

Flying Solo advertising ratecard

valid until 31 December 2006.

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

- **Promotional Features**
- **Banner Ads** on our website
- **Banner Ads** in our weekly email newsletter
- **Text 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 simple 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> and bookings can be made via the form on this page:

http://www.flyingsolo.com.au/p200191344_Promotional+features.html

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

Promotional Feature conditions:

- *The latest a booking will be accepted is one week prior to the start date of a campaign.*

- *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.*
- *We will send you a preview of your Promotional Feature and will require your sign-off no more than 48 hours later. Changes made after this sign-off will incur a fee of \$20 (+GST) per amendment.*

Banner Advertising

There are two locations available for banner advertising. The first is on the *Flying Solo* website, the second within the *Flying Solo* email newsletter.

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.

Cost:

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

ii. In the *Flying Solo* email newsletter:

One banner space is available prominently positioned within the masthead. The specification is as follows:

- Half banner: 234x60 pixels, located in the top right of the newsletter

Cost: **\$,1995 + GST** per email broadcast

Banner Ad conditions:

- *Payment to made at commencement of campaign.*
- *These prices are for advertising space only. All design/copywriting to be undertaken by advertiser.*

Text Ads in our email newsletter

Flagged as a 'sponsored link', these appear within the body of our newsletter separated from the standard text by dotted lines.

Cost: **\$1,495 + GST** per email broadcast

Email newsletter Text Ad conditions:

- *Text Ad to comprise no more than 60 words, no graphics and a maximum of one external link*
- *Payment to made at commencement of campaign.*
- *These prices are for advertising space only. All copywriting to be undertaken by advertiser.*

We reserve the right to refuse any advertisements if we deem their content unsuited to our audience.