

**Service Level**

Features	Inactive*	Prestige	Elite	Super Elite
Essential data upload	✓	✓	✓	✓
Contact page with key coordinates	No URL link	✓	✓	✓
Display your logo in full color	50% faded	✓	✓	✓
Included locations (Same country)	1	1	3	6
Included categories <sup>1</sup>	1	Unlimited	Unlimited	Unlimited
Email forwarding per year	1	Unlimited	Unlimited	Unlimited
Exclusive email forwarding	⊖	✓	✓	✓
Post events, seminars, forums etc.	⊖	6	12	Unlimited
Post newsletters and press releases	⊖	6	12	Unlimited
Detailed traffic statistic report	⊖	✓	✓	✓
Access to content management system	⊖	✓	✓	✓
Directory ranking priority	⊖	Tier 3	Tier 2	Tier 1
Keywords for search engine	⊖	5	Unlimited	Unlimited
Post additional standardized information	⊖	⊖	Unlimited	Unlimited
Upload brochures and documents	⊖	⊖	3MB	50MB
Publish HTML presentations (Pages included)	⊖	⊖	1	5
Graphic banner(s) (Quantity / Weeks) <sup>2</sup>	⊖	⊖	1/26 Weeks	3/52 Weeks
Text banner(s) (Quantity / Weeks) <sup>2</sup>	⊖	⊖	1/26 Weeks	3/52 Weeks
Random banner deployment	⊖	⊖	⊖	✓
Automated leads suggestion	⊖	⊖	⊖	✓
Artwork for HTML presentation included	⊖	⊖	⊖	2

<sup>1</sup> Certain restrictions apply - <sup>2</sup> Deployment in all areas of the site except landing page.

**Service Level**

Price: (Canadian Dollars)	Inactive*	Prestige	Elite	Super Elite
One year term	19*	38	388	8888
Two years term (~10% off)	34*	68	698	15998
Three years term (~20% off)	46*	91	931	21331
Inquire for multiple subscriptions packages	sales@privatebanking.com			

Tax not included, applies only to Canadian residents

**Service Level**

Price: (Approx. USD)	Inactive*	Prestige	Elite	Super Elite
One year term	18*	36	369	8444
Two years term (~10% off)	32*	65	663	15198
Three years term (~20% off)	52*	104	1062	24318

\* Only offered together with an active account

# Basic Setup

- Essential data upload
- Contact page with key coordinates
- Display your logo in full color
- Included locations (Same country)
- Included categories
- Email forwarding per year

**Private BANKING** Bankers' Network LOGIN HERE! en ru jp Login

Home News Library Newsletters Events Contact FAQ

Bank & Finance Bank Search Banker Search

Home Australia and Pacific New South Wales Sydney Banks Standard Chartered Bank Australia Ltd

**Standard Chartered**

Review Avg. Reviews: 0

**Contact Page**  
Write Review  
Browse Review

**Contact Information**  
Standard Chartered Bank Australia Ltd  
Australia and Pacific > Australia > New South Wales > Sydney

Address: Level 11, 345 George Street, Sydney, NSW 2000, Australia

Phone: +61 2 92329333  
Fax: +61 2 92329345

Contact: Mr. John Doe, Director

Contact by email

[www.yourURLhere.com](http://www.yourURLhere.com)

**Branches**

- Home > Australia and Pacific > Australia > New South Wales > Sydney > Contact
- Home > Australia and Pacific > Australia > Queensland > Brisbane > Contact
- Home > Australia and Pacific > Australia > South Australia > Adelaide > Contact
- Home > Australia and Pacific > Australia > Victoria > Melbourne > Contact
- Home > Australia and Pacific > Australia > Western Australia > Perth > Contact

**Categories**

- Banks
- Family Office
- Investment Funds
- Mergers & Acquisitions
- Private Equity

**Callout Boxes:**

- Logo 50 x 100
- Contact page with essential information
- Email Submission
- Your URL linking your website
- Categories
- Branches in the same country



# Access to content management system

This is an easy to use and intuitive content management system that is useful to update information, upload new content and manage various settings.

