

BEYOND THE PRINTED PAGE

ONLINE

AFRBOSS.COM.AU

Dedicated to management and leadership issues, afrboss.com.au is the online portal for AFR BOSS magazine's community of senior and aspiring executives.

afrboss.com.au offers readers transcripts and videos from BOSS events along with snap polls and notifications of BOSS events. In addition, the website is a key forum for research carried out by BOSS for publication purposes. We tap into our community to research shopping trends, attitudes to salaries and MBA experiences.

For more information, please visit www.adcentre.com.au/afrbosscomau.aspx



ONLINE RATES: afrboss.com.au

TYPE	CPM (\$)	DIMENSIONS (Pixels Width x Height)
Leaderboard or Banner	\$170 \$187 (incl GST)	728x90 or 468x60
Medium Rectangle	\$185 \$203.50 (incl GST)	300x250

Rates are subject to change

Rates Effective as of 01/01/10 – 31/12/10

Rates based on standard advertisement types booked as run of Site.

Bookings & Cancellations must be made verbally and confirmed in writing.

Cancellations must be made prior to cancellation deadline and confirmed in writing to avoid a 100% cancellation fee.

For details on how to send material please refer to

www.adcentre.com.au/afrbosscomau.aspx

Min Campaign Spend \$2,000 (\$2,200 incl GST)

AFR BOSS EVENTS

HEAR IT FROM THE BOSS

Hear it from the BOSS brings together influential business leaders and thinkers on a panel to discuss a key theme that is impacting the world of business, management and leadership. Hosted by broadcaster and commentators Adam Spencer in Sydney and Geraldine Doogue in Melbourne, Hear it from the BOSS is an entertaining and often contentious debate around innovative ideas and concepts for the world of business.

Principal Exclusive Sponsorship is \$67,000 + gst per event

BOSS CLUBS

BOSS Clubs are bi-monthly seminars bringing the latest ideas from the fast-changing world of business, management and leadership. Respected business people present cutting edge ideas in strategy, marketing and advertising, and education and training. AFR BOSS selects speakers who have done the hard yards in business and management and invite them to draw on their experiences for The Club.

Each BOSS Club features a 30-45 minute presentation to an audience of up to 150 people.

Each presentation is followed by audience questions before moving on to networking drinks.

Principal Exclusive Sponsorship is \$20,500 + gst per event

BOSS TRUE LEADERS

AFR BOSS True Leaders is an annual event to celebrate and recognise inspirational business leadership. Celebrating 20-25 leaders who have demonstrated an influential and inspiring role in business, not-for-profit and public sectors in the past year at an exclusive, invitation only cocktail awards function.

In attendance will be a group of influential business leaders and thinkers to network and exchange ideas and achievements. The BOSS True Leaders 2010 event also showcases the six finalists from the AFR BOSS Young Executive of the Year.

Principal Exclusive Sponsorship is \$45,000 + gst per event

