

TaxKiln Sponsorship Rate Card + Vetting Framework

Version 1.0 (launch) - Effective from 2026-05-24

TaxKiln's hero is 'we're here for the businesses that actually pay.' Our sponsorship rate card + vetting framework extend that posture into our commercial model. Same pricing for all sponsors in same category. No hidden negotiation. The vetting framework is the moat.

Pricing notes

- All prices VAT-exclusive (TaxKiln VAT-registered; standard rate applies).
- Annual contracts preferred; minimum 6-month commitment for Tier 2–4; minimum 12-month commitment for Tier 1.
- Launch pricing applies until Day 90 post-launch. After Day 90, traffic-informed pricing replaces launch rates. Sponsors who lock in pre-launch retain launch pricing for full Year 1.
- Range pricing reflects commercial intent of cluster + inventory scarcity. Specific quote provided based on sponsor category + requested placement spec.
- No volume discounts. Single transparent rate per inventory unit. Multiple-cluster sponsorship priced as sum of individual cluster rates.
- No hidden negotiation. Rate card is the rate card. Same pricing for all sponsors in same category.
- Adjustment milestones: Day 30, Day 90, Day 180 reviews. Material pricing changes only after Day 180 + with 60-day notice to existing sponsors.

Tier 1 — Network Partner

Cross-network, all Kilns, all regions. Highest-value placement. Maximum 3 Network Partners network-wide at any time. Annual contract.

Period	Rate	Notes
Year 1 (launch)	£15,000 – £30,000/year	First 2–3 partners; early-bird rate.
Year 2	£40,000 – £75,000/year	Post-traffic data; revised on AI-citation share + analytics.
Year 3+	£60,000 – £100,000+/year	Network-mature pricing.

Tier 2 — Per-cluster sponsorship

Cluster-specific sponsorship within TaxKiln. One exclusive sponsor per cluster. Annual contract.

Cluster	Year 1 (launch)	Year 2
Moving Abroad	£8,000 – £15,000	£15,000 – £30,000
USA corridor	£6,000 – £12,000	£12,000 – £25,000
Spain + EU corridor	£5,000 – £10,000	£10,000 – £20,000
Ireland corridor	£4,000 – £8,000	£8,000 – £15,000
Australia + NZ corridor	£5,000 – £10,000	£10,000 – £20,000
Gulf states corridor	£6,000 – £12,000	£12,000 – £25,000
UK Business Owner	£6,000 – £12,000	£12,000 – £25,000
Tribunals + HMRC Enquiries	£5,000 – £10,000	£8,000 – £15,000
Crypto + Digital Assets	£5,000 – £12,000	£10,000 – £20,000
Student Loans	£2,000 – £5,000	£3,000 – £8,000
MTD ITSA	£5,000 – £12,000	£10,000 – £25,000
Online Income / Side Hustle	£3,000 – £8,000	£5,000 – £15,000
Redundancy + Termination	£3,000 – £8,000	£5,000 – £12,000
Divorce + Tax	£4,000 – £10,000	£8,000 – £15,000
Employer Obligations	£5,000 – £12,000	£10,000 – £20,000
Multinational Tax	£8,000 – £20,000	£15,000 – £40,000
IHT + Estate Planning	£4,000 – £10,000	£8,000 – £18,000
Self Assessment	£3,000 – £8,000	£5,000 – £12,000
Sole Trader	£4,000 – £10,000	£8,000 – £15,000
Ltd Company	£5,000 – £12,000	£10,000 – £20,000

Tier 3 — Per-page sponsor

Single high-value calculator or relief page. One exclusive sponsor per page. Annual contract.

Page type	Year 1	Year 2
High-value calculators (Income tax / CGT / VAT / IHT / IR35 / Employer NICs / Crypto)	£500 – £2,000/yr	£1,000 – £4,000/yr
Mid-value calculators (Marriage Allowance / SA deadline / Pension / BIK)	£300 – £1,000/yr	£500 – £2,000/yr
High-traffic relief pages (top 20)	£300 – £1,000/yr	£500 – £1,500/yr
Standard relief pages	£150 – £400/yr	£200 – £600/yr

Tier 4 — Format-specific placements

Format	Year 1	Year 2	Inventory
Footer brand strip (sitewide, rotating)	£1,000 – £3,000/yr per slot	£2,000 – £5,000/yr per slot	4 rotating slots
Download co-brand (per download)	£300 – £1,000/yr	£500 – £2,000/yr	Per download
Calculator results CTA card	£300 – £1,500/yr	£500 – £3,000/yr	Per calculator

Vetting framework

The vetting is the moat. Every other ad network takes money from any sponsor that pays. TaxKiln explicitly declines categories that contradict editorial.

