

ONLINE MEDIA KIT

AUSTRALIAN Ageing AGENDA

WEBSITE AND BI-WEEKLY e-NEWSLETTER
www.australianageingagenda.com.au

Australian Ageing Agenda online is the leading news website in the industry in terms of relevance, preference, accuracy, balance and credibility
Source: McNair Ingenuity Research Survey, Nov 2008

Magazine,
website and email
newsletter



EDITORIAL CONTENT AND RESOURCES

www.australianageingagenda.com.au is not an on-line version of the publication. It's a comprehensive independent information hub for everything that's happening in and around the aged care, community care and retirement living industries in Australia. If you want to reach the decision makers in these sectors, this website will be your new best friend.

www.australianageingagenda.com.au provides daily updated news about what's happening throughout the sector, with major policy announcements, news of sales, acquisitions, mergers and openings, peak association news and clinical developments and issues. As expected, AAA online replicates the high ethical and independent standards of its by-monthly matriarch, **Australian Ageing Agenda magazine**.

The site offers advertisers unprecedented access to the desktops of key influencers and decision makers in Australian aged care, community care and retirement living.

Our vast collection of web links, helpfully classified into clear and useful sections, will ensure there are few dead ends for our readers, which means more business for you.

Utilising advanced content management systems AAA online can provide advertisers with complex traffic tracking statistics across every aspect of the site.

WHY AAA ONLINE?

Free bi-weekly newsletter - All registered users receive a free bi-weekly headline alert.

More than just news - Registered users have access to over 14,000 archived stories and features

Transparent - Supported by proprietary back-end analysis software which provides advertisers with real-time data on all traffic statistics.

Established & Respected - AAA magazine has serviced the aged care, community and retirement industry for over nineteen years. AAA online provides advertisers with a medium outside of traditional print campaigns.

Events Diary - Free diary of events, functions and conferences across the industry.

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

www.australianageingagenda.com.au offers your company a more frequent and direct route to potential customers. Choose to target readers via the e-newsletter and get your marketing message direct to their inbox. Focus your advertising spend on specific sections of our website, or maximise reach by appearing across all www.australianageingagenda.com.au content. See overleaf for details or contact **Carmella Rowsthorne** to discuss creative and commercial opportunities.

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ADVERTISING RATES & SPECIFICATIONS

BANNER TYPE	DIMENSIONS (Width x Height)	WEB ONLY	EMAIL ONLY	MAX FILE SIZE	WEB & EMAIL
Leaderboard	728 x 90 pixels (maximum 2 ads on rotation)	\$2000 per month	–	25kb	\$4250
Email header	468 x 60 pixels (maximum 2 ads on rotation)	–	\$3000 per month	20kb	
Skyscraper	160 x 600 pixels (maximum 2 ads on rotation)	\$2500 per month	\$3500 per month	25kb	\$5100
Medium Rectangle	300 x 250 pixels (maximum 2 ads on rotation)	\$2800 per month	–	30kb	
Medium button	160 x 160 pixels (maximum 4 ads on rotation)	\$1000 per month	\$1500 per month	15kb	\$2125
Small button	160 x 80 pixels (maximum 4 ads on rotation)	\$1500 per month	\$700 per month	15kb	\$2105
Category Banner	625 x 60 pixels banner advertisement features across all stories in one specified section Banner advertisement is exclusive i.e: not rotated with other advertisers.	\$1000 per month	–	20kb	
Conference Alert	An animated conference alert box in a prominent central position on the Home Page. The box is a high-profile, animated panel on the Home Page specifically designed to promote conferences. IT space will be sectioned (or cycled) to promote up to three conferences at a time, including space for logos, dates and details and a live link to the website for registration.		\$500 per month		

Specified Section Sponsorship

Banner advertisement features across all stories in one specified section e.g: "education".

Banner advertisement is exclusive i.e: not rotated with other advertisers. **Header \$1000 per month.**

IMPORTANT INFORMATION AND SPECIFICATIONS

- All advertisements have live links to the URL supplied by the client.
- 'Click-through' and other metrics reports are available to advertisers on request.
- All www.australianageingagenda.com.au advertising is booked for a minimum of 1 month
- Web files must be jpg, gif or swf. Email files must be jpg or gif.
- Maximum file sizes: Leaderboard, skyscraper 25KB. Header, square button 20KB, small button 15KB.
- www.australianageingagenda.com.au offers a convenient banner ad production service.
- Creative supplied by client can be changed weekly at 10% charge each banner, or fortnightly if creative is produced for the client by The Intermedia Group.
- Prices quoted are for "basic animated gif with up to 4 frame changes or jpeg ads".
- Please contact Australian Ageing Agenda for information and costings on flash-animated or more complex advertisements.
- All Flash ads must be supplied with a backup GIF file. Flash format advertisements cannot be accepted for email newsletters. Please supply an animated GIF in this instance. All Flash formats and GIF file animation must finish or loop in no more than 15 seconds.

FLASH (SWF) INSTRUCTIONS

1. Create new layer on top
2. Create white box covering entire banner - convert to button symbol
3. Set alpha to zero
4. Add following action to symbol:


```
on(release){
                getUrl(url,"_blank");
            }
```

Please note: Outlook 2007 does not support animated GIFs. Please supply static GIFs for HTML email campaigns

ADVERTISING PRODUCTION RATES



Leader & Banner Ad
 Static gif or jpeg ads: \$360
 basic animated gif ads \$450

Skyscraper Banner Ad
 Static gif or jpeg ads: \$360
 basic animated gif ads \$450

Medium Rectangle
 Static gif or jpeg ads: \$360
 basic animated gif ads \$450

Small Button
 Static gif or jpeg ads: \$90
 basic animated gif ads \$180

Medium Button
 Static gif or jpeg ads: \$360
 basic animated gif ads \$450