

rates

FINANCIAL REVIEW GROUP DIGITAL ADVERTISING RATES

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AFR.COM	PLACEMENT	COST CPM (\$)	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Medium Rectangle	\$165.00	\$181.50	300x250
	Medium Rectangle - Home Page	\$206.25	\$226.88	300x250
	Leaderboard - Article pages or Today's Paper	\$150.00	\$165.00	728x90
	Leaderboard - (bottom of page)	\$80.00	\$88.00	728x90
	Half Page (Tower) - Article pages	\$200.00	\$220.00	300x600
	PLACEMENTS	\$ PER WEEK	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Markets Mini-Banner 100% Share of Pls	\$1,500	\$1,650	620x45
	Sponsored Links 20% Share of Pls	\$990	\$1,089	60x50 + 3 lines of 33 Char each
	Permanent Sponsored Link	\$5,000	\$5,500	60x50 + 3 lines of 33 Char each
	PLACEMENTS	\$ PER MONTH	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Market Wrap 5pm (including newsletter)	\$8,000	\$8,800	33% SOV Combined sponsorship
	Resources Daily	\$5,000	\$5,500	50% SOV Combined sponsorship
	Capital (including Dealbook & CFO)	\$10,000	\$11,000	50% SOV Combined sponsorship
DIYSuper	\$5,000	\$5,500	50% SOV Combined sponsorship	
Before the Bell (incl newsletter)	\$8,000	\$8,800	50% SOV Combined sponsorship	
Financial Review Email Alerts	\$10,000	\$11,000	728x90	
BRW.COM.AU	PLACEMENTS	COST CPM (\$)	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Medium Rectangle	\$165.00	\$181.50	300x250
	Medium Rectangle - Home Page	\$206.25	\$226.88	300 x 250
	Leaderboard	\$150.00	\$165.00	728x90
	Leaderboard - Home Page	\$187.50	\$206.25	728 x 90
	Half Page (Tower) - Article pages	\$200.00	\$220.00	300x600
	PLACEMENTS	\$ PER WEEK	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Permanent Sponsored Link	\$500	\$550	60x50 + 3 lines of 33 Char each
AFRSMARTINVESTOR.COM	PLACEMENTS	COST CPM (\$)	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Medium Rectangle #1	\$80.00	\$88.00	300x250
	Leaderboard - Article pages only	\$75.00	\$82.50	728x90
Additional advertising options available - contact your representative for details				
AFR.COM/TECHNOLOGY	PLACEMENTS	SPONSORSHIP	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Technology Section Sponsorship (50% SOV)	\$5,000 per month	\$5,500 per month	Combined sponsorship
ASSETMAG.COM.AU	PLACEMENTS	\$ PER MONTH	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Medium Rectangle 100% SOV	\$1,250	\$1,375	300x250
	Leaderboard 100% SOV	\$1,100	\$1,210	728x90
AFR.COM/AFRMAGAZINE	PLACEMENTS	\$ PER MONTH	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Medium Rectangle 100% SOV	\$550	\$605	300x250
	Leaderboard 100% SOV	\$500	\$550	728x90
AFRBOSS.COM.AU	PLACEMENTS	\$ PER MONTH	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
	Medium Rectangle 100% SOV	\$1,850	\$2,035	300x250
	Leaderboard 100% SOV	\$1,700	\$1,870	728x90

MATERIAL DEADLINE: 3 working days prior
BOOKING DEADLINE: 5 working days prior.
CANCELLATION DEADLINES: 30 working days prior.
 Send your finished creative to traffic@ afr.com.au

FINANCIAL REVIEW GROUP NEWSLETTER ADVERTISING RATES

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	NEWSLETTER	\$ PER WEEK	INCL GST	SIZE (PIXELS) WIDTH X HEIGHT
ASSET	Weekly Newsletter - Leaderboard	\$1,650	\$1,815	728x90
ASSET	Weekly Newsletter - Top MREC	\$1,350	\$1,485	300x250
ASSET	Weekly Newsletter - Bottom MREC	\$1,200	\$1,320	300x250
BRW Today	Daily Newsletter - Medium Rectangle	\$2,800	\$3,080	300 x 250
CFO	Weekly Newsletter - Top MREC	\$1,150	\$1,265	300x250
CFO	Weekly Newsletter - Bottom MREC	\$1,050	\$1,155	300x250
MIS	Daily Newsletter - Banner	\$1,750	\$1,925	468 x 60
MIS	Daily Newsletter - Skyscraper	\$1,750	\$1,925	160 x 600
Smart Investor	Smart Investor Weekly Newsletter - MREC	\$3,000	\$3,300	300 x 250

PREMIUM POSITIONS	LOADING
Sectional Targeting	10%
Expandable MREC	25%
Geotargeting	25%
Rich Media	25%

Rates Effective as of 1st January - 30th June 2012. Rates are subject to change without notice.

Bookings 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.

AFR.com and BRW.com.au each have 3 sponsored links per PI.

