FINANTRIX · FOR VENDORS

Vendor Spotlight and Featured Vendor

Paid placements beside the Finantrix buyer guides, and what they do and do not buy

What a placement is, what it costs, exactly when you are charged, what it never buys, and the terms you agree to at checkout. Forward it to whoever has to sign off.

LABELED AS PAID

A placement is a card labeled as paid, beside the guide. It is not mentioned in the guide, does not add you to the vendor table and does not change the evaluation. Which vendors a guide evaluates is not for sale.

Current as of November 2026 · Order and check prices at https://www.finantrix.com/vendor-spotlight
Where this document and the site disagree, the site is right.

One — What you can buy

> Two placements beside the buyer guide for your category. Both are labeled as paid.

What a Spotlight is

WHAT IT IS

A card with your logo, name, tagline and a link to your site, in the sidebar of the buyer guide you choose, labeled as paid. Featured Vendor is the one strip at the top of the guide.

WHO IT IS FOR

Vendors that sell in a category we have a guide for. The card is seen by people reading that guide, which is written for someone comparing the software in that category before they buy.

WHY IT IS WORTH IT

Your company is in front of a buyer at the point of comparison, on the guide for exactly what you sell, for a full year: $399 for the first guide and $299 for each additional.

Vendor Spotlight

PRICE
$399 for the first guide, $299 for each additional guide, one year

IN ONE LINE
A card beside one buyer guide, labeled as a paid placement. 5 vendors per guide, 3 shown at a time.

- Your logo, company name and tagline beside the guide, linking to your own site.
- 5 Spotlight vendors per guide, 3 shown on each page view in rotation.
- One year from the day it goes live. Nothing renews automatically; we remind you before it ends.
- No directory listing needed.
- Not an editorial mention, not a row in the guide's vendor table, and no promised amount of traffic, impressions, leads or inquiries.

Featured Vendor

PRICE
$999 for the first guide, $699 for each additional guide, one year

IN ONE LINE
The strip at the top of one buyer guide. One vendor per guide.

- A full-width placement at the head of the guide.
- Your logo, company name, tagline and a short description, linking to your own site.
- One Featured Vendor per guide, labeled as a paid placement.
- One year from the day it goes live. Nothing renews automatically; we remind you before it ends.
- Not an editorial mention, not a row in the guide's vendor table, and no promised amount of traffic, impressions, leads or inquiries.

What a placement buys, and what it never does

SPOTLIGHT GETS

- ✓ Your card in the sidebar
- ✓ Shown in rotation with up to 4 others
- ✓ Logo, name, tagline, link to your site
- ✓ One year, from the day it goes live

FEATURED VENDOR GETS

- ✓ The one strip at the top of the guide
- ✓ No other vendor in that position
- ✓ Logo, name, tagline, link to your site
- ✓ One year, from the day it goes live

NEITHER GETS

- ✗ A mention in the guide text
- ✗ A row in the vendor table
- ✗ Any change to the evaluation
- ✗ Promised traffic, clicks or leads

Two — What it costs

> You are charged per guide, for one year, only when we approve that guide.

Per guide, one year	First guide	Each additional	
Vendor Spotlight	**$399**	**$299**	A card beside the guide, in rotation
Featured Vendor	**$999**	**$699**	The one strip at the top of the guide

The additional price applies to every guide after your first at that tier, in the same order or added later while your first is live. Prices are in US dollars. That is the whole price list: no package, no minimum, and nothing renews by itself.

Three — How an order works

> The card is saved at checkout and charged only on approval.

1. **Choose guides**
   Pick Spotlight or Featured on each guide at https://finantrix.com/vendor-spotlight. Your first guide at a tier is full price and each additional guide is $299 (Spotlight) or $699 (Featured).
2. **Place the order**
   Your name, a work email and the company to promote. An agency names the principal at the client, who confirms by email before we approve.
3. **Save a card**
   Stripe checks the card with your bank and saves it. Nothing is charged.

4 **Send your card details**
Company name, tagline, logo and the link the card goes to, plus invoice details. A product brochure is optional; our editors read it to check fit and it is not published.

5 **Editor review**
Within 5 business days, each guide is checked for category fit. A guide we decline is never charged.

6 **Approval**
Each approved guide is charged once, for one year, and goes live. Stripe emails the invoice.

7 **The end of the year**
Nothing renews automatically. We remind you 30 and 7 days before your year ends and on the day, and the card comes down when the year ends. Fees already paid are not refunded.

Four — What you agree to

> Every order carries the same three statements, recorded with the order (terms version 2026-11-18).

The three boxes you tick at checkout

- ☐ Finantrix does not promise any traffic, impressions, clicks, leads or inquiries from a placement.
- ☐ A placement is a card labeled as paid. It is not mentioned in the guide and does not add my company to the vendor table or change the evaluation.
- ☐ I am charged only for guides Finantrix approves. Each runs for one year and is non-refundable once approved. Nothing renews automatically.

Five — Questions

When am I charged?

When we approve each guide, not at checkout, and we review within 5 business days. Your card is validated and saved. A guide we decline is never charged. Each approved guide is charged once for one year; nothing renews automatically. Claiming a listing takes no card.

Is a second guide cheaper?

Yes. A Spotlight is $399 for your first guide and $299 for each additional guide. Featured is $999 for your first guide and $699 for each additional guide. The additional price applies to every guide after your first at that tier, in the same order or added later while your first is live.

We are not in the directory. Can we still buy a Spotlight?

Yes. A Spotlight placement does not need a directory listing. Start at https://finantrix.com/vendor-spotlight.

We are an agency ordering for a client.

Place the order at https://finantrix.com/vendor-spotlight, tick "I am buying on behalf of a client", and give the principal's name, title, email and phone. We email them once to confirm the order, and we approve it only after they do.

Does paying move us up the directory or into a guide's evaluation?

No. Which vendors a guide evaluates, what it says about them, and how they are ordered are editorial decisions. They are not for sale at any price.

How do I cancel?

There is nothing to cancel. Nothing renews automatically. We remind you 30 and 7 days before your year ends and on the day, and the card comes down when the year ends. Fees already paid are not refunded.

Choose guides and order: https://www.finantrix.com/vendor-spotlight
Browse the buyer guides: https://www.finantrix.com/buyer-guides
Questions: https://www.finantrix.com/contact · support@finantrix.com
Where the boundary is written down: https://www.finantrix.com/editorial-policy