



**REACH THE AUDIENCE THAT MATTERS
WITH BRISBANE'S LEADING LIFESTYLE & LEISURE WEBSITE**

Advertising & Partnership Opportunities

About Us

ourbrisbane.com is:

- Brisbane's **leading** leisure & lifestyle website
- **Focused** on content about the Brisbane & greater Brisbane area
- **Demand driven** - timely & relevant content for both residents and visitors
- **Reliable and trusted** place for people to find & share information and experiences
- **Partner focussed** with established relationships
- **Award winning site** – No. 1 in 3 Hitwise categories for five years in a row (2004 – 2008)

About Us – Key Content Areas

What's On	Events, gig guide, movies, TV, performing arts, visual arts, sports guide, freebies, markets and festivals
Food & Drink	Dining hotspots, precincts and events
Suburbs	Brisbane suburbs A-Z
Real Estate	Homes for sale, homes for rent, share accommodation, sold properties and moving guide
Lifestyle	Homes and renovating, gardening, health, sport & fitness, parenting and families
Shopping	Centres, precincts, events, sales, fashion and design
See & Do	Places to see, things to do and help for travellers

Other areas include: jobs, transport, accommodation, maps, news, weather and photos

About Us – Key Statistics

Aug 2010

- 761,743 unique visitors*
- 3,989,588 page impressions*
- Avg time spent per visit 8.36 minutes
- Over **9.7 million user visits** throughout FY 09-10*
- **Over 68%** brand awareness#
- **Over 40%** of Brisbane's online population visit the site monthly
- **Over 37,000** unique e-newsletter subscribers
- 60% female, 40% male audience
- 60% of users are based in the **South East Queensland** region*

87% of users trust the information and content on ourbrisbane.com^

On average, more than half ourbrisbane.com users visit the site more than once per week^

*Omniture Site Catalyst – September 2010
^TNS ourbrisbane.com user survey results – May 2010
#Omnibus Survey - April 2010

About Us – User Profiles - Psychographics

- **66%** of ourbrisbane.com users[^] are aged between **18-39 years old**
- **60%** of ourbrisbane.com users[^] have a **household income of \$70K+**
- **54%** of ourbrisbane.com users[^] **work full-time**
- **34%** of ourbrisbane.com users are **couples with kids** at home; **27%** are **couples with no kids**; and **27%** are **single**[^]

ourbrisbane.com users are over represented in the following Mosaic*[^] user profile groups:



G: Learners & Earners

- Diverse mix of young professionals and students
- Aged 20-34
- Young professionals are financially astute
- Technology is important
- Have a full social life and enjoy clubs, concerts, restaurants and cultural events



B: Academic Achievers

- Middle-aged, professional families with preschool and/or university aged children
- Substantial household incomes
- Ample disposable income mostly spent on restaurants, shopping and holidays
- Image is important
- Value prestige brands and products



C: Young Ambition

- Singles, couples and house sharers
- Aged 20-34
- High income earners
- Disposable income likely to be spent on technology, restaurants, alcohol & holidays
- Fitness is important
- Enjoy a full social life



A: Privileged Prosperity

- Well educated professionals raising mature families, often with dual incomes
- Wealthiest of all groups
- Ample disposable income mostly spent on holidays, restaurants, wine, clothes and cars
- Use the internet to do internet banking and research for holidays

