

# SuperReview.com.au

*THE WEBSITE FOR THE SUPERANNUATION AND INSTITUTIONAL FUNDS MANAGEMENT INDUSTRY*

**ONLINE MEDIA KIT**

**2012**



SuperReview.com.au is an interactive industry resource delivering breaking news via newsflashes and a twice-weekly news update directly aimed at superannuation fund executives, trustees, custodians, administrators and other institutional investment market professionals.

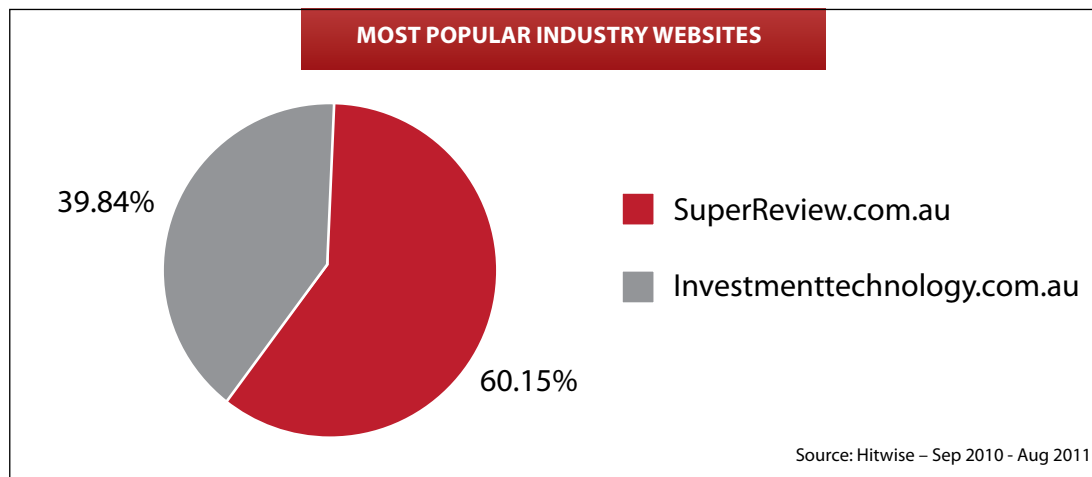
### WHY SUPERREVIEW.COM.AU?

SuperReview.com.au is able to give advertisers direct exposure of their products and services to industry professionals by extending their print campaigns into the online arena in an environment directly associated with Super Review - a CAB audited monthly news and issues magazine dedicated to all segments of Australia's superannuation and institutional funds management industry.

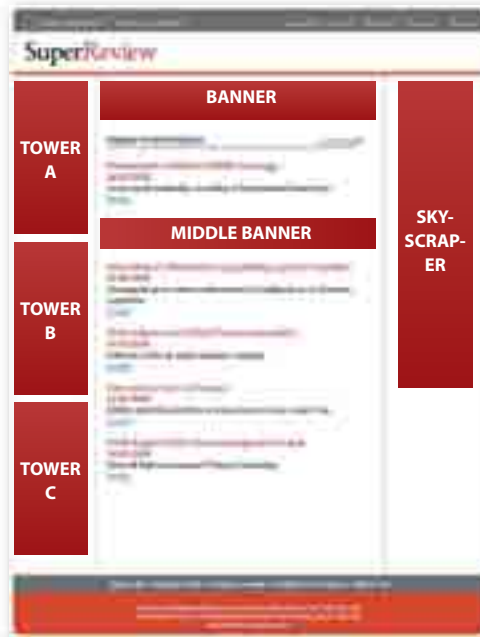
### WHO READS SUPERREVIEW.COM.AU?

- › Superannuation professionals
- › Trustees and fund secretaries
- › Fund managers
- › Custodians
- › Asset consultants

