









Online Rate Card

Financial Review Group Online Rate Card July - September 2010

 FINANCIAL REVIEW	afr.com			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard - Homepage (bottom of homepage)	\$80	\$88	728x90
	Leaderboard - Article, Index Pages	\$150	\$165	728x90
	Medium rectangle	\$165	\$181.50	300x250
	Half Page (Tower) - Article	\$200	\$220	300x600
	TYPE	SOV (\$)/week	SOV /week inc GST	SIZE (Pixels Width x Height)
	Markets Mini-Banner 100%* Share of page impressions	\$5000/week	\$5500/week	620x45
	Sponsored links 20%* Share of page impressions	\$750/week	\$825/week	60x50 + 3 lines of 33 Char each
	Sponsored links 40%* Share of page impressions	\$1250/week	\$1375/week	60x50 + 3 lines of 33 Char each
Sponsored links 100%* Share of page impressions	\$2600/week	\$2860/week	60x50 + 3 lines of 33 Char each	
Expandable Medium Rectangles & V-BOX Creative incur a 25% loading				
	brw.com.au			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard	\$150	\$165	728x90
	Medium rectangle	\$165	\$181.5	300x250
	Half Page (Tower) - Article	\$200	\$220	300x600
	TYPE	SOV (\$)/week	SOV /week inc GST	SIZE (Pixels Width x Height)
	Sponsored links 50%* Share of page impressions	\$340/week	\$374/week	60x50 + 3 lines of 33 Char each
	Permanent link	\$500/week	\$550/week	60x50 + 3 lines of 33 Char each
	afrmagazine.com.au			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard	\$170	\$187	728x90
Medium rectangle	\$185	\$203.5	300x250	
	afrboss.com.au			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard	\$170	\$187	728x90
Medium rectangle	\$185	\$203.5	300x250	
	afrsmartinvestor.com.au			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard	\$170	\$187	728x90
Medium rectangle	\$185	\$203.5	300x250	
	misaustralia.com			
	TYPE	Monthly Sponsorship	Monthly Sponsorship	SIZE (Pixels Width x Height)
	Bottom of page sponsored links	\$500	\$550	60x50 + 3 lines of 33 Char each
	White paper uploads	\$800	\$880	Speak to your MIS representative
	Sponsorship packages available	Varied fees	Varied fees	Speak to your MIS representative
	cfoweb.com.au			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard	\$190	\$209	728x90
Medium rectangle	\$205	\$225.5	300x250	
	assetmag.com.au			
	TYPE	CPM (\$)	CPM (\$) inc GST	SIZE (Pixels Width x Height)
	Leaderboard	\$190	\$209	728x90
Medium rectangle	\$205	\$225.5	300x250	

Rates Effective as of 1st July - 30th September 2010

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

Loadings:

Rich Media 25%
Geotargeting 25%
Sectional targeting including Home Page 25%

Video Box (VBOX) can also be activated from Sponsored Links

Min Campaign Spend \$2,000 (\$5,000 for VBOX)

Expandable Medium Rectangle is user-initiated by click only

* Sponsored links and Markets Mini-Banners sold as % share of page impressions on which links appear. AFR.com and BRW.com.au each have 3 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 www.adcentre.com.au/financial-review-group-online-.aspx

Rates are subject to change without notice.

Discounts apply for regular advertisers

Deadlines:

Material deadline: 3 working days prior

Booking deadline: 5 working days prior

Cancellation deadline: 30 working days prior

Send your finished creative to traffic@afr.com.au

Newsletters

Financial Review Group newsletter rate card Jul - Sep 2010

Newsletter	Newsletter Frequency	Drop Days	Sponsorship Period	Rate	Rate inc GST
AFR MarketWrap5pm	Daily	Mon-Sat	3 Months	\$8,000 per month	\$8,800
brw.com.au	Daily	Mon-Fri	Weekly	\$2,800 per week	\$3,080
afrsmartinvestor.com.au	Monthly	Varies	Monthly	\$3,000 per month	\$3,300
misaustralia.com	Daily	Mon-Fri	Weekly	\$1,750 per week	\$1,925

Rates Effective 1st July 2010 - 30th September 2010

Discounted rates across multiple mastheads on application.

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The collage displays several digital assets from the Financial Review Group:

- MarketWrap 5pm:** A screenshot of the website's masthead featuring the 'afr.com' logo, navigation tabs (Home, National, World, Business, Industries, Markets, Personal Finance, Opinion, Lifestyle), and a main headline 'Wall Street Hits a Wall' with a sub-headline 'US stocks dropped on Friday amid signs that consumers would need more time to regain confidence and help bolster the nascent economic recovery'.
- BRW Today:** A screenshot of the BRW website's masthead with the 'BRW.' logo and a headline 'BRW wants to know about the issues facing the private sector in 2009...'.
- AFR Smart Investor:** A screenshot of the 'smartinvestor' newsletter masthead, dated 'February 2009 Issue', featuring an 'Editor's letter' by Nicole Pedersen-McKinnon and a 'Cover story' about the AFR Smart Investor survey.
- MIS Australia:** A screenshot of the 'MIS' newsletter masthead, dated '9th June 2009', with a headline 'Industry and government meet to discuss strategy'.
- makeforce.com:** A vertical sidebar advertisement for 'makeforce.com' with the text 'Keep your customers right where you want them. With you. save 50% > CRM Starter Pack'.
- Defence Housing Australia:** A small advertisement for 'Defence Housing Australia' with the headline 'It's not all my expectations... I'm ready to leap into my next one'.