FINANCE
Glossary

Bank Base Rate
The yardstick rate of interest quoted by the major commercial banks, based on the Bank of England's official repo rate. The interest rate on most loans to small businesses and to private individuals is a function of the bank base rate, and shifts with it.

Bear Market, Bearish
A prolonged downward trend in an investment market - which sees prices fall amidst pessimistic investor sentiment. Sellers outnumber buyers in a 'bear' market - depressing prices still further. The opposite of a bull market.

Blue Chip Shares
Shares in large, established companies with reputations for regular dividend payouts. Typically FTSE 100 members, they are seen as safe investments. Ironically, the term is drawn from gambling and refers to the highest-value chip in poker.

Boiler Room, Bucket Shop
An unauthorised telesales broker that uses high-pressure, aggressive tactics to flog dubious shares at inflated prices. Boiler rooms are generally based overseas, so duped investors don't qualify for UK compensation schemes.

Bull Market, Bullish
A prolonged upward trend in an investment market - involving price rises and positive/optimistic investor sentiment. A 'bullish' outlook sees buyers outnumbering sellers - strengthening share prices in the process. The opposite of a bear market.

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TraderMad e now provides real-time market data and proprietary analytics to dealers... [more details](#)
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- Investor Force**
Internet Share Dealing Service provided by Barclays Stockbrokers. A nominee share dealing [more details](#)

- FasTrade**
A division of Charles Stanley & Co Ltd., ...
- Halewood International Futures**
Advisory and execution services covering ...
- Hoodless Brennan & Partners**
Hoodless Brennan was established in 1993 ...
- Interactive Investor**
Previously known as Ample, a major websi ...
- Forex Capital Markets**
FXCM Group specializes in providing onli ...

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- Halifax Share Dealing**
UK real-time share dealing from £11.95 p ...
- iDealing.co.uk**
An online execution-only broker offering ...
- InteractiveBrokers**
Direct Access to Stocks, Options, Future ...

Do you bank online?

Yes. In fact, I don't even have an account at a brick & mortar bank.

Yes, I have one or more online accounts, as well as a brick & mortar account.

I don't have a 'true' online account, but I access my 'regular' bank online.

No, I don't do any banking activities online.

Other

[See Results](#)

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Glossary

Eurodollar
The term Eurodollar refers to US dollars deposited in banks outside of the US - and subsequently traded internationally. This market originated in Europe (hence the 'Euro' prefix) before the modern Euro currency - and it is now largely based in London.







[More Terms](#)

Premium Listing

Standard Listing

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On-line Broker Company	On-line Dealing Commissions	Phone Dealing Commissions	Annual Fees	Additional Fees	Frequent Trader Discounts	Market Coverage	Additional Services	Special Offers	Apply
 SelfTrade	UK - £12.50 flat fee Intl - £12.50 flat fee Other investments - £12.50 flat Frequent Trader rate - £6	UK - £12.50 flat fee Intl - £12.50 flat fee Other investments - £12.50 flat Frequent Trader rate - £6	Dealing, SIPP Dealing & CTF self-select Shares account - £0 ISAs & PEPs - £25 flat fee	Transfer out fee £10 per line of stock	£6 per trade for > 100 trades per quarter	Phone & online access via IRS to 19 intl. markets: London, NASDAQ, NYSE, Toronto, Amsterdam, Brussels, Copenhagen, Dublin, Frankfurt, Helsinki, Madrid, Milan, Oslo, Paris, Stockholm	Funds Centre: > 1,000 funds from over 35 leading providers. Gilts, corporate bonds, covered warrants, listed structured products. CFD & spread betting service available	Exit fees – up to £400 of transfer costs paid when transferring to Selftrade (until 31 Dec 2007) £0 dealing fee on purchases of Unit Trust/ OEICs in all account types	
 Internaxx	From €28 per trade.	Additional €20 per trade	£0	0.05% custody fee. Min €6.25 – max €62.5	Extensive discounts apply for customers trading > 30 times per year	UK, US, Europe & Asia. New York (NYSE, Nasdaq, Amex), Frankfurt, Paris, London, Stockholm, Brussels, Toronto, Zurich, Amsterdam, Madrid, Milan, Singapore, Hong Kong, Australia	Cash account, Mutual Funds, CFDs, Forex, Futures	✗	
 Alliance Trust	UK purchases & sales - £12.50	UK purchases - from £2.50 UK sales - from £15.00 with 0.2% commission	£0	Transfer out fee - £15 per security	✗	✗	SIPPs, OEICs, Unit Trusts, ETFs, gilts, debentures, loan stocks. Research centre available	✗	

Extended Best Buys table
Logo 88x31

Online Brokers



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One of the UK's largest execution-only stockbrokers.



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Address: 59 LAFONE STREET London, SE12 6LX, UK

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Premium Listing - Contact Information

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Reviews on TD Waterhouse CFDs

20 comments so far

1 2 3



Alex

November 21st, 2007

Compared to the other share dealing platform available on the market: top level. Sure worth at least a try.