You can keep your advertisement in tune with the latest developments

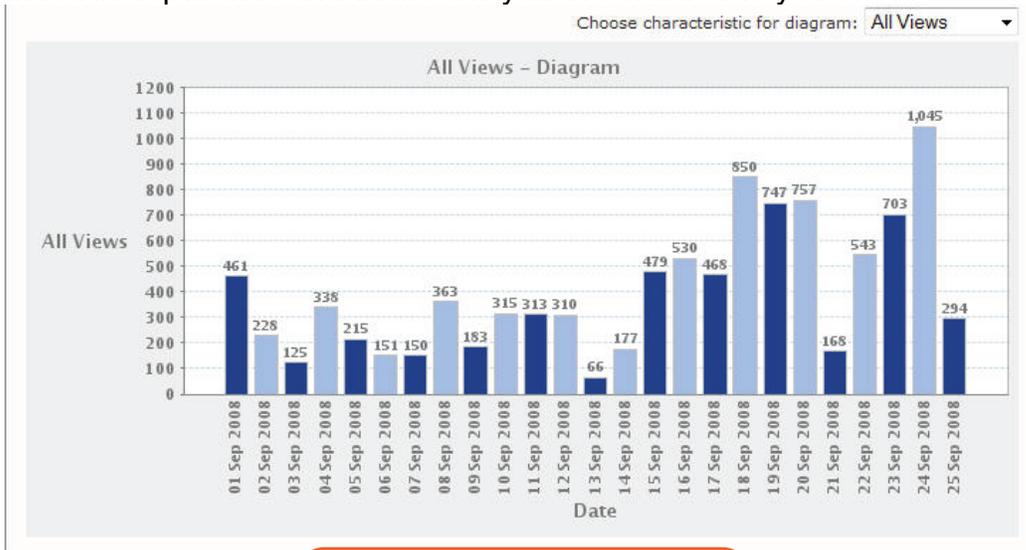
The screenshot displays the Private Banking Client Area Menu. At the top left is the Private Banking logo. On the top right, account details are listed: Account Name: Super Elite Listing, TestTown; Account No: 032490; Account Type: Super Elite; Expiry date: Aug 12, 2009 [extend term](#). Below this is a 'Client Area Menu' header with a 'Logout' button. The main content area is divided into several sections:

- Modify account data**
  - Account details
  - Account extra info
  - Office addresses
  - Categories
  - Account files
- Settings**
  - Account settings
  - Change password
  - English | Russian | Japanese
- Publishing**
  - Create, manage and update newsletters
  - Manage Library uploads
  - Event calendar
- Financial transactions**
  - Account credits
  - Purchase additional services
  - Transaction history
  - Extend term
  - Extend term history
  - Invoice address (other than credit card)
  - Pending invoices (other than credit card)
  - My Bills
  - My Billing Profile
- Banners and fillers**
  - Reserve, manage and update banners
  - Reserve, manage and update fillers
  - Banner and filler files
  - Banner and filler texts
  - Banner and usage statement
- Traffic**
  - Logo Traffic
  - Contact Page Traffic
  - Uploaded Pages Traffic
  - Newsletter Traffic
  - Document Downloads Traffic
  - Banner Traffic
  - Communication Channel Traffic
  - Stat.Report Recipients
- Reviews**
  - Visitor review list

At the bottom, a copyright notice reads: © Copyright by PRIVATE BANKING.COM 2002-2008 - All rights reserved. [Privacy Policy](#) | [Terms of Service](#) | [FAQ](#)

# Detailed traffic statistic report

Daily updated in depth data and traffic analysis are emailed to you or are accessible through the c