Acceptable baseline criteria

- Regulated entity — CIOT / ICAEW / ICAS / ACCA / ATT / STEP / CIMA / SRA / FCA / Tax Bar member.
- Transparent pricing — public fee structure; no 'request a quote' gatekeeping.
- No cold-pitch outreach.
- No contingent-fee structures for tax refunds.
- No published HMRC enforcement issues (previous 3 years).
- Editorial alignment — own marketing doesn't contradict TaxKiln positions.

Acceptable sponsor categories (examples)

- Qualified accountancy firms (CIOT / ICAEW / ICAS / ACCA).
- HMRC-recognised MTD / crypto / payroll software.
- Regulated international tax advisers + STEP cross-border specialists.
- FCA-registered IFAs + wealth managers (UK-focused).
- Resolution + STEP family lawyers.
- Tax-specialist chambers (Bar Council registered).
- FCA-authorized currency transfer + expat insurance.
- Bookkeeping + payroll SaaS providers.
- STEP estate-planning members.
- Fixed-fee R&D; claim accountants with named-officer compliance.
- Charity Commission-registered legacy services.
- Outplacement + career-transition services.
- CARF-ready crypto tax software providers.

Twenty unacceptable categories

Each entry: pattern · why rejected · acceptable alternative.

1. Cold-pitch R&D; claim companies

Why rejected: Disrupted post-2023 HMRC compliance reforms (additional info form + named officer).

Alternative: Fixed-fee qualified accountancy firms with named-officer compliance.

2. QROPS 'tax elimination' marketing

Why rejected: 25% Overseas Transfer Charge + 5-year continuing UK liability (PTM112000) make most transfers value-destroying.

Alternative: Pension transfer advisory with full QROPS risk disclosure.

3. 'Expat tax specialist £2k+' cold-pitch firms

Why rejected: Most leaver positions unambiguous within SRT; procedural mechanics self-serve.

Alternative: CIOT International Tax Committee members on scope-appropriate fees.

4. 'Settlement agreement tax review £600+'

Why rejected: Tax characterisation handled by existing employment lawyer + accountant at standard rates.

Alternative: Qualified employment lawyers + accountants offering integrated advice.

5. 'Divorce tax specialist £1,500+ retainer'

Why rejected: Divorce tax structuring handled by family lawyer + accountant at standard rates.

Alternative: Resolution + STEP members offering integrated advice.

6. 'Tribunal specialist on no-win-no-fee'

Why rejected: Penalty appeals + most enquiry response self-serve via statutory review then FTT basic case.

Alternative: Tax counsel via tax chambers; CIOT members for enquiry response.

7. 'Crypto tax specialist £3–8k retainer'

Why rejected: Retail crypto holdings manageable via accountant + crypto tax software at much lower cost.

Alternative: Crypto-aware accountancy firms; CARF-compliant software.

8. 'Employer compliance specialist £2.5k+ retainer'

Why rejected: Small employers manageable via HMRC Basic PAYE Tools or payroll software at £10–30/mo.

Alternative: Payroll SaaS; CIPP members for scope-appropriate consultancy.

9. 'Multinational structure for SME £15–30k'

Why rejected: Structures for £10bn+ businesses don't scale down to £10m businesses.

Alternative: UK-side relief specialists (R&D; / Patent Box / BADR) for SMEs.

10. 'Marriage Allowance reclaim 30% contingent'

Why rejected: Marriage Allowance self-serve via gov.uk in 5 minutes.

Alternative: Educational financial planning content; no third-party services warranted.

11. 'P87 uniform tax rebate 30% contingent'

Why rejected: P87 claims free + simple via direct HMRC application.

Alternative: No third-party services warranted.

12. 'Streamlined Filing Compliance £5k+'

Why rejected: IRS Streamlined is self-serve with public templates.

