

blue book

INTRODUCTION

The financial services industry never stands still.

Integrated into our websites www.moneymanagement.com.au and www.superreview.com.au is the blue book, a powerful information service covering 20 industry categories.

The blue book provides easy searching of company and key personnel details, comprehensive product and services information, and links to related company and category news.

The blue book is the leading online directory for the financial services industry.

What does the blue book directory offer?

- Company listings
- Product and services information
- Sponsorship of major categories

RATES

SOLUTION	COST*
Enhanced listing (Annual)	\$990
Premium listing	\$1990
Additional product showcase*	\$500
Category sponsorship	
– Monthly	\$6,945
– 3mths	\$6,615 per month
– 6mths	\$6,300 per month
– Annual	\$6,000 per month
Display advertising	\$4,945

**Only available when with an enhanced listing

*Excludes 10% GST

ENHANCED LISTING



FEATURES

Free listing +

- Logo (linked to URL)
- Company description (500 words)
- Funds under Management (Retail & Wholesale)
- Principal Officers
- 3 showcases (showcases to include link to PDF marketing brochure, PDS and an image)
- Preferred position on company directory page

BENEFITS

- Linked to 3 product showcases
- Access to more targeted sales leads for your key products
- Increased exposure to active buyers searching online

RATES

\$990

Additional Showcases \$500 each

PREMIUM LISTING



FEATURES

Free listing +

- Logo (linked to URL)
- Company description (500 words)
- Funds under Management (Retail & Wholesale)
- Principal Officers
- 3 showcases (showcases to include link to PDF marketing brochure, PDS and an image)
- Preferred position on company directory page

BENEFITS

- Linked to 3 product showcases
- Access to more targeted sales leads for your key products
- Increased exposure to active buyers searching online

DISPLAY ADVERTISING

- Run of page advertising
- No competing advertising on page.
- Run of page advertising on your respective product showcases

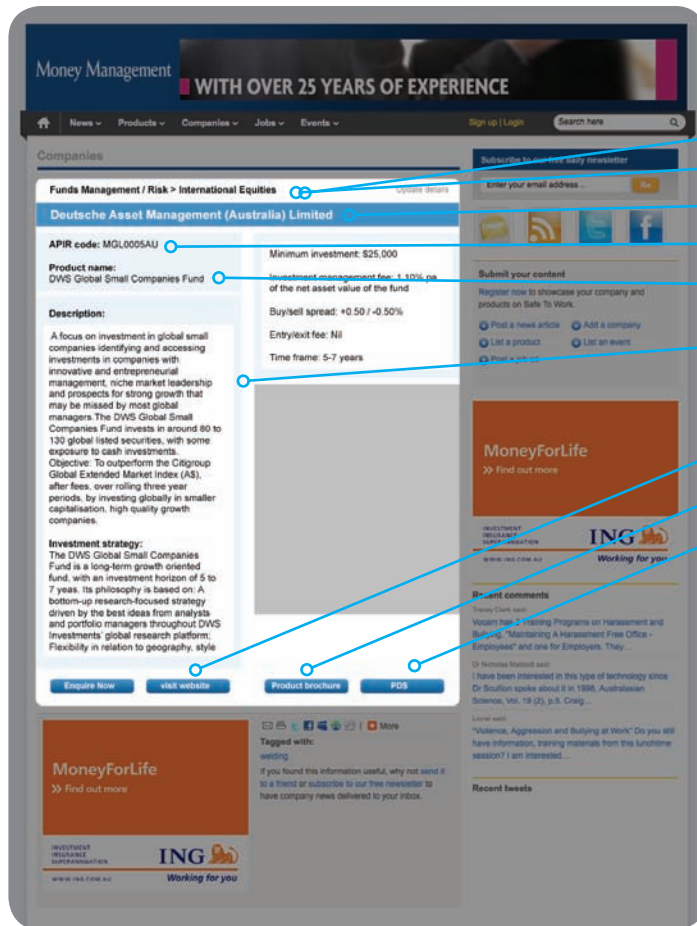


RATES

\$1990

Additional Showcases \$500 each

PRODUCT SHOWCASE



FEATURES

- Master Category
- Category
- Company name
- APIR code
- Product name
- Description
- Drive interest to your website
- Link to Product Brochure
- Link to Product Disclaimer Statement

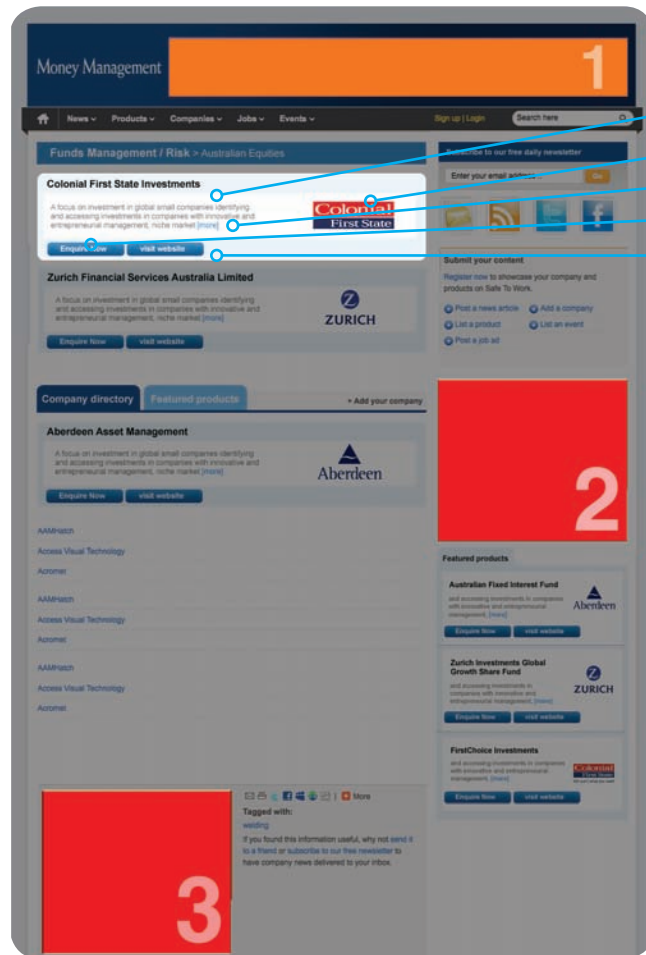
BENEFITS

- Linked to 3 product showcases
- Access to more targeted sales leads for your key products
- Increased exposure to active buyers searching online

RATES

Additional Showcases \$500 each

CATEGORY SPONSORSHIP



FEATURES

- Company name
- Company logo
- Short description
- Enquire now
- Visit website.

DISPLAY ADVERTISING

- Run of category display advertising

728 x 90px **1**

BENEFITS

- Your company & brand displayed prominently on category pages
- Your logo featured on category homepage
- Be seen as a market leader in your categories
- Be found first
- Maximise exposure for your company

CATEGORY RATES (MONTHLY)

1x rate	\$6,945
3x rate	\$6,615
6x rate	\$6,300
12x rate	\$6,000

DISPLAY RATES (MONTHLY)

1x rate	\$4,945
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- Book ad positions 2 & 3 for no competing advertising on page.

