

# CREATIVE

## Australian Creative Online Rates for 2010

[australiancreative.com.au](http://australiancreative.com.au) is a one-stop destination for all the latest news in the creative industry. Showcasing the work of top ad agencies, designers, photographers and production companies, the website is the best way to keep informed with up-to-date breaking activities in the creative sector. With profiles on leading professionals, news on upcoming awards and events, along with cutting edge features on industry trends, the site will inform, entertain and inspire all those working in the professional creative field.

### WEBSITE AD RATES\*

PAGE/SECTION	ADSIZE	WEEKLY	MONTHLY
HOME	Leaderboard	\$1,000	\$3,000
NEWS	Small Island	\$750	\$2,250
	Tile	\$300	\$900
BLOG	Leaderboard	\$850	\$2,550
SHOWCASE	Small Island	\$650	\$1,950
	Tile	\$250	\$750
AWARDS	Leaderboard	\$400	\$1,200
PROFILES	Small Island	\$250	\$750
EVENTS	Tile	\$150	\$450

### SPECS (pixels)

SIZE	WIDTH	DEPTH
Leaderboard	728	90
Small Island	300	250
Tile	150	150

\*Excludes 10% GST.

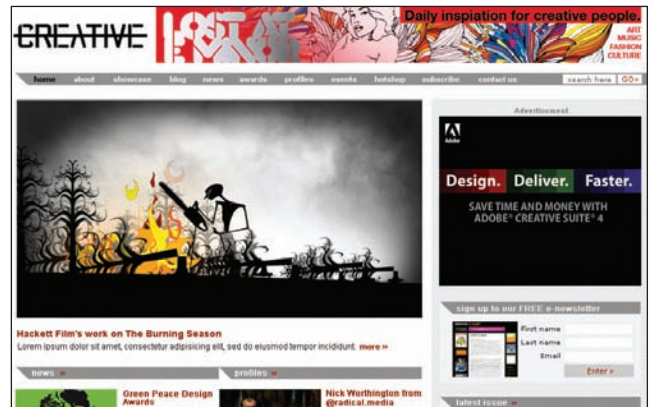
### MATERIAL SPECS

- Maximum file size 39K
- Include click-through URL
- Files can be Flash (swf files), static GIFs or animation GIFs.
- Flash files should be in Flash 7 format
- If supplying Flash files a backup GIF must also be supplied
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternate GIF file supplied
- Animation must not contain strobing effects
- Looping should be continuous
- The creative should not disable fields or functionality of the site
- The creative should not disable browser back buttons or force any plugins to be downloaded
- Material deadline 5 days prior
- Send files to [irisnery@yaffa.com.au](mailto:irisnery@yaffa.com.au)

### EMAIL NEWSLETTER – E-ALERT

The Creative newsletter is sent once a week to a subscriber base of industry professionals, who have opted to receive breaking industry news from Creative, which will be delivered direct to their in boxes.

The Newsletter has been designed to ensure maximum advertising exposure, targeting your desired creative market. A variety of advertising options are available which can be secured weekly or monthly.



### Advert E-Alert Blasts available @ \$4000+gst

#### CONDITIONS:

- Material must be supplied complete in HTML code format plus Newsletter Subject Line.
- AdNews to include a disclaimer at the bottom of the email for "opt in" & "opting out", reading: You are receiving is newsletter because you subscribe to the Australian Creative newsletter. If you wish to unsubscribe, please send an email to [australiancreative@broadcasts.yaffa.com.au](mailto:australiancreative@broadcasts.yaffa.com.au) and we will remove you immediately.
- Max width of 600 pixels.

### NEWSLETTER AD RATES\*

ADSIZE	WEEKLY	MONTHLY
BANNER	\$600	\$1800
TOWER	\$500	\$1,500
TILE	\$350	\$1,050
TEXT LINK	\$100	\$300

### SPECS (pixels)

SIZE	WIDTH	DEPTH
BANNER	468	60
TOWER	150	450
TILE	150	150

\*Excludes 10% GST.

### MATERIAL SPECS

- Static or animated GIF files only
- No rich media or flash creatives
- Maximum file size 39K
- Include click-through URL
- Maximum 70 characters for text links
- Material deadlines 5 days prior
- Send files to [irisnery@yaffa.com.au](mailto:irisnery@yaffa.com.au)

### SALES INQUIRIES

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