Alternative: Dual-qualified CIOT + AICPA practitioners for complex US–UK cases.

13. 'Modelo 720 specialist for €2,000'

Why rejected: CJEU C-788/19 struck down disproportionate penalties; Modelo 720 self-serve.

Alternative: Qualified Spanish-UK cross-border practitioners for genuinely complex cases.

14. 'Tax-free' or 'tax elimination' headlines

Why rejected: Inherently misleading for UK source income; contradicts editorial integrity.

Alternative: Accurate 'tax-efficient' language with statute-grounded methodology.

15. Lead-gen services with hidden contingent fees

Why rejected: Opacity contradicts TaxKiln editorial transparency standards.

Alternative: Direct service providers with transparent pricing.

16. Active SRA / FCA / HMRC enforcement

Why rejected: Compromises sponsor reputation + reader trust.

Alternative: 12-month gap from enforcement resolution before reconsideration.

17. Big-4 on Multinational Tax cluster

Why rejected: Structural conflict: cluster critiques structures Big-4 historically advised.

Alternative: Big-4 can sponsor other clusters; Multinational Tax limited to transparency / ESG / tax-justice firms.

18. Cryptocurrency exchanges + platforms

Why rejected: Conflict: crypto cluster includes investment risk warnings.

Alternative: Crypto tax software (Koinly, CoinTracker, etc.) — editorially distinct.

19. 'Investment opportunity' EIS/SEIS/VCT/crowdfunding

Why rejected: Reader vulnerability + FCA financial promotion complications.

Alternative: FCA-authorized IFAs advising on scheme tax treatment.

20. Gambling + gambling-adjacent

Why rejected: Categorically inconsistent with editorial mission.

Alternative: None.

Paired commitments

Sponsor commitments

- Honest representation: accurate marketing, no fake reviews/testimonials.
- Regulatory compliance maintained for full term; enforcement notification within 5 working days.
- Transparent pricing kept live + accurate.
- Editorial separation: no requests for mentions, favouritism, or competitor harm.
- No reader-data extraction.
- Creative standards: TaxKiln tone + visual; no scarcity manipulation.
- Honest disclosure of TaxKiln relationship (not 'endorsed by').
- Renewal honesty at end of term.
- Reader complaints addressed within 5 working days.
- Business changes disclosed within 14 days.

TaxKiln commitments

- Same pricing for all sponsors in same category — no hidden negotiation.
- Editorial independence: no editorial mentions, badges, commissions, or ranking influence.
- Visual separation: every placement labelled 'Sponsored'.
- Vetting transparency: acceptable + unacceptable categories published; decisions written.
- Reader privacy: no sponsor receives reader data or behavioural profiles.
- Performance honesty: anonymised aggregate summaries; no inflated metrics.
- Conflict disclosure: editorial position changes trigger sponsor notification + exit option.
- Decline transparency: written explanation + alternatives; no silent ghosting.
- Pricing stability: full contract term; 60-day notice for changes; only after Day 180.
- Network reach extends to all eligible cross-network properties as they launch.

Review milestones

Day 30. Initial placement health check. Creative renders correctly; analytics confirmed; first reader feedback reviewed.

Day 90. Launch-pricing window closes. Pre-launch sponsors retain launch pricing for Year 1.

Day 180. Material pricing changes possible with 60-day notice. Mid-contract review trigger window opens.

Year 1 close. Renewal decision. Honest go/no-go on both sides — no string-along.

Application process

1. Initial enquiry. Public form opens your email client with structured enquiry pre-filled to sponsorship@taxkiln.co.uk. Acknowledgement within 2 working days.

2. Vetting (5–10 working days). Review of regulatory registration, pricing transparency, marketing materials, HMRC enforcement history, editorial alignment.

3. Outcome. Accepted: contract + spec in 5 working days. Declined: written explanation. Waitlisted: rotation timeline.

4. Onboarding (within 14 days). Contract (editorial separation clauses non-negotiable). Creative spec. Invoice. Go-live.

5. Ongoing. Quarterly aggregate summary. Day 30/90/180 milestones. Annual review.

Contact: sponsorship@taxkiln.co.uk · Editorial-led, not sales-led.

Privacy posture: sponsors never receive reader data. See taxkiln.co.uk/why/privacy.