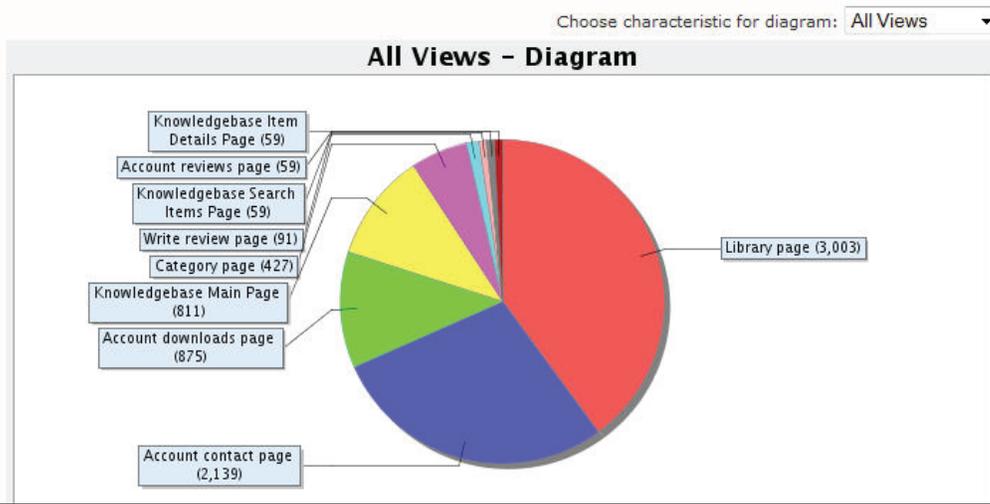


Logo Report by Pages



Every visitor to the site is logged and reported

Page Name	Jsp Name	All Views	Unique Views
Library page	/user/library.jsp	3,003	956
Account contact page	/user/account.jsp	2,139	823
Account downloads page	/user/downloads.jsp	875	177
Knowledgebase Main Page	/user/kb_view_items.jsp	811	234
Category page	/user/category.jsp	427	206
Write review page	/user/write_review.jsp	91	54
Knowledgebase Search Items Page	/user/kb_search_items.jsp	59	35
Account reviews page	/user/account_reviews.jsp	59	35
Knowledgebase Item Details Page	/user/kb_view_item.jsp	59	35
		<b>7,523</b>	<b>2,555</b>



## Directory ranking priority

Our system rearranges directory listings every 24 hours to ensure equal exposure according to the service level subscribed.

The screenshot shows the Private Banking website's directory. At the top, there is a navigation bar with the Private Banking logo, a 'Bankers' Network LOGIN HERE!' button, and language options (en, ru, jp). Below this is a secondary navigation bar with links for Home, News, Library, Newsletters, Event Calendar, About, Advertise, Contact, and FAQ. A search bar is present with the text 'Service Provider search' and a search icon. Below the search bar, there are tabs for 'Europe', 'Switzerland', 'Zürich', and 'Zürich'. A dropdown menu on the left lists various service categories: Banks (Rep. Offices), Wealth Managers, Family Office, Brokers / Security dealers, Investment Funds, Online Brokers / Banks, Recruiters, Trust Services, Islamic Banking, Accountants (Tax advisors), Advisors & Consultants, Art Advisory, Charities Counsel, and Commodity Traders. The main content area displays search results for 'Banks Zürich'. The results are arranged in a grid. Each result includes a logo, the company name, and a brief description. Callouts provide additional information: 'You can be listed in multiple categories' points to the dropdown menu; 'Daily rearranged ranking ensures equal exposure within the subscribed service level' points to the grid of results; and 'Logo and company name are linked to your contact page' points to a specific result card.

You can be listed in multiple categories

Daily rearranged ranking ensures equal exposure within the subscribed service level

Logo and company name are linked to your contact page

# Post newsletters and press releases

Published newsletters, pamphlets or press releases will appear in the newsletter section and are fully indexed by all major search engines.

The screenshot shows the Private Banking website interface. At the top, there is a logo for 'Private BANKING' and a 'Bankers' Network LOGIN HERE!' button. Below the navigation bar, several bank logos are displayed, including National Bank Financial, Fund Create, Sal. Oppenheim, HSBC Private Bank, and SG. A search bar is present with 'Bank & Financial Service Provider search' and 'Advanced Search' options. The main content area is titled 'NEWSLETTER SEARCH:' and includes a search input field and a 'GO' button. On the left, there is an advertisement for 'Structured Products' by Clariden Leu. The 'Latest Submissions' section lists three articles:

- PRIVATE BANKING IN RUSSIA, BALTICS AND CIS**  
11-13 February, 2009 Luxembourg, Grand Duchy of Luxembourg According to Forbes magazine, Moscow is home to more dollar billionaires and High Net Worth individuals than anywhere else. For many years wealthy Russians avoided local banks, preferring to place their money overseas in Cyprus, Switzerland and Luxembourg, but an attractive tax.  
Categories: Private Banking | Events & Conferences  
Provider: [C5 Group Inc.](#)  
Newsletter ID: 00093  
[Read more](#)
- FSI World Congress, 18th & 19th November 2008**  
FSI World Congress 18th & 19th November 2008 Sun... breakfast pace, and institutions are pulling out all stops... financial market research, the global spending on IT p...  
Categories: General Finance | Events & Conferences  
Provider: [marcus evans limited](#)  
Newsletter ID: 00092  
[Read more](#)
- FSI World Congress, 10th & 19th November 2008**  
FSI World Congress 10th & 19th November 2008 Sun... breakfast pace, and institutions are pulling out all stops... financial market research, the global spending on IT p...  
Categories: Private Banking | Events & Conferences  
Provider: [ITP Publishing Group Inc.](#)  
Newsletter ID: 00091  
[Read more](#)

An orange callout box with the text 'Read full article by clicking here' points to the 'Read more' link of the first article.

