

# SMART INVESTOR ADVERTISING RATES

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Size	Casual	3x	6x	9x	12x	15x	18x	24x
Full Page	\$10,249	\$10,043	\$9,837	\$9,631	\$9,425	\$9,219	\$9,013	\$8,807
Double Page Spread	\$20,703	\$20,291	\$19,828	\$19,364	\$18,952	\$18,540	\$18,025	\$17,613
Half Page Spread	\$13,133	\$12,927	\$12,721	\$12,463	\$12,257	\$11,817	\$11,794	\$11,588
Half Page	\$6,129	\$6,026	\$5,923	\$5,820	\$5,717	\$5,614	\$5,511	\$5,408
Third Page	\$4,017	\$3,966	\$3,914	\$3,863	\$3,811	\$3,760	\$3,708	\$3,657
Quarter Page	\$3,039	\$2,987	\$2,936	\$2,884	\$2,833	\$2,781	\$2,730	\$2,678
Table Page Strip Ads	\$1,545 per appearance							

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	30%
3rd Inside Front Cover Spread	20%
1st Right Hand Page	30%
2nd Right Hand Page	25%
3rd Right Hand Page	20%
4th Right Hand Page	15%
5th Right Hand Page	15%
Front Right Hand Page	15%
Right Hand Page	10%
Feature	10%
Outside Back Cover	40%
Consecutive Pages	20%

## PRODUCTION SPECIFICATIONS

*Smart Investor* only accepts advertising material in digital format. Please refer to the specification website: <http://www.adcentre.com.au/afr-smart-investor.aspx>

**PLEASE NOTE THESE RATES DO NOT INCLUDE GST.**

## SMART INVESTOR WEBSITE

The new [afmartinvestor.com](http://afmartinvestor.com) includes an extensive and free how-to section, tools and calculators, and access to the magazine content online (for subscribers). Whether investors are just starting out, or already hold a substantial portfolio, [afmartinvestor.com](http://afmartinvestor.com) offers the tools they need to succeed.

For more information on the *Smart Investor* website, please visit [www.adcentre.com.au/financial-review-smart-investor.aspx](http://www.adcentre.com.au/financial-review-smart-investor.aspx)



### SMART INVESTOR WEBSITE ADVERTISING RATES

Type	CPM (\$)	Dimensions (Pixels Width x Height)
<b>Medium Rectangle #1</b>	<b>\$80</b>	<b>300 x 250</b>
Medium Rectangle #1 (incl GST)	\$88	300 x 250
<b>Leaderboard - Article pages only</b>	<b>\$75</b>	<b>728 x 90</b>
Leaderboard - Article pages only (incl GST)	\$82.50	728 x 90

Rates are subject to change

Rates effective until 31st December 2012

Rates based on standard advertisement types booked as run of Site.

Bookings & cancellations must be made verbally and confirmed in writing.

Cancellations must be made prior to cancellation deadline and confirmed in writing to avoid a 100% cancellation fee.

For details on how to send material please refer to [www.adcentre.com.au](http://www.adcentre.com.au)

Minimum campaign spend \$2,000 (\$2,200 incl GST)

## SMART INVESTOR ENEWSLETTER

### SMART INVESTOR ENEWSLETTER ADVERTISING RATES

Newsletter	Frequency	Email Subscription	Sponsorship Period*	Rates
Smart Investor	Weekly	20,000	Weekly	\$3,000 (\$3,300 incl GST)

Rates effective until 31st December 2012

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\*Sponsorship consists of 1 x medium rectangle (300x250 pixels).



## SMART INVESTOR AWARDS

Every year, *Smart Investor* hosts 250 of the most influential people in the financial services industry in an awards evening created to award the outstanding achievements in the past year in the areas of finance, insurance and banking. *Smart Investor* 'Blue Ribbon Awards' are held in the highest regard amongst the financial services community as the premier review of the industry. The awards generate special interest among industry senior managers and executives, as they provide their institution or business significant marketing value and benchmarking opportunities. Sponsorship of these awards provides association with support of the industry, the opportunity to network with senior executives, branding on all advertising run across the Financial Review Group in promotion of the event as well as on display at the event, VIP tables, a speaking opportunity and advertising around the subsequent event coverage in *Smart Investor*.

