

## The Market Leader

**TANDLNEWS.COM.AU** reports the latest transport and logistics news and information on companies, government and industry as it happens. TandLnews.com.au website features news, industry resources, job board, events information and more. TandLnews.com.au is the dominant news website for logistics, supply chain and transport in Australia with more than 50% market share of traffic according to Hitwise.

Google Analytics – TandLnews.com.au website performance for FY08/09



**TANDLNEWS NEWSLETTER.** In conjunction with the website TandLnews publishes a twice weekly newsletter which is free to subscribe to. The newsletter is delivered to **more than 11,000 subscribers** every Tuesday and Thursday evening.

**Key subscriber job titles:** Supply Chain Manager, Procurement Manager, Logistics Director, Managing Director, CEO, Director, Operations Director, Transport Manager, Distribution Manager, Demand Planner.

**Regional breakdown of subscribers** – ACT = 1.5%, NSW = 44.4%, NT = 0.6%, QLD = 16.4%, SA = 3.5%, TAS = 0.8%, VIC = 25.6%, WA – 4%, New Zealand = 1.4%, Other International = 1.8%  
(Figures and demographics current as at end July 2009).

### OUR COMPANY – THE INTERMEDIA GROUP

The Intermedia Group. Established in 1968, publishes business-to-business media with 25 magazine titles, 15 online publications and products, as well as multiple trade exhibitions and industry awards in alignment with the vertical markets that we serve.

### OUR RELATED PUBLICATIONS AND NETWORK

Intermedia covers the supply chain, transport and logistics space end-to-end with Australasian Freight Logistics magazine, Diesel magazine and MHD Supply Chain Solutions magazine and The Smart Supply Chain Technology Show as the partners to TandLnews.com.au. These media enjoy the support and recognition of all Australian supply chain, transport and logistics associations.

## ADVERTISING OPPORTUNITIES AND RATES

AD TYPE / POSITION	DIMENSIONS (width x height) + FILE SIZE	SHARE OF VOICE	PRICE per month WEB	PRICE per month ENEWS	PRICE per month BOTH
<b>Leaderboard</b>	728 x 90 pixels 25kb	Min. 33%	\$2000 + GST		
<b>Banner</b>	468 x 60 pixels 20kb	Min. 33%		\$3000 + GST	
<b>Wide Skyscraper</b>	160 x 600 pixels 25kb	Min. 33%	\$2500 + GST	\$3500 + GST	\$5100 + GST
<b>Medium Rectangle</b>	300 x 250 pixels 30kb	Min. 33%	\$2800 + GST	\$3800 + GST	\$5610 + GST
<b>Medium Button</b>	160 x 160 pixels 15kb	Min. 33%	\$1000 + GST	\$1500 + GST	\$2125 + GST
<b>Text Button</b>	160 x 80 pixels 15kb	100%	\$1000 + GST		
<b>Section Sponsorship Banner</b>	600 x 60 pixels 20kb	100% - banner features on all stories in one section only.	\$1000 + GST		

Ad positions – new screen shot – must include medium button and section sponsorship.

Labels should correspond with ad type/position above. Use the same names please.

## PRODUCT LISTING PROMOTIONS ON TANDLNEWS

### “HOT PRODUCTS” – MEDIA RELEASES/PROMOTIONS OF SPECIFIC PRODUCTS/PRODUCT RANGES OR SOLUTIONS

- A summary of your chosen product including a small image or logo, will be shown on a minimum of 2 TandLnews newsletters - guaranteed minimum duration of one week.
- If fewer than 4 additional advertisers have booked a hot product in the subsequent week to your hot product going live, your hot product stays on the newsletter and the website for an additional week. (There is no charge for this additional exposure should this be the case.)
- The summary links to a unique page showing the full product information and one large image or logo. There is a counter on the bottom of the page which tracks the number of views your unique page has received.
- After the newsletter and run of site placement has finished, your hot product will remain in the “hot products” category section of the website for a minimum of 6 months, or until you tell us to remove it.
- No ad production required. Just send us images and the text of the listing and we do the rest.
- **Cost \$600 + GST per placement**