# Keywords for search engine

In your content management menu you can add relevant keywords as you deem fit.

The screenshot shows the Private Banking website interface. At the top, there is a navigation bar with the Private Banking logo, a 'Bankers' Network LOGIN HERE!' button, and language options (en, ru, jp). Below this is a secondary navigation bar with links for Home, News, Library, Newsletters, Event Calendar, About, Advertise, Contact, and FAQ. A row of logos for various financial institutions follows, including SAL. OPPENHEIM, CA, HNW Opportunities, NATIONAL BANK OF CANADA, BSI, ARLAN SA, Julius Bär, and FUND CREATE. A text block describes Privatebanking.com as a leading internet portal for Private Banking and Wealth Management. Below this is a search section titled 'Bank & Financial Service Provider search' with an 'Advanced Search' link and search buttons for 'Bank Search' and 'Banker Search'. A search box is present, and a callout box points to it with the text: 'In addition to your company name and keywords, our search engine will also match all text content of your advertisements, newsletters, text banners, uploads, HTML files and any other information you publish'. To the right of the search section is a vertical list of buttons: 'Bankers' Network', 'Bankers' Shop', 'Inquiry Market', 'Ask a Banker', 'Knowledge Base', and 'Private Banking Blog'. At the bottom left, there is a 'Recent news headlines' section with a snippet about clothing chains.

## Post additional standardized information

This page was designed to post additional standardized information that will not require to create and upload HTML pages.

The screenshot shows the Private Banking client area. At the top right, account details are displayed: Account Name: Super Elite Listing, TestTown; Account No: 032490; Account Type: Super Elite; Expiry date: Aug 12, 2009 [extend term](#). A callout box points to the 'Account additional information' section, stating: "You can edit these fields and add information as you like". This section contains four text input fields: History, Overview, Vision, and Mission statement, each with a 'Show', 'Hide', and 'Default' radio button. Below these is a 'Key strengths' field. The bottom part of the screenshot shows a search page for St. George Bank Ltd. A callout box points to the 'Additional information' tab in the left sidebar, stating: "Anyone can read the published information by clicking on the 'Additional information' tab on your contact page".

# Upload brochures and documents

You can upload brochures, documents and other electronic files for deployment in the library and contact page section

The screenshot displays the Private Banking website interface. At the top, there is a navigation bar with the Private Banking logo, a 'Bankers' Network LOGIN HERE!' button, and language options (en, ru, jp). Below this is a secondary navigation bar with links for Home, News, Library, Newsletters, Event Calendar, About, Advertise, Contact, and FAQ. A search bar is located below the navigation, with 'Bank Search' and 'Banker Search' buttons. The main content area shows a breadcrumb trail: Home > Europe > Switzerland > Geneva > Genève > Advisors & Consultants > CSF MANAGEMENT SA. A sidebar on the left contains a 'Downloads' menu with options like 'Contact Page', 'Downloads', 'Additional information', 'Write Review', and 'Browse Review'. The main content area features three tables of uploaded documents. The first table, under the 'Downloads' tab, lists four documents: 'Financial Intermediary Licensing', 'Swiss Banking Secrecy', 'Swiss Domiciliary Company', and 'Company Incorporation in Switzerland', all published on 2008/08/24. The second table, under the 'Brochures' tab, lists one document: 'Geneva - Birthplace of Swiss Private Banking', published on 2008/08/24. The third table, under the 'Files' tab, lists two documents: 'Tax Optimization for Swiss Companies' and 'Swiss Holding Company', both published on 2008/08/24. Two callout boxes highlight that uploaded files are visible under the 'Downloads' tab and that files can be published in multiple categories.

