

Digital rate card and material specifications

2018

Website Rates

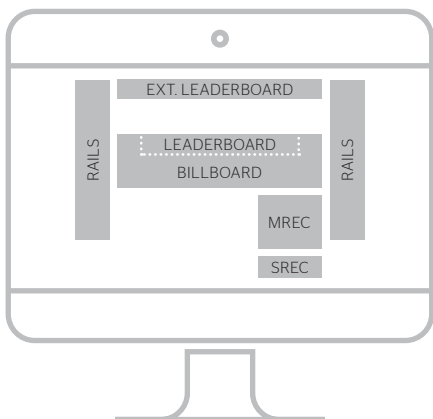
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
	MREC	N/A	\$720
	SREC	N/A	\$350
Run of site	Background Skin*	\$1100	N/A
	Pop-up	\$990	N/A
	Video	\$1350	N/A
	Leaderboard	N/A	\$850
	MREC	N/A	\$750
	SREC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