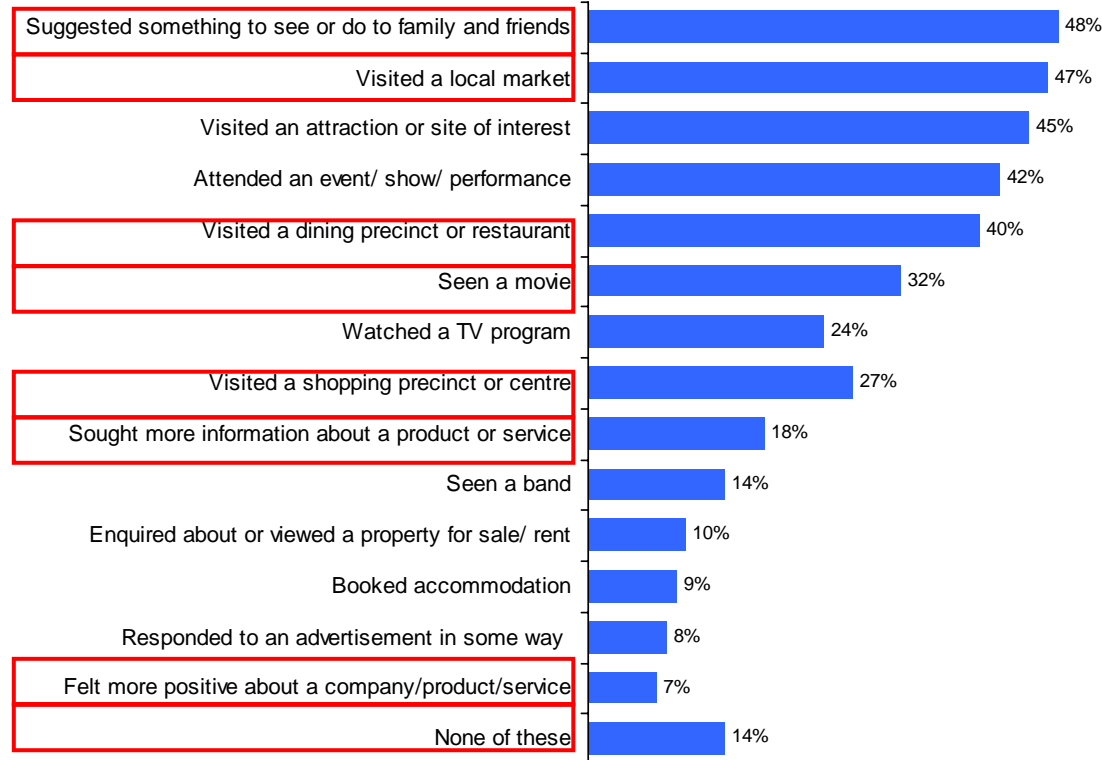
* Mosaic Australia is a profiling tool used to classify Australian neighbourhoods into broad consumer groups.

[^] TNS ourbrisbane.com user survey results – May 2010

Key Research Information – Brand Strengths

Reliable, enjoyable, credible and trustworthy are key strengths for ourbrisbane.com*

