



AGEDCARE.COM.AU

AgedCare.com.au is Australia's Aged Care Website

WHY AGEDCARE.COM.AU

As a single source of aged care information, the website is a hub that attracts the specific target audience who require products and services relating to the aged care sector.

As a whole, by June 2010, Agedcare.com.au

Attracts 1100 daily hits, with the average visitor spending 12 minutes browsing an average of 9 pages of information.

Enjoyed a growth of over 78% in website browsers since January 2009.

Has increased its database to over 200 pages of information, with detailed listings of aged care products, services and facilities.

ADVERTISING OPTIONS

Business Listing

\$500(+gst) - per category for 12 months.

- Business Listings under categories in Products, Services or facilities for 12 months.
- Your business listing can be updated at any time using an Online Account.
- There is no limit to text written in business listing.

Priority Business Listing

\$2,160(+gst) - per category for 12 months
(\$180(+gst) per month)

Only available to existing business listings.

- A priority business listing will appear in the top 2 results for the listed category.
- Only 2 priority listings are allowed per category.
- Priority Listings stand out with a dark border.

Featured Business Listing

\$1,188(+gst) - per category for 12 months
(\$99(+gst) per month)

Only available to businesses with an existing business listing

- A featured business listing will appear on the Featured Business Page.
- Featured businesses will

appear on the home page (flashing banner of all featured businesses logos).

- Featured business listings stand out from other listings with dark border and grey shading and are labelled as a Featured Business.

Banner Advertising:

As low as **\$1,000** a month

Limited banners are available on the website giving businesses the opportunity to further expose themselves. Advertisers with banner spaces have first right of refusal at the end of contract.

- Creative is to be arranged by advertiser and can be changed at anytime during the booking.
- A free featured editorial is given to any banner bookings, can also be changed at any time. Image can be gif, jpeg or animated gif (max file size 200KB).
- Banner will link to web address specified by advertiser.



AUSTRALIA'S AGED CARE WEBSITE

| BANNER TYPE | DIMENSIONS | POSITION | WHERE IT IS FEATURED | 3 MONTH COST | 6 MONTH COST | 12 MONTH COST |
|--|--|---------------|----------------------|---|---|---|
| Index Featured Business Banner (Home Page) | 150 x 100 | Bottom RHS | Home (Index) Page | \$ 300 P/M (+GST) | \$ 200 P/M (+GST) | \$ 100 P/M (+GST) |
| Index Page Main Banner | 455 x 210 | RHS & LHS | Home (Index) Page | \$ 1000 P/M (+GST) No Minimum | \$ 1000 P/M (+GST) No Minimum | \$ 1000 P/M (+GST) No Minimum |
| AgedCare.com.au Header Banner | 490 x 55 | Top Center | All Pages | \$ 1200 P/M (+GST) | \$ 1000 P/M (+GST) | \$ 900 P/M (+GST) \$ 10,800 P/M (+GST) |
| AgedCare.com.au Footer Banner | Full Footer 960 x 80 Individual Banner 320 x 80 | Bottom Center | All Pages | \$ 1200 P/M (+GST) \$ 600 P/M (+GST) | \$ 1000 P/M (+GST) \$ 500 P/M (+GST) | \$ 900 P/M (+GST) \$ 450 P/M (+GST) |
| Information Page Banners | 230 x 117 | RHS | 11 Information Pages | \$ 800 P/M (+GST) | \$ 700 P/M (+GST) | \$ 600 P/M (+GST) |



www.agedcare.com.au