

# Digital rate card and material specifications

# 2019

## Website Rates

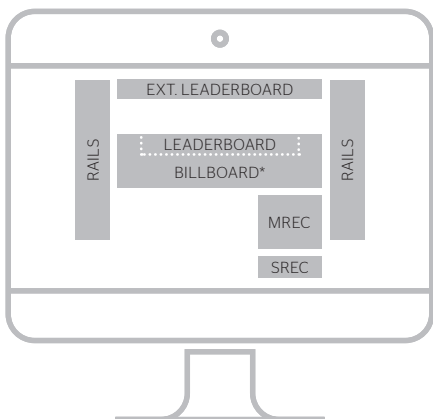
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
	MREC	N/A	\$720
	SREC	N/A	\$350
Run of site	Background Skin*	\$1100	N/A
	Video	\$1350	N/A
	Leaderboard	N/A	\$850
	MREC	N/A	\$750
	SREC	N/A	\$450

\* 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
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.