Behaviours in the past 6 months as a result of ourbrisbane.com content

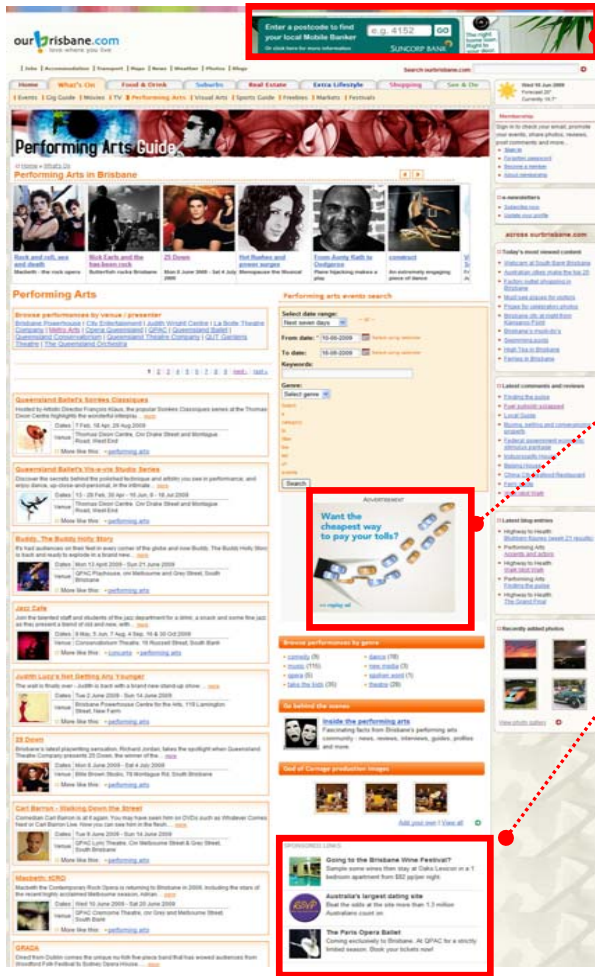


39% ourbrisbane.com users admit to have been affected by an ad on ourbrisbane.com*

* TNS user survey May 2010

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:

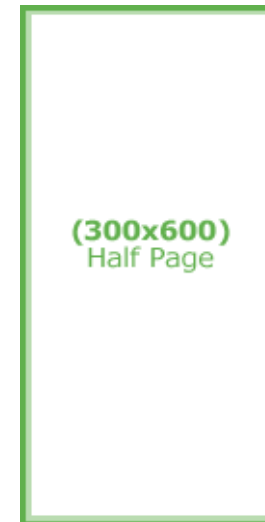
66(w) x 66(h) pixels image + up to 15 words copy + 2-4 word heading

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 14,500 subscribers*
- **Major Events** (every month) over 20,000 subscribers*
- **Shopping & Dining** (every month) over 12,500 subscribers*

* Figures as at 30th April 2010

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

ourbrisbane.com Add us to your safe [sender list](#) | View this email [online](#)

This WEEKEND in Brisbane 13 - 16 May 2010

Escape the 9-5 this weekend
You're spoilt for choice this weekend with so many great [festivals](#) and [events](#) happening around town.
Whether you want to fly a [kite](#) high in the sky, pretend you're in Rio at the [Carnivale](#), find a [greener future](#) for your home and family or relive the past with a massive [party](#), you'll find something fabulous to do this weekend. What are you waiting for?!

Karen
Editor

Highlight event

Redcliffe Kitefest 2010
15 & 16 May 2010
Head to Redcliffe to see kites of all shapes and sizes on show and in the sky at [2010 Kitefest](#). There will also be wine tasting, craft, food and market stalls, plus rides and more. While you're by the water, why not enjoy some [fish and chips](#)?

Hot dates

May

- 15 May [Free movie in the park at Rosalie](#)
- 15 May [Autumn Rose Show](#)
- 15 May [Racefest at Doomben Racecourse](#)
- 15 May [FCCQ Cat Show](#)
- 16 May [Second Gateway Community Day](#)
- 16 May [Brass by the Sea](#)
- 16 May [RSPCA Million Paws Walk](#)
- 22 May [Paniryi Greek Festival](#)

Recommended this weekend

Biggest Masquerade party
Listen to live bands and dance up a storm as you experience the Brazilian way of life at [West End Carnivale](#).

Free community fair
There'll be gourmet food stalls, entertainment, free plants and more at [Green Heart Fair](#). Find out how to make ['green' living](#) easy.

10th birthday celebrations
Take part in a day of [free fun](#) at Brisbane Powerhouse. There'll be circus acts, comedy, Bananas in Pyjamas, Regurgitator and more.

Gluten Free Food Show
Don't miss the popular [Gluten Free Food Show](#). We can help you solve the problem of where to eat out if you have [dietary requirements](#) too.

Qld's No. 1 distance university
Jackie is another one of our USQ heroes studying her own way. [Meet](#) more of our amazing students.

A big sporting weekend
Be sure to book in advance for this weekend's [roller derby](#) bout. Good luck to the [Broncos](#), [Lions](#) and [Reds](#) who are all playing at home.

Cheap and easy
Looking for an escape that won't break the bank? [Accommodation specials](#) and day trip bargains available now to the end of August.

