

Rate Card

Site Display Advertising								
	Top Leaderboard (728x90)	Top Banner (468x60)	Medium Rectangle (300x250) Top position	Half Page (300x600) Top Position	Medium Rectangle (300x250) Second Position	Bottom Leaderboard (728x90)	Medium Rectangle (300x250) Video Ad Top Position	Half Page (300x600) Video Ad Top Position
Site Section	CPM\$	CPM\$	CPM\$	CPM\$	CPM\$	CPM\$	CPM\$	CPM\$
Homepage What's On Food & Drink Suburbs See & Do Shopping Lifestyle Transport Maps Weather News Photos Accommodation Jobs Real Estate RSVP*	\$30	\$20	\$40	\$60	\$10	\$4 ^	\$70	\$90
Run of Site	10% CPM discount	10% CPM discount	10% CPM discount	10% CPM discount	10% CPM discount	n/a	10% CPM discount	10% CPM discount
Expandable	n/a	n/a	40% loading 300x250 initial 600x350 expanded	40% loading 300x600 initial 600x600 expanded	n/a	n/a	40% loading 300x250 initial 600x350 expanded	40% loading 300x600 initial 600x600 expanded

NB: All prices exclude GST

CPM = cost per one thousand impressions

*RSVP only offers Leaderboard advertising

^Flat rate - no rate discounts allowed

Rate Card

E-newsletter Advertising				
E-Newsletter	Static Leaderboard 728x90	Image 66x66 + 2-4 wrd heading + 15 wrds copy	Graphic 770x230	Image 330x230 +50 words
Shopping & Dining	\$900	\$900	n/a	n/a
This Weekend	\$900	\$900	n/a	n/a
Major Events	\$900	\$900	n/a	n/a
Special Offers	n/a	n/a	\$1,500	\$1,500
Sponsored Link Advertising				
Site Section	CPM\$	Specs		
What's On: Events What's On: Festivals What's On: Gig Guide What's On: Performing Arts What's On: Visual Arts What's On: Freebies What's On: Movies What's On: Sports Guide What's On: Markets Food & Drink Suburbs See & Do Accommodation Real Estate Lifestyle Shopping Weather Transport Maps News Jobs School Hoildays Feature	\$10	66x66 image + 2-4 word heading + up to 15 words copy + link		

Rate Card

Sponsorships

Sponsorships can range from \$5K-\$30K per month over a 6-12 month agreement. Please enquire with the ourbrisbane.com sales team to organise a discussion on sponsorship options.

Rate Discounts

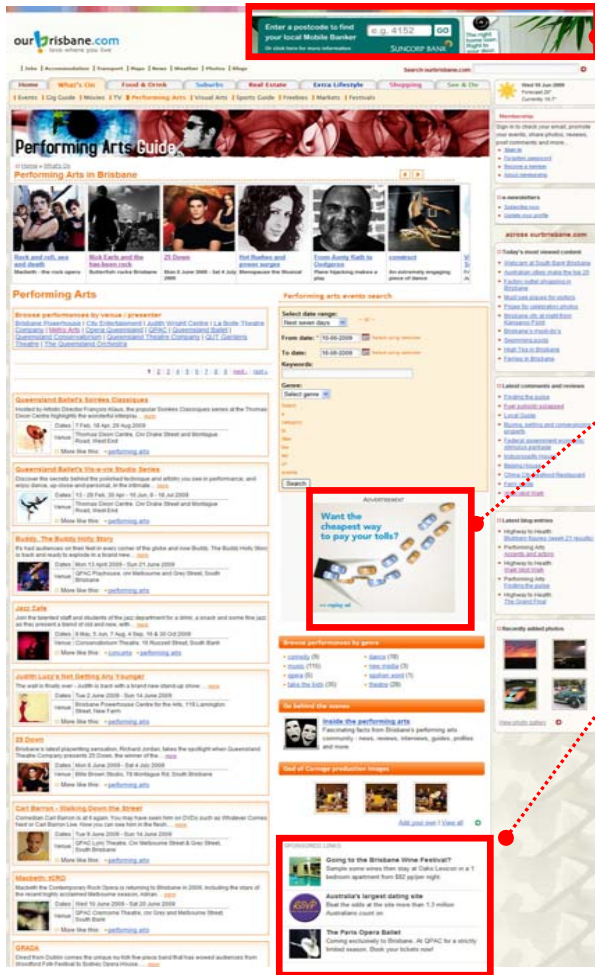
Expenditure ex GST	Discount	** For advertisers to receive the discounted CPM rate, they must commit to a level of expenditure over a financial year. Registered charities are entitled to the 40% discount CPM level.
Up to \$19999	0%	
\$20,000 - \$49,999	10%	
\$50,000 - \$69,999	20%	
\$70,000 - \$99,999	30%	
\$100,000 +	40%	

