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| Format Code | Units Sold | Format | Ratecard | Description |
| BM-D1-Leaderboard | Impressions [15,000] | 728x90 display | £2,200 | Leaderboard banner on web |
| BM-D2-Super Leaderboard | Impressions [20,000] | 970x90 display | £2,700 | Super Leaderboard Banner on web |
| BM-D3-Double MPU | Impressions [20,000] | 300x600 display | £3,250 | Double MPU on web |
| BM-D4-Billboard | Impressions [25,000] | 970x250 display | £3,250 | Billboard on web |
| BM-D5-MPU | Impressions [15,000] | 350x250 display | £1,900 | MPU on web |
| BM-D7-Leaderboard Mobile | Impressions [15,000] | 320x50 display | £1,650 | Leaderboard on mobile site |
| BM-S1-Content Hub | Package of ads and content hosting | BM-D4-Billboard  Hero banner  Logo  Content to be housed in hub | £60,000-£180,000 dependent on site | Full category ownership of key industry content themes. Sponsorship includes hero banner, billboard advertising and sponsor content elevated to primary position in hub. |
|  |  | Traffic campaigns via emails to drive agreed % of traffic. |  |  |
| BM-S2-Newsletter Sponsorship | Weekly or monthly sponsorship of a newsletter - 5,10 or 20 sends per month | Top newsletter banner   BM-S3-Newsletter Sponsor Placement (“In partnership with” clickable logo") | £3,500 for 5 sends | Sponsor logo and bottom leaderboard banner in weekly newsletter. 5 sends per week or 20 per month. |
| BM-D6-Newsletter Banner | Impressions | 728x90 top newsletter banner | N/A not for sale alone | Sold as part of [BM-S2-Newsletter Sponsorship] only |
| BM-S3-Newsletter Sponsor Placement | Weekly or monthly sponsorship 5,10 or 20 sends per month | A sponsored content link in Our newsletter links a clients content on their website or hosted with us ( pay extra for our site hosting) | £2,500 for 5 sends | One hyperlinked headline, sponsored by top and bottom ad banners + one sentence explaining the story’s content. 5 sends per week or 20 per month. |
| BM-S8-SA-Newsletter Category Sponsorship-Movers & Shakers | Weekly or Monthly (for now) - 5 sends/week | Movers & Shakers sponsored category section in our newsletter linking directly to the client's third party content or to hosted resource on our website if NA/SA booked with product. Valid across all publications (AA, CFO, GT and BOB) | £3,000 for 5 sends | Movers & Shakers Category Sponsor, including logo and link to the client's website, and include the client's logo. 5 sends per week or 20 per month. |
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| BM-S8-TBI-Newsletter Category Sponsorship-The Big Interview | Weekly or Monthly (for now) - 5 sends/week | The Big Interviewe sponsored category section in our newsletter linking directly to the client's third party content or to hosted resource on our website if NA/SA booked with product. Valid across all publications (AA, CFO, GT and BOB) | £3,000 for 5 sends | The Big Intrview Category Sponsor, including logo and link to the client's website, and include the client's logo. 5 sends per week or 20 per month. |
| BM-S8-MA- Newsletter Category Sponsorship-M&A | Weekly or Monthly (for now) - 5 sends/week | M&A sponsored category section in our newsletter linking directly to the client's third party content or to hosted resource on our website if NA/SA booked with product. Valid across Accountancy Age only (brand exclusive) | £3,000 for 5 sends | Movers & Shakers Category Sponsor, including logo and link to the client's website, and include the client's logo. 5 sends per week or 20 per month. |
| BM-S8-FA-Newsletter Category Sponsorship-Financial Analysis | Weekly or Monthly (for now) - 5 sends/week | Financial Analysis sponsored category section in our newsletter linking directly to the client's third party content or to hosted resource on our website if NA/SA booked with product. Valid across The CFO only (brand exclusive) | £3,000 for 5 sends | Financial Analysis Category Sponsor, including logo and link to the client's website, and include the client's logo. 5 sends per week or 20 per month. |
| BM-S8-MC-Newsletter Category Sponsorship-Macro Commentary | Weekly or Monthly (for now) - 5 sends/week | Macro Commentary sponsored category section in our newsletter linking directly to the client's third party content or to hosted resource on our website if NA/SA booked with product. Valid across The Global Treeasurer only (brand exclusive) | £3,000 for 5 sends | Macro Commentary Category Sponsor, including logo and link to the client's website, and include the client's logo. 5 sends per week or 20 per month. |
| BM-S4-1-Native Production | Single Article Production | A Contentive produced native article hosted on our site from a client brief with no lead gate + 1 week placement on newsletter [BM-S3-Newsletter Sponsor Placement] | £3,400 | Original thought leadership article created in partnership with Contentive Content Studio team 800 – 1,000 words with 1 d-follow backlink. |
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| BM-S4-SponsorArticle | Promotion of a single Client Article | Client produced article hosted on brand site and promoted via newsletter | £3,950 | Client to provide original article. Contentive to host on applicable site and promote out via weekly newsletter. |