What's all the fuss about?
[Ron Mueck's](#) sculptures are astonishing. Everything about them is life-like, except for their size. Take a look at our [photo gallery](#) of the artwork.

Who's your favourite MasterChef judge?

- [Dancing in Brisbane](#)
- [Enter our cool Disney competition](#)
- [Freebies](#)
- [Must see places for visitors](#)
- [Brisbane house prices \(Dec 09\)](#)

ADVERTISEMENT

ADVERTISEMENT

ADVERTISEMENT

IDENTITY
AN INTERNATIONAL AFFAIR

RESERVE YOUR SEAT
FOR BRISBANE'S PREMIER FASHION EXPERIENCE
MAY 14, 2010

THE TREASURY
FASHION & BEAUTY

Advertising Opportunities

E-newsletter Advertising

- **Special Offers** (up to twice monthly) over 12,200 subscribers*

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

ourbrisbane.com Add us to your safe [sender list](#) | View this email [online](#)

Special Offers in Brisbane 11 May 2010

BOOK NOW AND SAVE 15%

Starring Colette Mann and Jodie Gillies,
DUMPED! The Musical We've All Been Through is an uplifting, hilarious and heart-warming story of friendship and learning to love again, and celebrates the most gut-wrenching of all fates - being **DUMPED!**

**NOW PLAYING AT THE TWELFTH NIGHT THEATRE
STRICTLY LIMITED SEASON**

subscribe unsubscribe update your subscription privacy policy e-mail us

ourbrisbane.com An Initiative of

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

ourbrisbane.com Add us to your safe [sender list](#) | View this email [online](#)

Special Offers in Brisbane 6 April 2010

WIN THE ULTIMATE NOOSA GETAWAY!
Prize valued at over \$10,000

ENTER COMPETITION

Win the ultimate Noosa getaway

Noosa in May is simply spectacular and what better way to experience it than with a host of sensational events and great holiday deals.

To celebrate *Noosa Mayfiesta*, Tourism Noosa is offering you the chance to win the [ultimate Noosa getaway](#) valued at over \$10,000!

[Enter now.](#)

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* Subscriber numbers as at 30th April 2010