Other Information

- * Run of Site (ROS) will attract a further 10% off the CPM rate.
- * Expandables will incur a 40% loading.
- * Targeting is subject to loading.
- * Minimum campaign spend is \$1,000.
- * NB: All prices exclude GST.
- * CPM = cost per one thousand impressions

Advertising Opportunities

Site Display Advertising



Top Leaderboard/Banner:

Specs:

Leaderboard: 728(w) x 90(h) pixels

Banner: 468(w) x 60(h) pixels

Top position: (MREC or Half Page):

Specs:

MREC: 300(w) x 250(h) pixels

Half Page: 300(w) x 600(h) pixels

**Rich media & video opportunities available.*

Sponsored link (3 ads per block):

Specs:

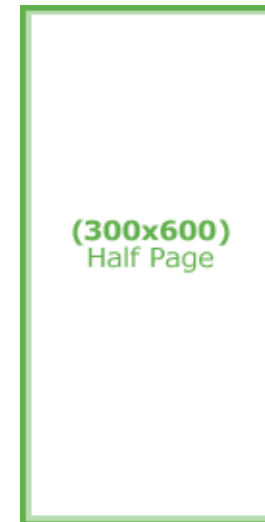
66(w) x 66(h) pixels image + up to 15 words copy + 2-4 word heading

Bottom ad positions (MREC or Leaderboard – not shown in diagram):

Specs:

MREC: 300(w) x 250(h) pixels

Leaderboard: 728(w) x 90(h) pixels



Advertising Opportunities

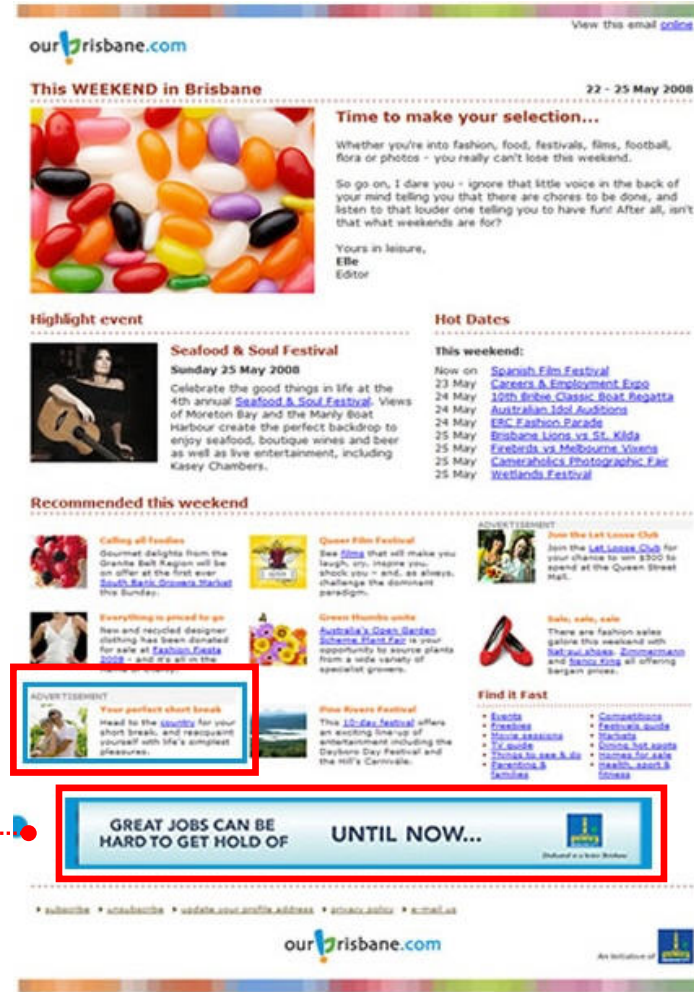
E-newsletter Advertising

- **This Weekend** (every Thursday) over 14,300 subscribers*
- **Major Events** (every month) over 19,800 subscribers*
- **Shopping & Dining** (every month) over 12,300 subscribers*