| BM-S10-Resource Hosting | Hosting of a single Client Resource (not gated) | A client resource hosted on our site, without gate, promoted in the [BM-S3-Newsletter Sponsor Placement] for 15 sends spread out across 3 months (1 week/month). No lead generation/target. | £3,750 | Client to provide original resource, hosted on our site, without a lead gate. No leads involved. |
| BM-S5-Event Promotion | Promotion of a Client Event on website and newsletter | A Sponsored Event tile on the website Homepage under ‘Events’ in the Menu bar and a feature in the ‘Event’ side-bar + [BM-S3-Newsletter Sponsor Placement] | £3,500 for website hosting and 5 newsletter sends | Client to provide link of Event registration piece, client logo, tile image (1600 x 900) and event promotion copy (for website and newsletter). |
| BM-S5-Newsletter Event Placement | Promotion of a Client Event on the newsletter's “Events” section | Newsletter promotion in ‘Events' section |  | Client to provide link to Event registration, logo, time, date, and Event Name. |
|  |  |  | £2,500 for 5 sends |  |
| BM-S9-Social Media Post | Promotion of a client resource/campaign on Social Media (LinkedIn) | A LinkedIn social medial post, shared on the brand's LinekdIn account | N/A not for sale alone | Client to provide CTA, (possibly LinkedIn post image) |
| BM-S7-Mailshots | Mailshot promoting a client’s Resource | A Mailshot, sent to NO ICP audience of maximum 15K, sent 1/week/brand maximum | £3,500 per send | Mailshot target audience, NO ICP, redirecting to a client’s third party resource. |
| LB-1- Live Broadcast | Live LinkedIn Broadcast “The Leading Voice” | A Live LinkedIn Broadcast named “The Leading Voice” hosted by the client and their invitee speaker, marketed to a selected Contentive audience. The product includes: | £27,500 | Client to provide theme, and suggested invitee speaker. Pre-marketing activity for minimum 6 weeks. |
|  |  | -Pre-event promotion (LI socials, newsletters, mailshots) |  | -1 LI social/week pre-event |
|  |  | -Generation of 100 registrants (leads) for the client (no ICP) |  | -1 BM-S3-Newsletter Sponsor Placement/week pre-event |
|  |  | -Event transcript and TLDR circulated to all event registrants/attendees |  | -BM-S7-Mailshot [Introduction to event] |
|  |  | -Post-event content marketing (video snippets as articles, circulated in newsletters and socials) |  | -BM-S7-Mailshots [1 month to go] |
|  |  |  |  | -BM-S7-Mailshots [2 weeks to go] |
|  |  |  |  | -BM-S7-Mailshots [1 week to go] |
|  |  |  |  | BM-S7-Mailshots (registrants only) [tomorrow] |
|  |  |  |  | -BM-S7-Mailshots [today] (registrants only) [today] |
|  |  |  |  | -Event transcript and TLDR circulation post-event. |
|  |  |  |  | -Snippets of video recording on website (Part 1, Part 2, Part 3). |
|  |  |  |  | -LI posts circulating video snippets. |
| BM-S6-Newsletter Press Release Promotion | LB-1- Live Broadcast | Promotion of a Press Release hosted on website, in the ‘From The Press’ section of the newsletter | N/A not for sale alone | Sold in conjunction with Press Release (singular or package). |
| PR-1-Press Releases Singular | Singular Press Releases bought directly on website | A singular Press Release hosted under the ‘Press Release’ Menu Navigation bar, featured in the Newsletter Press Release section for 5 sends (subject to violation of the Content Guidelines) | £299 | Client to purchase Press Release via the website, submit all necessary information and schedule it for the preferred date. Auto-scheduling on WordPress applied. |
| PR-2-Press Releases Pack (5) | Pack of 5 Press Releases bought directly on website | A pack of 5 Press Releases, hosted under ‘Press Release’ Menu Navigation bar, featured in the Newsletter Press Release section for 5 sends (subject to violation of the Content Guidelines) | £1,270 | Client to purchase Press Release via the website, submit all necessary information and schedule it for the preferred date. Auto-scheduling on WordPress applied. |
|  |  |  | (£1495 - 15% off) |  |
| PR-3-Press Releases Pack (10) | Pack of 10 Press Releases bought directly on website at 20% off from unit price. | A pack of 5 Press Releases, hosted under ‘Press Release’ Menu Navigation bar, featured in the Newsletter Press Release section for 5 sends (subject to violation of the Content Guidelines) | £2,320 | Client to purchase Press Release via the website, submit all necessary information and schedule it for the preferred date. Auto-scheduling on WordPress applied. |
|  |  |  | (£2,900 - 20% off) |  |
| PR-4-Press Releases Pack (15) | Pack of 15 Press Releases bought directly on website at 25% off from unit price. | A pack of 5 Press Releases, hosted under ‘Press Release’ Menu Navigation bar, featured in the Newsletter Press Release section for 5 sends (subject to violation of the Content Guidelines) | £3,364 | Client to purchase Press Release via the website, submit all necessary information and schedule it for the preferred date. Auto-scheduling on WordPress applied. |
|  |  |  | (£4,485 - 25% off) |  |
| PR-5-Press Releases Pack (20) | Pack of 20 Press Releases bought directly on website 35% off from unit price. | A pack of 5 Press Releases, hosted under ‘Press Release’ Menu Navigation bar, featured in the Newsletter Press Release section for 5 sends (subject to violation of the Content Guidelines) | £3,887 | Client to purchase Press Release via the website, submit all necessary information and schedule it for the preferred date. Auto-scheduling on WordPress applied. |
|  |  |  | (£5,980 - 35% off) |  |