

# ONLINE ADVERTISING

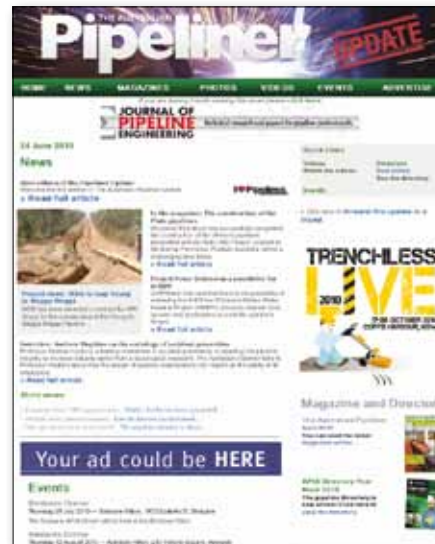
Reach your customers in a fast and targeted way with online advertising.

[www.pipeliners.com](http://www.pipeliners.com) is one of Australia and New Zealand's leading industry news websites. With fully audited traffic that is the envy of many better known magazines, and an increasing range of features including news updated daily, magazine back issues, online directory, videos and photo gallery, this site is the perfect place to communicate directly with the pipeline industry.



*The Australian Pipeliner Update* is a free e-news service sent fortnightly currently reaching over 1,900 individual email addresses. It includes the latest news, highlights from the magazine, projects, video and more. Advertising in the Update puts you right into the inbox of decisions makers on a regular basis.

Packaging up your online advertising options means you can get the results you are looking for, while saving money and time.



# ONLINE ADVERTISING

## PPO

PPO is a suite of services that keeps those active in the pipeline industry up-to-date.

PPO News is emailed to subscribers daily, PPO Projects magazine is mailed to subscribers eleven times per year and the PPO Projects database is available for subscribers to search at any time and contains all completed, underway and proposed projects. Advertising in PPO exposes your company on a daily basis to hundreds of subscribers and is a daily reminder of what your company has to offer.



# ONLINE ADVERTISING

## **Branding campaign**

This package complements your print presence and establishes you as a leader in the industry. It includes leading positions across the website and newsletter and ensures that everyone knows who you are.

## **Product sales**

Aimed at getting results, this option includes strategic placement of your advertising across the website and newsletter, as well as being able to include product stories on the site which will help drive traffic through product related searches, allowing you to reach an even wider audience of people looking specifically for the products you are supplying.

## **New product launch**

Get out there fast with this time-sensitive option which will help you create a buzz, this includes strategic positions combined with a headline banner and a newsletter story about your product launch.

## **Event promotion**

Holding an event? This option is catered to help you promote it. As well as strategically placed ads, you will also feature in the event listing and get a news story before and after the event.

## **Three, six or twelve month campaigns**

Each of the above packages is available for a three, six or twelve month campaign. The longer the campaign, the more you save.



Online advertising can be  
immediate and measurable

# ONLINE ADVERTISING RATES

## THE AUSTRALIAN PIPELINER

PACKAGE	INCLUDES *	PRICE		
		3 MONTHS	6 MONTHS	12 MONTHS
BRANDING CAMPAIGN	3 months web headline 3 issues e-news headline 4 issues e-news top left 2 issues e-news bottom left 3 months web inline story Dedicated online editorial coverage of your activities	<b>\$3,300</b> You save: <b>\$1,595</b>	<b>\$5,940</b> You save: <b>\$3,850</b>	<b>\$9,900</b> You save: <b>\$9,680</b>
PRODUCT SALES	3 editions e-news top left 1 issue e-news headline 3 months inline banner 3 months web right 1 issue e-news bottom left 1 product story in news articles	<b>\$1,980</b> You save: <b>\$1,155</b>	<b>\$3,564</b> You save: <b>\$2,706</b>	<b>\$5,940</b> You save: <b>\$6,600</b>
NEW PRODUCT LAUNCH	1 issue email headline 3 months web headline 2 issues email right 1 article in e-news announcing launch	<b>\$1,650</b> You save: <b>\$660</b>	<b>\$2,970</b> You save: <b>\$1,650</b>	<b>\$4,950</b> You save: <b>\$4,290</b>
EVENT PROMOTION	3 issues email left top 3 months web side 3 issues email bot left Events listing in e-news 1 article in e-news pre event 1 article in e-news post event	<b>\$1,650</b> You save: <b>\$660</b>	<b>\$2,970</b> You save: <b>\$1,650</b>	<b>\$4,950</b> You save: <b>\$4,290</b>

“ Combine with 4 x print ads and receive 25 per cent additional off. ”

\* Inclusions based on 3 month campaign, 6 month campaign includes 2 x everything, 12 months campaign includes 4 x everything.

Prices are in Australian dollars and include 10% GST. International customers may not be required to pay GST and prices will be discounted accordingly.

# ONLINE ADVERTISING PLACEMENT

## THE AUSTRALIAN PIPELINER

### WEBSITE



	SIZE	PRICE per mth
<b>Top (Headline) Banner</b> Maximum of 3 ads on rotation - one displayed at a time	Leaderboard: 728 pixels x 90 pixels	<b>\$440</b>
<b>Inline article banner</b> Maximum of 3 ads on rotation - one displayed at a time	Full banner: 468 pixels x 60 pixels	<b>\$275</b>
<b>Right banners (sidebar)</b> up to 3 in one of two configurations	Side squares: 250 pixels x 250 pixels (can be less than 250 high) Skyscrapers: 120 pixels x 600 pixels	<b>\$220</b>

### E-NEWS



	SIZE	PRICE per mth
<b>Top (Headline) Banner</b> one displayed at a time	Leaderboard: 728 pixels x 90 pixels	<b>\$440</b>
<b>Left Top</b> (displayed directly after news ends) one displayed at a time	Full banner: 468 pixels x 60 pixels	<b>\$330</b>
<b>Left Bottom</b> (displayed directly after news ends) one displayed at a time	Full banner: 468 pixels x 60 pixels	<b>\$220</b>
<b>Right banners (sidebar)</b> up to 3 in one of two configurations	Side squares: 250 pixels x 250 pixels (can be less than 250 high) Skyscrapers: 120 pixels x 600 pixels	<b>\$275</b>

Combine any two units for a 5% discount

Combine and five units, or any one unit with any print advertising – 10% discount

Prices are in Australian dollars and include 10% GST.  
International customers may not be required to pay  
GST and prices will be discounted accordingly.

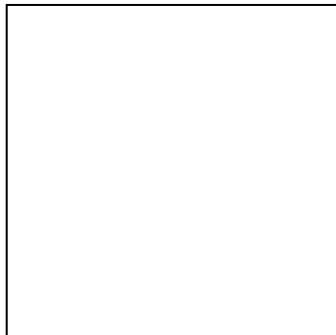
# ONLINE ADVERTISING SPECIFICATIONS



Leaderboard | 728 pixels x 90 pixels



Full Banner | 468 pixels x 60 pixels



Side Square  
250 pixels x 250 pixels

*(can be less than 250 high)*



Skyscraper | 120 pixels x 600 pixels

## Advertisement Design

We can design your advertisement if required.

Please provide:

- A logo
- Any images to be included in the ad
- Contact information to be included in the ad
- Any other key information you would like included.

Our design team will then put together a proof and send back to you for approval.

## PLEASE NOTE

- Ads for our websites can either be a static jpeg or an animated gif. Unfortunately, we are unable to support Flash files.
- Many email programs do not display animated gifs properly, therefore we do not support animation for e-news. Ads for our e-news can only be static jpegs.
- Files must be smaller than 50 KB.