



BRW.COM.AU

BRW.com.au is the online channel for the distribution of BRW's content. Innovation, entrepreneurship and success are the key elements driving BRW.com.au as it engages readers with insightful, specialised business information. This is the ideal online environment to target business professionals, SME's and high net worth individuals in a clutter free environment.

ONLINE RATES - BRW.COM.AU

TYPE	CPM (\$)	Size
Leaderboard or Banner	\$150 (\$165 incl GST)	728 x 90 or 468 x 60
Medium Rectangle	\$165 (\$181.50 incl GST)	300 x 250
TYPE	SOV (\$)/WEEK	Size
Sponsored Links(50% share of page impressions)	\$340/week (\$374/week incl GST)	22 x 22 + 33 Char
Permanent Links	\$500/week (\$550/week incl GST)	22 x 22 + 33 Char

Rates Effective until 31st December 2010

Please note: Rates are subject to change without notice

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

Loadings:

Rich Media: 25%

Geotargeting: 25%

Sectional Targeting including Home Page: 25%

Min. Campaign Spend \$2,000.

Sponsored links sold as a % share of page impressions on which links appear. AFR.com, AFR Research & Tools and BRW.com.au each have 4 sponsored links per PI.

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

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

For details on how to send material please refer to the website www.adcentre.com.au

BRW TODAY – ENEWSLETTER RATE CARD 2009

Newsletter	Newsletter Frequency	Drop Days	Email Subscriptions	Sponsorship Period	Rate
BRW.com.au	Daily	Mon-Fri	11,971	Weekly: 5 per week	\$2,800 (\$3,080 incl GST)

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*Sponsorship consists of 1 x medium rectangle (300 x 250 pixels)

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