* Figures as at 31st December 2009

Image & text
66 x 66 image + up to 15 words
copy+ 2-4 word heading + URL link

Static leaderboard
728 x 90 image + URL link



Advertising Opportunities

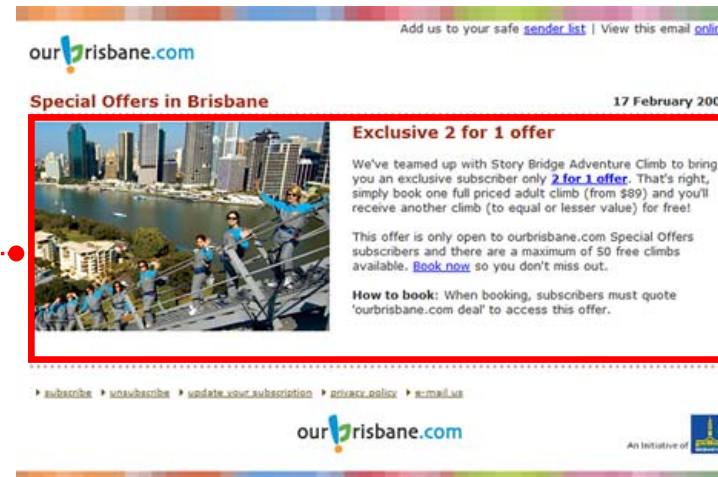
E-newsletter Advertising

- **Special Offers** (up to twice monthly) over 9,800 subscribers*

Option 1: Static image ad
770x230 image + URL link



Option 2: Image & text ad
330x230 image + up to 50 words copy + URL link



* Subscriber numbers as at 31st December 2009

Please note that the Special Offer advertised in this e-newsletter is subject to ourbrisbane.com's Special Offers' rules and guidelines. For more information please contact your ourbrisbane.com representative.


Advertising Opportunities

Sponsored Links


Sponsored links offer a great value way to get your message across and are a strong, simple and direct call to action.

Image & Text:
66x66 image
2-4 word heading
15 words copy +
URL link


SPONSORED LINKS



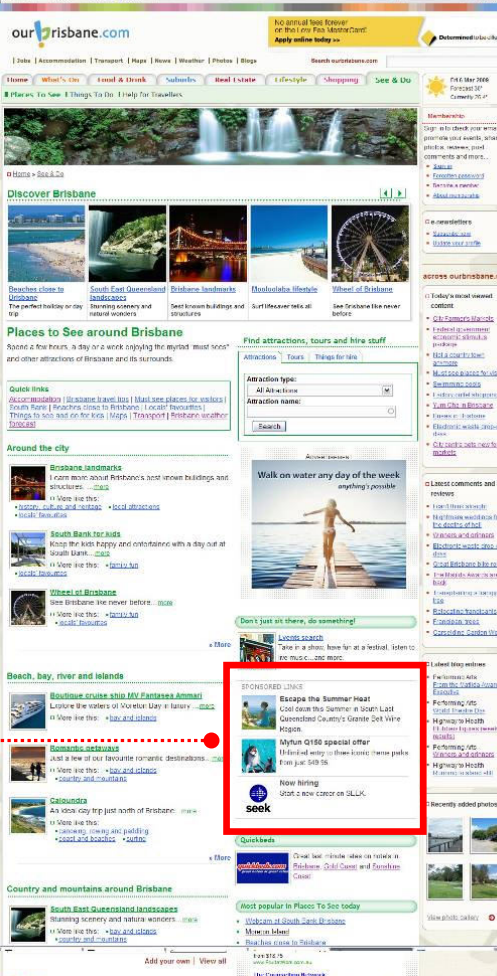
Escape the Summer Heat
Cool down this Summer in South East Queensland Country's Granite Belt Wine Region.



Unlimited Australia Zoo Entry
Crikey! Experience unlimited entry in Australia Zoo by becoming an annual member from just \$75.



Now hiring
Start a new career on SEEK.



The screenshot shows the ourbrisbane.com website interface. It features a navigation bar with links like Home, What's On, Local & Drink, Suburbs, Real Estate, Lifestyle, Shopping, and See & Do. The main content area includes sections for 'Discover Brisbane', 'Places to See around Brisbane', 'Around the city', 'Beach, bay, river and islands', and 'Country and mountains around Brisbane'. A 'SPONSORED LINKS' section is visible, containing three items: 'Escape the Summer Heat', 'Unlimited Australia Zoo Entry', and 'Now hiring'. The 'Unlimited Australia Zoo Entry' link is highlighted with a red box, and a red dotted line connects it to the detailed view in the adjacent block. The website also includes a search bar, a 'Hot dates' section, and a footer with the ourbrisbane.com logo and tagline 'love where you live'.

Contact Us



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