Uploaded files are visible under the 'Downloads' tab

File name	Date Published	Document & size
Financial Intermediary Licensing	2008/08/24	(PDF/66KB)
Swiss Banking Secrecy	2008/08/24	(PDF/50KB)
Swiss Domiciliary Company	2008/08/24	(PDF/72KB)
Company Incorporation in Switzerland	2008/08/24	(PDF/68KB)

Brochures

File name	Date Published	Document & size
Geneva - Birthplace of Swiss Private Banking	2008/08/24	(PDF/74KB)

Files

File name	Date Published	Document & size
Tax Optimization for Swiss Companies	2008/08/24	(PDF/68KB)
Swiss Holding Company	2008/08/24	(PDF/81KB)

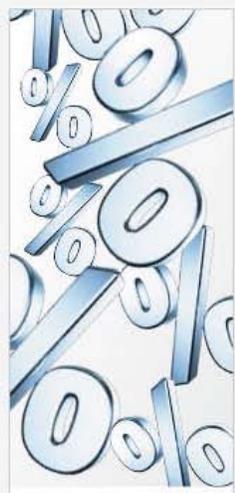
Files can be published in multiple categories



Uploaded files are also shown in the library section

Add privatebanking.com as a search provider to your browser

Level up



**ABN-AMRO**  
Making more possible

Publisher	Report	Date Published	Document & size
	<a href="#">Dynamic Investment Strategies for Swiss Pension Funds</a>	2008/09/23	(PDF/ 171KB)
	<a href="#">EDHEC - Structured Forms of Investment Strategies in Institutional Investors' Portfolios</a>	2008/09/23	(PDF/ 480KB)
	<a href="#">Guide to Structured Investment Management for Institutional Investors</a>	2008/09/23	(PDF/ 822KB)
	<a href="#">Company Incorporation in Switzerland</a>	2008/08/24	(PDF/ 68KB)
	<a href="#">Swiss Domiciliary Company</a>	2008/08/24	(PDF/ 72KB)
	<a href="#">Financial Intermediary Licensing</a>	2008/08/24	(PDF/ 66KB)
	<a href="#">Swiss Holding Company</a>	2008/08/24	(PDF/ 81KB)

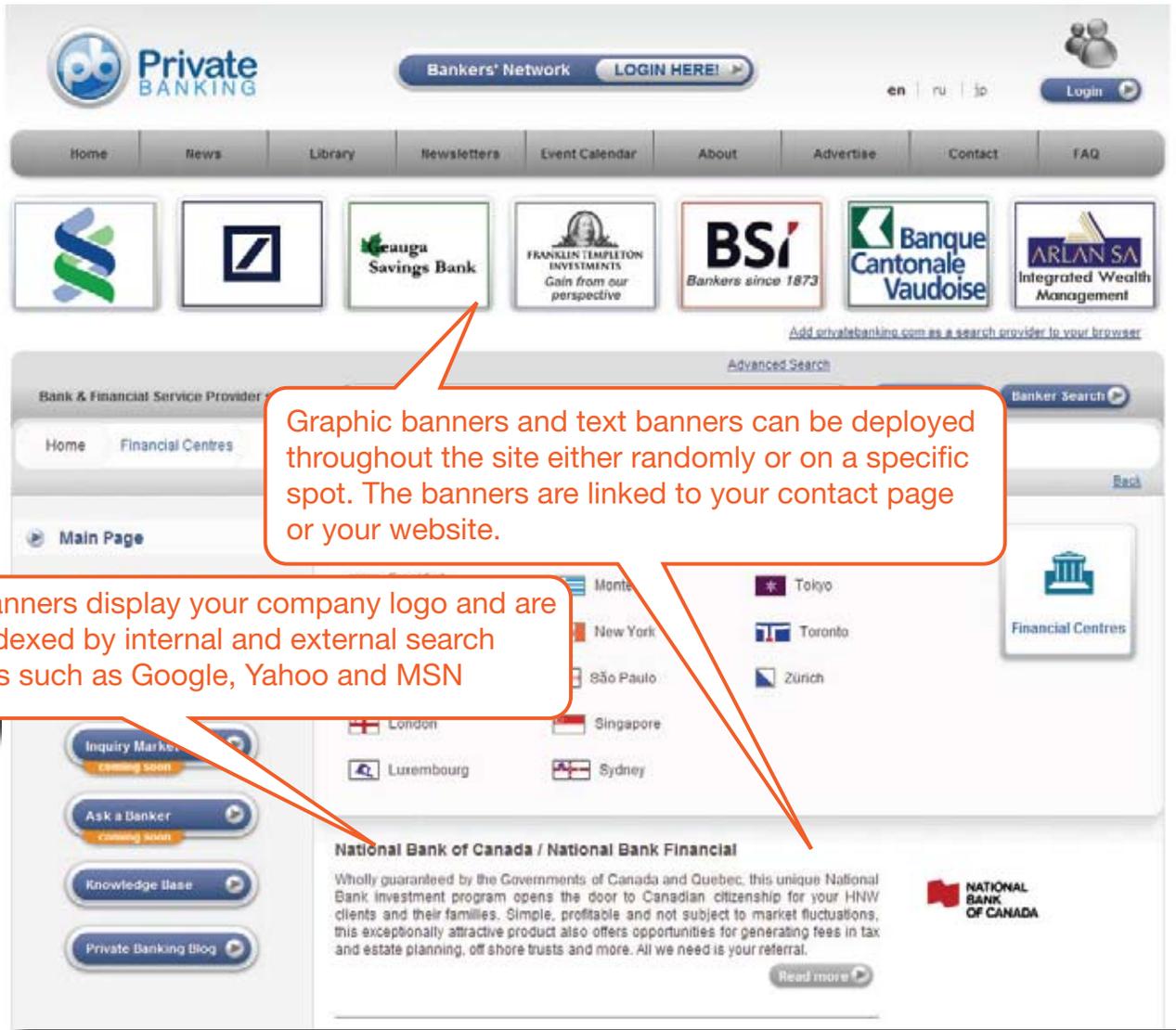
## Publish HTML presentations (Pages incl.)