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

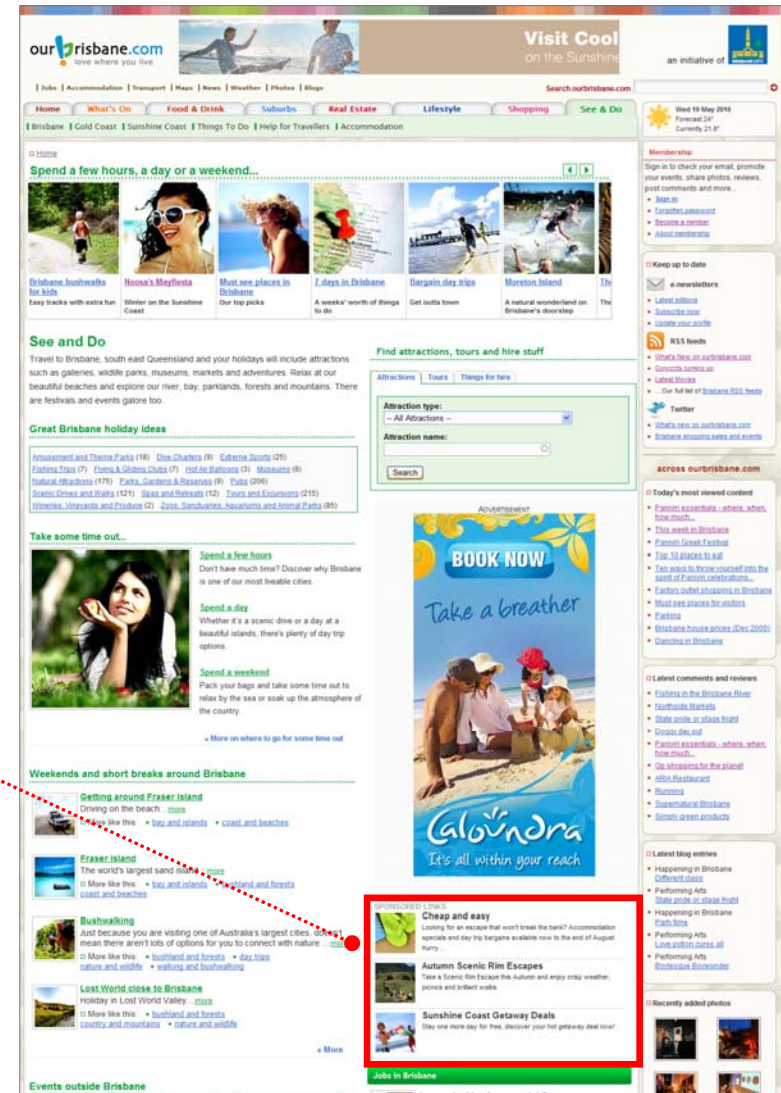
Sponsored Links

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

- **Cheap and easy**
Looking for an escape that won't break the bank? Accommodation specials and day trip bargains available now to the end of August. Hurry...
- **Autumn Scenic Rim Escapes**
Take a Scenic Rim Escape this Autumn and enjoy crisp weather, picnics and brilliant walks.
- **Sunshine Coast Getaway Deals**
Stay one more day for free, discover your hot getaway deal now!



The screenshot shows the website interface with a sidebar on the left containing a 'SPONSORED LINKS' section. This section lists three items: 'Cheap and easy', 'Autumn Scenic Rim Escapes', and 'Sunshine Coast Getaway Deals'. The 'Autumn Scenic Rim Escapes' link is highlighted with a red border. A red dotted line connects this link to a larger version of the same link in the main content area, which is also highlighted with a red border. The main content area includes sections for 'See and Do', 'Great Brisbane holiday ideas', and 'Take some time out...'. The website header includes navigation links like 'Home', 'What's On', 'Food & Drink', and a search bar.

Targeted Advertising Opportunities

ourbrisbane.com serve the site's display advertisements through Doubleclick. Following are some functions of Doubleclick which may be beneficial to various campaigns through greater targeting and less 'spillage'.

- **Geo-targeting:** ads can be served to selected areas based on IP addresses (ourbrisbane.com can target major regions in Australia such as the Gold Coast or South East Queensland).
- **Specific days and times:** Ads can be served to run only on specific days of the week and specific hours of the day.
- **Frequency capping:** Ads can have a frequency cap added to them to make sure that every unique visitor to the site will only see the ad at the capped amount. For example, an ad capped at 3 will mean a single user will only see the ad 3 times, regardless of how many times they come to the site.

** NB. Loadings may apply to some campaigns.

Client Portfolio – Recent Examples

We are planning for Brisbane's future



Have your say

Click here



Dedicated to a better Brisbane



25% OFF
NOOSA MAYFESTA
ACCOMMODATION, DINING, ACTIVITIES

WWW.MAYFESTA.COM.AU

go **via**
going your way

SIGN UP NOW

Brought to you by  QUEENSLAND MOTORWAYS

Queensland Theatre Company presents

Fat Pig

by Neil LaBute

Bille Brown Studio
31 May - 26 June


Tickets \$36-\$56
UNDER 30 ONLY \$30

Contains frequent coarse language

BOOK NOW



GO BETWEEN THE BRIDGE
IT'S ALL PART OF COUNCIL'S PLAN



Project Management
is an essential
management skill.

 Southbank Institute of Technology

Sea World Resort 

50% OFF



quickbeds.com
great hotels at great rates.

Book Now

UQ MBA teachers



 MBA PROGRAM

Escape to the Scenic Rim this Autumn



 QUEENSLAND

Save up to **\$325** on your power bills



Get ClimateSmart

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

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