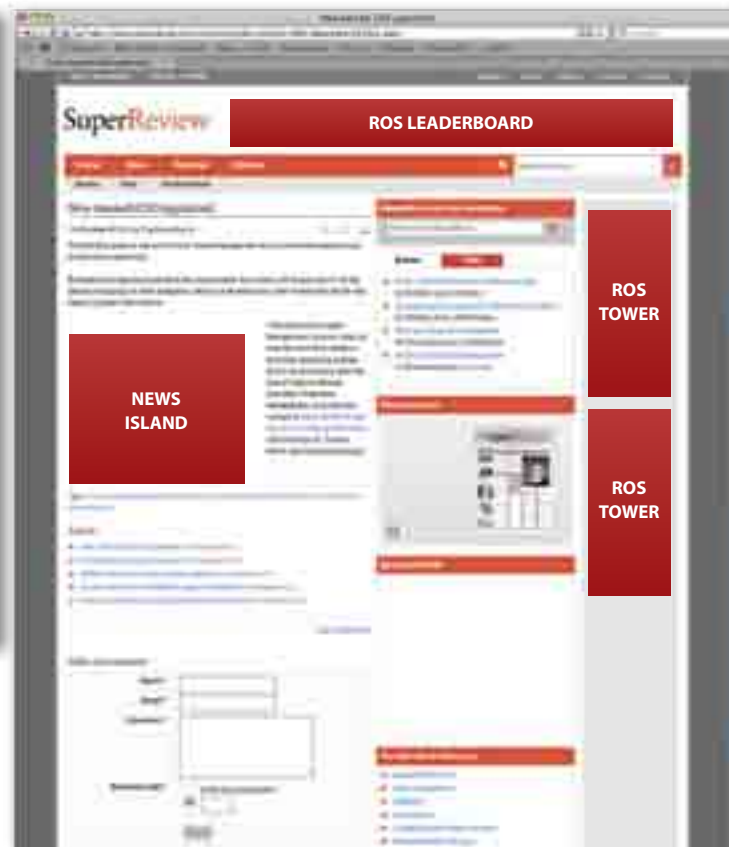
**Please talk to our sales manager regarding more comprehensive website data, including site visits, page views, pages viewed per visit and visitor numbers.**



## NEWSLETTER



## NEWS PAGE



## HOME PAGE



## 2012 ONLINE ADVERTISING RATES

# SuperReview.com.au

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SECTION	1 MONTH price/month	3 MONTHS price/month	6 MONTHS price/month	12 MONTHS price/month
<b>E-NEWSLETTER SPONSORSHIP</b> (Sent twice weekly, Includes 2 x Banners, 2 x Skyscrapers)				
Per send	\$1000	-	-	-
Per week	\$2000	-	-	-
<b>ROS 50</b> (Run-of-site includes homepage, news page, 50% share of voice)				
Leaderboard	\$5,025	\$4,745	\$4,525	\$4255
Island	\$4,180	\$3,915	\$3,775	\$3,445
Tower	\$3,955	\$3,760	\$3,555	\$3,365
Skyscraper	\$5,025	\$4,745	\$4,525	\$4,255
<b>ROS 100</b> (Run-of-site includes homepage, news page, 100% share of voice)				
Leaderboard	\$9,045	\$8,540	\$8,145	\$7,660
Island	\$7,525	\$7,045	\$6,795	\$6,200
Tower	\$7,120	\$6,770	\$6,400	\$6,055
Skyscraper	\$9,045	\$8,540	\$8,145	\$7,660
<b>OTHER OPPORTUNITIES</b>				
Expandable banner	\$POA	\$POA	\$POA	\$POA
In-page video	\$POA	\$POA	\$POA	\$POA
Page sponsorship	\$POA	\$POA	\$POA	\$POA

PLEASE NOTE: 1 - Cancellations without penalty can be made up to 31 days prior to the advert start date. Any cancellations received after 31 days prior will incur a 100% cancellation fee.  
2 - The publisher reserves the right to move to a rotational model on the Newspaper and Homepage if demand requires it.

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## 2012 CONTACT DETAILS AND AD SPECIFICATIONS

# SuperReview.com.au

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### AD DIMENSIONS

#### Leaderboard

728 x 90 pixels Max 40k

#### Banner

468 x 60 pixels Max 30k

#### Tower

125 x 250 pixels Max 30k

#### Island

300 x 250 pixels Max 30k

#### Skyscraper

125 x 600 pixels Max 40k

### FILE FORMAT

Acceptable files .GIF, .JPG or .SWF

- ✘ Unacceptable files .SWF from SWISH
- ✘ SWF or HTML tags cannot be used on html newsletters.  
Any creative received in HTML format can not be ad-served.
- ✘ No more than two different creatives will be uploaded  
per monthly booking.  
No looping restrictions.  
All creative MUST be supplied with a click through URL unless you are tracking the user details from your end.

**\*Please note that Outlook 2007 does not currently support .gif animations. We suggest that all important information/call to action is included in the first frame of your image.**

### FLASH CREATIVE

- ✘ We do not accept flash files for the eNewsletter  
You must follow and supply the following 3 components:

#### 1. SWF file must contain the exact Action code below\*:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

#### 2. An alternate GIF file

#### 3. The click-through URL.

\*The Action code can only be modified by the designer/creator of the .SWF file.

The specifications above do not apply to .SWF that is served via HTML redirect tags.