Write review on TD Waterhouse CFDs

Name (required)

Rate this site (click stars to rate):

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12345

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Share Dealing Calculator

Compare over 40 online share dealing accounts from the UK's foremost brokers.

- › Filter the accounts to show only those brokers offering the services that you are looking for;
- › Sort alphabetically or numerically;
- › Use the calculator to find the best value service for your trading profile.

For a more detailed explanation of the terminology and services, please refer to our guide [‘How to choose a stockbroker’](#) or have a look at our [‘Best buys’](#) table for a more detailed view of a small selection of quality brokers.

Enter your average transaction size and number of trades per month to calculate the annual cost. Use filters to select the features that you would like to see in your new broker account.





Calculate Share Dealing

Average Trade Value £:

Number of Trades pcm:

US Mkts Euro Mkts Limit Orders
 Phone Trading Online Trading

Company	Dealing Basis	US Mkts	Euro Mkts	Limit Orders	Online Trading	Phone Trading	Annual Fee	Special Offers	Additional Fees	1 year cost	Apply
SelfTrade Dealing Account 	Flat fee - £12.50 per trade	✓	✓	90 days	✗	✓	£0	Up to £400 refunded on 'transfer out' fees levied by other brokers (until 31 Dec 2007)	Annual administration fee - £50 inc vat. Additional £15 charge for telephone trading. An initial deposit of £1,000 is required to open an account.	£10500	<input type="button" value="Apply"/>
IWeb Dealing Account 	Flat fee - £12.50 per trade	✓	✓	90 days	✗	✓	£0	Pay only one admin fee of £23.50 incl VAT to cover all the ISAs and PEPs you hold with us	£15 flat fee for international trades	£10500	<input type="button" value="Apply"/>

Here is a list of all banners that we can place on the website:

- 468x60
- 728x90
- 125x125
- 234x60
- 120x600
- 120x240
- 250x250
- 200x200
- 160x600

Formats: .gif, jpeg, .png, .swf

Size: 25kb

We also require 88x31 logo for the Best Buys tables.

Banners can be published within most relevant sections only or they can also be ROS.

We offer CPC & CPA deals. Below are our current rates

Section	CPC Rates	CPA Rates
Investments	£2.50 - £5.00	£40.00 - £100.00
Banking	£2.00 - £4.00	£40.00 - £80.00
Loans	£3.00 - £5.00	£40.00 - £180.00
Mortgages	£3.00 - £5.00	£30.00 - £80.00
Credit Cards	£3.00 - £5.00	£30.00 - £80.00
Insurance	£2.00 - £3.50	£40.00 - £80.00
Financial Advice	£2.50 - £4.50	£40.00 - £80.00
Pensions	£2.00 - £4.00	£30.00 - £100.00

All available range of inventory is offered.

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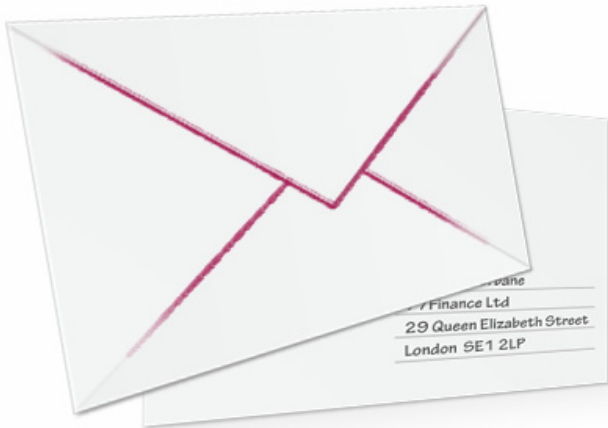
The maximum number of clicks is agreed and the IO is issued as per agreement

- monthly
- per 2 months
- per 3 months
- “open deal”

After the IO date has expired, delivered clicks are reported by 77. Upon receiving confirmation on the delivered clicks from the client, an invoice* is issued by 77.

This is payable within 30 days from the date on the invoice.

***note:** 77 only charge for clicks that have been delivered, without exceeding the amount booked in the IO.



77Finance Ltd
29 Queen Elizabeth Street
London SE1 2LP

Olga Urban
Business Development Manager
Tel (uk): +44 020 73787358
Fax (uk): +44 020 7378 0726

Tel (lv): +37 1 67332503
Fax (lv): +37 1 67332504

E-mail: o.urban@77finance.co.uk



- 77Finance was launched in 2003 and has been the UK's largest Financial Directory since then
- 77Finance gives reviews and access to over 6,000 financial websites
- 77Finance does not provide financial services. It lists companies that provide financial services
- 77Finance is the UK directory, however it receives traffic also from other English speaking countries
- 77Finance permits the use of Independent 3rd Party Tracking for reporting & invoicing