

www.marinebusiness.com.au
and weekly Marine Business eNewsletter
gets the message out FAST.

Marine Business Online combines the immediacy of DIGITAL with the proven performance and reputation of Australia's longest standing and most respected Marine industry magazine, Marine Business¹.



Our website www.marinebusiness.com.au is state of the art. Every article written is enhanced for the web with advanced Search Engine Optimisation (SEO) techniques. This means if someone does a related search on the internet, more than likely they will pick up our article on our site. Similarly, if we publish your media release, this also is Search Engine Optimised meaning greater exposure for your message and advertisements. We like to run the latest product and industry news 24/7 so we invite you to update us with your latest media release. With Sections like News, Products, Archives, and Reports – we have it all covered. With most of our stories we invite active genuine comments from our readers.

Weekly eNewsletter

Our eNewsletter is a POWERFUL tool in order to get the latest content and time sensitive advertising messages out to the Australian marine industry. Delivered to over 5500 marine industry decision makers² every Tuesday afternoon, it is an excellent way to reinforce your brand, drive traffic and inquiries to your own website, or energise sales inquiries from the marine trade. On top of the regular weekly edition, when big stories break, rest assured we will update you with special bulletins at the drop of a hat.

It's Measurable

Because your advertisements are "active" your ad when clicked by readers links back to your website or wherever you like. This makes online advertising on *Marine Business* infinitely measurable.

It's Exclusive

Unlike many other commercial websites, your ad space you book with *Marine Business* Online is NOT shared or alternated with another advertiser. The space is exclusively yours for the whole time of the booking.

It's Alive!!

Ask your creative artist to "animate" your advertisement to increase visibility and maximise ad space.

It's Interactive

Most of our stories invite active comment from our readers. We are taking this one step further with our Marine Industry Blog – coming soon. It might get heated because everyone has their own opinion. However, encouraging freedom of speech, communication and information is what *Marine Business* is all about. See you on the Blogs!!

We have the Experience

Our editorial staff are experienced and trained journalists with real marine industry experience. Our company, Yaffa Publishing Group, established 1928, is one of Australia's oldest and largest independent marine publishers. We work closely with accepted industry bodies and publish a number of other marine magazine titles and website including *Fishing World & Boat Fishing*, *Cruising Helmsman*, *Australian Sailing*, *Australian Yachting* and the websites www.mysailing.com.au and www.fishingworld.com.au. We are also publishers of the Sydney International Boat Show Program and Melbourne Boat Show Program in conjunction with the BIA.

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MarineBusiness

ONLINE

A Yaffa Marine Group Publication



Banner

Island

Tile

email newsletter

The *Marine Business* newsletter is sent once a week to a subscriber base of industry professionals who have opted in to receive breaking industry news headlines from *Marine Business* delivered direct to their in boxes.

The newsletter has been designed to ensure maximum advertising exposure. A variety of advertising opportunities are available which can be secured weekly or monthly.



website

Page/ Section	Ad Size	Weekly
Homepage	Banner	280
	Island	150
	Tile	100
Run of site	Banner	200
	Island	100
	Tile	75

SPECS (pixels)

Size	Width	Depth
Leaderboard	728	90
Banner	468	60
Tile	150	150
Island	300	250

- » Maximum file size 39K
- » Include click-through URL
- » Files can be Flash (swf files), static GIFs or animated 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 3 days prior.
- » Send files to online@marinebusiness.com.au

Inquiries: irisnery@yaffa.com.au 02 9213 8343

Advertising Rates 2009 \$A*

Size	Week
Banner	350
Tower	150
Tile	90
Text Link	30

SPECS

Size	Width	Depth
Banner	468	60
Tower	150	450
Tile	150	150

- » 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 deadline 3 days prior
- » Send files to online@marinebusiness.com.au

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*Excludes 10% GST; Rates effective at time of printing.