

auspharm.net.au Pty Ltd

62 McKenzies Road
LESLIE VALE Tas 7054
ABN: 74 109 566 805

www.auspharm.net.au
info@auspharm.net.au
Tel/fax: (03) 6239 6102

Indicative AusPharm advertising rates - effective September 2008

These rates are published as a guide only - substantial discounts are available for 'package' deals.

The [AusPharm](http://www.auspharm.net.au) websites are, in effect, three discreet websites (www.auspharm.net.au, www.auspharmacist.net.au and www.auspharmlist.net.au) although to those using the site(s) the three sites appear to be one. The AusPharm(e)news is a daily ezine emailed to subscribers that pulls together new content published on each of these sites. Each of the websites has a basic external advertising framework surrounding the main content. All pages and sub-pages on the sites have the same framework.

Website advertising

Advertising options are the same for each of the 3 websites. Each site features one banner at the top of the site. These banners must be exactly 370 x 60 pixels in size. The monthly fee to insert a banner is \$400 for 1 site and \$800 for all three sites. Banners cycle on each site on an hourly basis and there are a maximum of six banners in operation at any one time. Therefore, each banner displays for a minimum of one hour in every six on each of the three sites.

Each site also has the capacity to accommodate several buttons down the right and left hand columns. These buttons need to be a maximum of 115 x 115 pixels in size. There are 2 groups of buttons, the "main" group, consisting of the top 8-10 buttons (depending on the site) and the "secondary" groups, all of the rest. The monthly fee to insert a button into the "main" group" is \$300 for one site and \$600 for all three. For the "secondary" group the rates are \$200 and \$400. The exact location of buttons within the groups on each site cycles (automatically) on a daily basis from the top to the bottom.

Buttons and banners may be gif, jpg, png or swf files.

AusPharm(e)news Advertising

As you review the options below please refer to <http://www.auspharm.net.au/ad.html> and <http://www.auspharm.net.au/ad1.html> examples of the 'premium' and 'basic' versions of the (e)news in which we have placed examples of all of the advertising opportunities described below.

As with the websites there are a series of logos down the right hand side of the (e)news. These also comprise two groups, the "main" group (the top 8-10 logos) and the "secondary" group (the rest).



auspharm.net.au and its related sites are operated by auspharm.net.au P/L, a company owned by Tasmanian pharmacists Mark Dunn and Tony Wiss



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Display of a logo in the "main" group in the (e)news is \$100 for one day, \$400 for a week (5 issues) and \$1200 for a month (20 issues). For the secondary group the rates are \$65, \$250 and \$650.

Advertisements can also be incorporated directly into the (e)news between the text of the third and fourth and the tenth and eleventh AusPharmList posts. The fee for this is \$100 (between third and fourth posts) and \$75 (between tenth and eleventh posts).

The 'basic' version of the (e)news does not have the text of AusPharmList posts in it, except for one that is inserted as a 'teaser'. This encourages people to scroll down through the (e)news so that they too see the inserted ads (see www.auspharm.net.au/ad1.html).

If you have an idea not specifically mentioned here we'd love to discuss it with you.

Further information:

Mark Dunn

mark@auspharm.net.au

03 6239 6102 or 0427 981517

(All rates quoted above are exclusive of GST)



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