HTML presentations are among the most effective marketing tools to grasp your prospects attention.

The screenshot displays a website for Private Banking. At the top, there is a logo for 'Private BANKING' and a 'Bankers' Network LOGIN HERE!' button. Below this is a navigation menu with items: Home, News, Library, Newsletters, Event Calendar, About, Advertise, Contact, and FAQ. A search bar is located below the menu, with 'Advanced Search' and 'Bank Search' buttons. The main content area features a sidebar on the left with a list of links: 'The Banks in Brief', 'Alternate Citizenship Programs for HRW Individuals', 'Louis Leblanc Bio', 'Contact Page', 'Downloads', 'Write Review', and 'Browse Review'. The main content area has a header for 'NATIONAL BANK OF CANADA' and 'NATIONAL BANK FINANCIAL'. Below the header is a banner image with the text 'Your Gateway to World Citizenship'. A callout box points to the sidebar menu, stating: 'HTML presentations can be accessed by tabs located on the left side of the contact page'. Another callout box points to the main content area, stating: 'The HTML can be linked to your website and is fully indexed by our internal and all external search engines'.

Graphic banner(s) (Quantity / Weeks)  
Text banner(s) (Quantity / Weeks)  
Random banner deployment

You can strategically place banners throughout the platform to drive quality traffic to your advertisement and website.



# Automated leads suggestion

This system helps you with getting more leads.

The screenshot displays the Private Banking website interface. At the top, there is a navigation bar with the Private Banking logo, a 'Bankers' Network LOGIN HERE!' button, and language options (en, ru, jp) with a 'Login' button. Below this is a secondary navigation bar with links for Home, News, Library, Newsletters, Event Calendar, About, Advertise, Contact, and FAQ. A search bar is present with 'Advanced Search' and buttons for 'Bank Search' and 'Banker Search'. The main content area shows a listing for 'Bank of Ireland (I.O.M.) Ltd' in Douglas, Isle of Man. A callout box points to the logo, stating: 'The logos of inactive listings are not shown in full color'. Below the listing, a message box titled 'Forward Message:' contains the text: 'Bank of Ireland (I.O.M.) Ltd , Douglas, Isle of Man', 'Dear John Doe:', 'May we forward your message to these fine firms as well?', a checked checkbox for 'Ascent Limited, Zürich', and a 'Done' button. A second callout box points to the 'Done' button, stating: 'A sophisticated algorithm analyzes leads submitted to inactive listings and suggests an alternative service provider according to various criterions'. The page also includes a warning message: 'This is an inactive listing and the information provided on this page is not complete' with an 'Activate Listing' button and a 'What is this?' link. At the bottom, there are links for 'Contact Page', 'Write Review', 'Browse Review', and a 'Back' button.

# Artwork for HTML presentation included

Our experienced designers will create an attractive HTML presentation derived from your website or brochure and deploy the files for you.