

Digital rate card and material specifications

2019

Website Rates

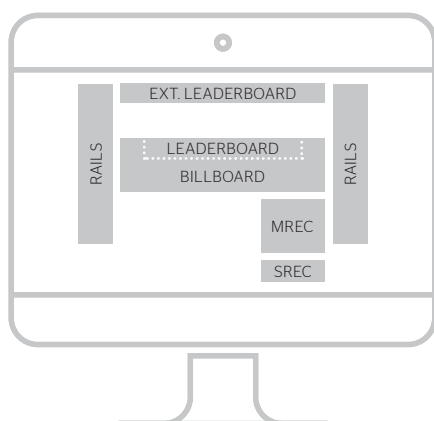
| Section | Size | Weekly | Monthly |
|-----------------------|----------------------|--------|---------|
| Exclusive positioning | Rails (x2)* | \$1100 | N/A |
| | Billboard* | \$950 | N/A |
| | Extended Leaderboard | N/A | \$1400 |
| | Leaderboard | N/A | \$990 |
| | MREC | N/A | \$720 |
| | SREC | N/A | \$350 |
| Run of site | Background Skin* | \$1100 | N/A |
| | Pop-up | \$990 | N/A |
| | Video | \$1350 | N/A |
| | Leaderboard | N/A | \$850 |
| | MREC | N/A | \$750 |
| | SREC | N/A | \$450 |

* DOES NOT DISPLAY ON MOBILE SITE.
RATES EXCLUDE 10% GST.
PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS.

Material Specifications

| Size | Width | Height |
|----------------------|-------------------|--------|
| Background Skin | 1920 | 1200 |
| Rails (x2) | 160 | 750 |
| Pop-up (desktop) | 590 | 490 |
| Pop-up (mobile) | 300 | 250 |
| Billboard | 960 | 250 |
| Extended Leaderboard | 960 | 90 |
| Leaderboard | 728 | 90 |
| MREC | 300 | 250 |
| SREC | 300 | 100 |
| Video | 16:9 aspect ratio | |

ALL SPECS ARE IN PIXELS



eNewsletter Rates

| Size | Monthly |
|---------------|------------------------|
| eDM | \$1495 (per broadcast) |
| Banner | \$1200 |
| Medium Banner | \$1000 |
| MREC | \$785 |

RATES EXCLUDE 10% GST.
PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS.

Material Specifications

| Size | Width | Height |
|---------------|-------|--------|
| eDM | 600 | 900 |
| Banner | 600 | 90 |
| Medium Banner | 468 | 60 |
| MREC | 300 | 250 |

ALL SPECS ARE IN PIXELS.

Deadlines

Website and eNewsletter online material deadline is 7 days prior to publishing. eDM broadcast material deadline is 14 days prior to publishing.

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Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.

