

PROFILE



WEBSITE OVERVIEW

www.securityindustry.com.au is an essential online source of information for the security industry news.

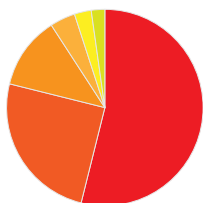
Content includes news and developments in the security sector/ IP Technology, CCTV, access control, bio-metrics IT security and detection control.

The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors also have the opportunity to post feedback to suppliers.

To further drive relevant and targeted traffic to each site, readers will have the option to subscribe to an e-newsletter delivered twice weekly. The site is targeted at buyers, specifiers and decision makers across the breadth of the security industries including owners, directors, CEOs, senior technical personnel.

DEMOGRAPHICS

TRAFFIC SOURCE



NSW	54%
VIC	25%
QLD	12%
WA	4%
SA	3%
ACT	2%

\*GOOGLE ANALYTICS

SPONSORSHIP PACKAGE

THE DISPLAY ADVERTISING PACKAGE INCLUDES:

1. One tile ad run-of-site (ROS)
2. Rotational ROS banner inventory
3. Rotational Editorial island ad inventory
4. Exclusive editorial rights (includes lead generation)
5. One tile throughout sponsorship life in weekly email newsletter
6. Rotational banner inventory throughout sponsorship life in twice weekly email newsletter



PACKAGES STARTING FROM \$1000 + GST PER MONTH

WEB SPECS

Positions	Specs (pixels)	Size	
Mega Banner	728 x 90	30 kb	
Banner	468 x 60	35 kb	
Tile	125 x 125	20 kb	
Island	300 x 250	35 kb	

MATERIAL SPECIFICATIONS

We currently support Flash player 6 or higher

Please refer to our Spec Sheet for further details. Please note that Microsoft Outlook 2007 users will only see frame one on animated gif files, to ensure you gain the best exposure from your advertisement, we recommend that frame one of your animated artwork includes all contact details.

CONTACT:

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