

Online advertising rates 2011

RAGTRADER.COM.AU + RAGTRADER EMAIL NEWSLETTER

CURRENT WEBSITE AD RATES*

PAGE/ SECTION	ADSIZE	WEEKLY	MONTHLY
Homepage	Leaderboard	735	2570
	Large Island	310	1250
	Small Island	290	900
	Tile	150	525
News Page	Leaderboard	785	2750
	Large Island	290	950
	Small Island	215	750
	Tile	150	525
Archives or Diary or Run of site	Leaderboard	470	1650
	Banner	315	1100
	Large Island	290	950
	Small Island	215	750
SPECS (pixels)	SIZE	WIDTH	DEPTH
	Leaderboard	728	90
	Banner	468	60
	Large Island	300	600
	Small Island	300	250
Tile	150	150	150

*Excludes 10% GST

- 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 5 days prior
- Send files to online@ragtrader.com.au



EMAIL NEWSLETTER

The **Ragtrader** newsletter is sent twice weekly (minimum frequency) to a subscriber base of industry professionals who have opted in to receive breaking industry news headlines from **Ragtrader** delivered direct to their inboxes.

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

CURRENT EMAIL NEWSLETTER AD RATES

SIZE	WEEK	MONTH
Leaderboard	735	2570
Tower	315	1100
Tile	215	750
Text Link	50	175
SPECS (pixels)		
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 5 days prior
- Send files to online@ragtrader.com.au