### “PROPERTIES FOR SALE AND LEASE” - ADVERTISE INDUSTRIAL PROPERTY FOR SALE OR LEASE, OR 3PL FACILITIES AVAILABLE.

- Property listing summary and small photo will be shown on a minimum of 2 TandLnews newsletters - guaranteed minimum duration of one week.
- Newsletter summary listings are limited to 3 per newsletter. Should fewer than 3 other advertisers book a property listing in the subsequent week, your property listings will stay on the newsletter (there is no additional charge should this be the case)
- Property listing summary in the “properties for sale and lease” section on TandLnews.com.au website – for at least 6 months *or* until you tell us to take the listing down.
- Both the newsletter and properties for sale and lease section summaries link to a unique page showing the full property listing, larger pictures and contact details for the developer and/or agents. This page also has a counter at the bottom showing how many visits it has received.
- The properties for sale and lease section is indicated with a text button on every page of the TandLnews website.
- No ad production required.
- **Cost \$600 + GST per placement**

### YOUR TANDLNEWS ADVERTISING CONTACTS:

Trevor Herkess. 02 8586 6122 [trevor@intermedia.com.au](mailto:trevor@intermedia.com.au). Eleanor Page. 02 8586 6109 [eleanor@intermedia.com.au](mailto:eleanor@intermedia.com.au)

## EDITORIAL CONTACT AND NOTES

TandLnews.com.au is a news website and welcomes news contributions such as company news on acquisitions and financial performance, new industry research and statistics, government policy announcements effecting supply chain and logistics, regional and infrastructure development and industry events.

Product/press releases are best channeled into the "hot products" advertising opportunity.

For client case studies and more general PR please contact the Editor about contributing editorial to MHD Supply Chain Solutions magazine which is a more appropriate platform.

Charles Pauka, Editor – TandLnews.com.au, MHD Supply Chain Solutions magazine, Australasian Freight Logistics magazine. Phone: 02 8586 6114. [charles@intermedia.com.au](mailto:charles@intermedia.com.au)

## AD 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 TandLnews.com.au advertising is booked for a minimum of 1 month, except Hot Products.
- TandLnews.com.au offers a convenient banner ad production service (see below)
- Creative supplied by client can be changed weekly at 10% charge each banner, or fortnightly if creative is produced for the client by TandLnews.com.au.
- Prices quoted are for "basic animated gif or jpeg ads" with up to 3 frame changes.
- Please contact TandLNews for information and costs for 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.
- All flash formats and GIF file animation must finish or loop in no more than 15 seconds
- For Intermedia to track clicks in your Flash creative, a specific ActionScript needs to be implemented into your file.

## FLASH ACTION SCRIPT 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");  
}
```

## AD DELIVERY, DEADLINES AND QUERIES

Send all ads by email to Kate Morgan [kmorgan@intermedia.com.au](mailto:kmorgan@intermedia.com.au) AT LEAST FIVE WORKING DAYS PRIOR TO START OF THE MONTH IN WHICH THE AD IS TO RUN. Destination/landing page url must be stated on email.

For questions about ad production contact Karl Hayes on 02 8586 6182 or Kate Morgan on 02 8586 6178.

## AD PRODUCTION RATES

AD TYPE / POSITION	PRODUCTION COST FOR STATIC JPG OR GIF	PRODUCTION COST FOR BASIC ANIMATED GIF	PRODUCTION COST FOR FLASH OR COMPLEX GIF
<b>Leaderboard</b>	\$360 + GST	\$450 + GST	Contact Karl Hayes
<b>Banner</b>	\$360 + GST	\$450 + GST	Contact Karl Hayes
<b>Wide Skyscraper</b>	\$360 + GST	\$450 + GST	Contact Karl Hayes
<b>Medium Rectangle</b>	\$360 + GST	\$450 + GST	Contact Karl Hayes
<b>Medium Button</b>	\$360 + GST	\$450 + GST	Contact Karl Hayes
<b>Text Button</b>	\$0 – production included in media cost	\$0 – production included in media cost	Contact Karl Hayes
<b>Section Sponsorship Banner</b>	\$360 + GST	\$450 + GST	Contact Karl Hayes