

## **Flying Solo advertising rate card**

valid until 31 July 2006.

Below you'll find details of pricing for our three areas of advertising:

- **Promotional Features**
- **Banner Ads** on our website
- **Banner Ads** in our weekly email newsletter

**Please note:** A further 'entry-level' option is available to advertisers through Google AdWords. This enables the placement of text ads throughout the Flying Solo website. This service is administered by Google and is accessible via the 'Advertise on this site' link that appears at the foot of the text ads currently running on Flying Solo.

### **Promotional Features**

Similar to an advertorial feature in a printed magazine, this is published on Flying Solo's homepage. Promotional Features appear much like an article, flagged with a 'promotional feature' banner. The word count for each piece is a maximum of 650 words and ideally, we suggest, between 350 and 550 words.

Promotional Features remain on the website for 14 days. No more than one runs at any one time. Included in the cost of your campaign is a paragraph of promotional text inserted within our weekly Flying Solo newsletter that currently goes to over 11,500 subscribers. Listed alongside regular articles, your link will run in the newsletter that goes out in the second week of your 2 week campaign.

Previous promotional features can be viewed at this page of the *Flying Solo* website: <http://www.flyingsolo.com.au/index.php?sec185056535>

**Cost:           \$475 + GST for 14 days exposure**

#### ***Promotional Feature conditions:***

- *Promotional Feature costs to be settled in full at commencement of campaign.*
- *This price is for advertising space only. All design/copywriting to be undertaken by advertiser.*
- *Use of images and logos permitted, within reasonable guidelines.*

- *We reserve the right to refuse ads if we deem their content unsuited to our audience.*
- *When emphasising a phrase or word, please use italics rather than underlining. This is because readers assume underlined text is hyperlinked.*

## **Banner Advertising**

There are two locations available for banner advertising. The first is on the *Flying Solo* website, the second will be available from July 2006 within the *Flying Solo* ezine.

### i. On the *Flying Solo* website:

Two banner spaces are available on the site and appear on all pages. These spaces are:

- Full banner: 468x60 pixels, located on the top right of each page alongside the Flying Solo logo.
- Vertical banner: 120x240 pixels, located on the left hand side beneath the primary navigation.

Bookings for either of these spaces are for a minimum of **twelve weeks**.

### **Cost:**

Full banner:                      **\$985.00 + GST** for 28 days exposure  
Vertical banner:                **\$640.00 + GST** for 28 days exposure

### ***Banner ad (website) conditions***

- *Payment to be made in three equal instalments: 1. At commencement 2. At 28 days, 3. At 56 days.*
- *These prices are for advertising space only. All design/copywriting to be undertaken by advertiser.*
- *We reserve the right to refuse ads if we deem their content unsuited to our audience.*

### ii. In the *Flying Solo* ezine:

*Prices and specifications to be announced later in July 2006.*