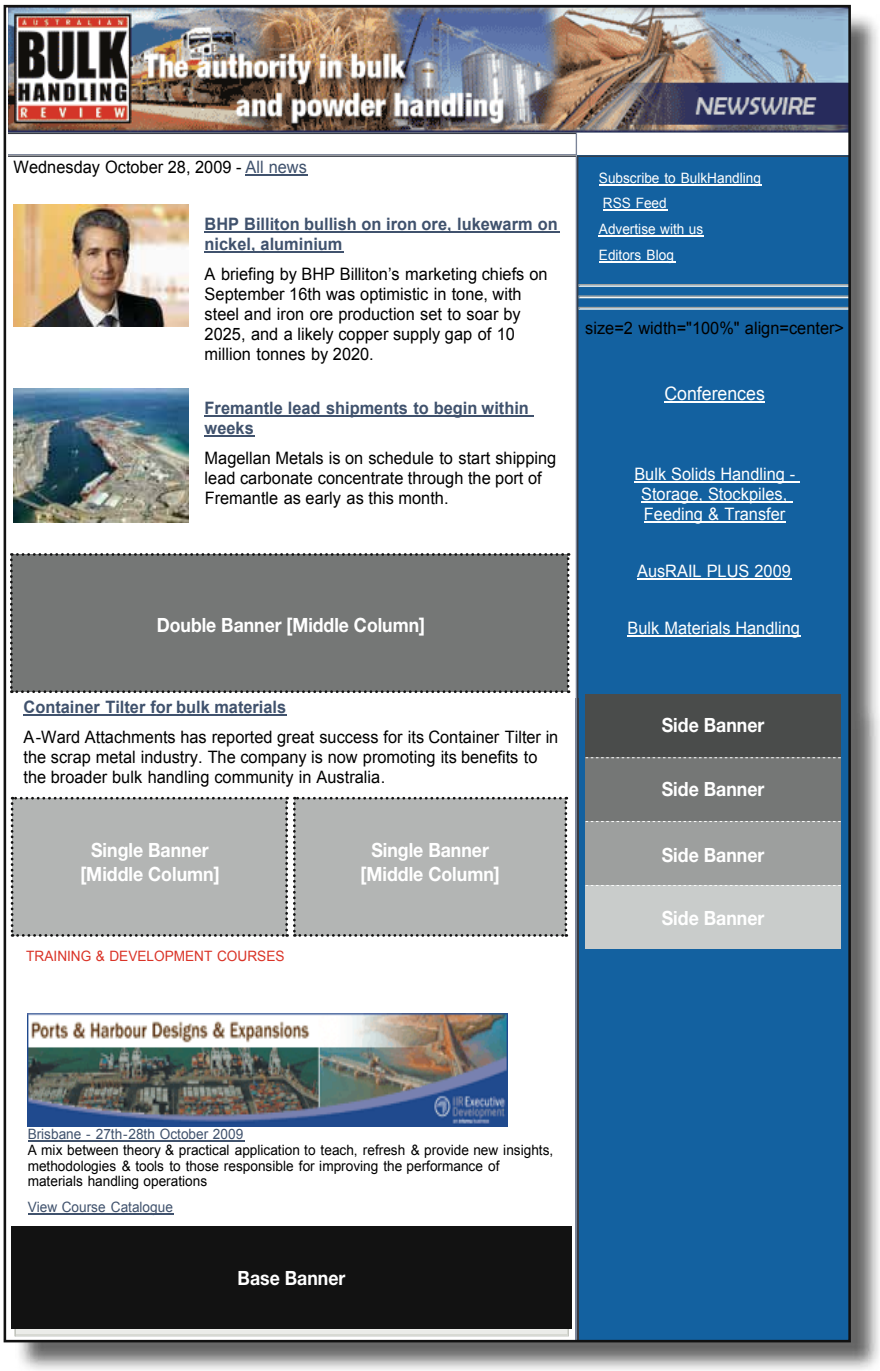
NEWSWIRE 2012

ADVERTISING RATES & SPECIFICATIONS



MONTHLY ADVERTISING RATES

weekly NEWSWIRE

MIDDLE COLUMN BANNERS

Single Banner	80 x 180	$605
Double Banner	80 x 362	$850
BASE BANNER	63 X 362	$790
SIDE BANNERS	50 x 200	$485
	100 x 200	$725
	150 x 200	$850
	200 x 200	$970

Advertisement dimensions shown are in pixels.
Advertising rates shown are per month and are subject to 10% GST

ARTWORK

Banners submitted by clients will only be accepted in the following formats:

- **GIF or Animated GIF - MAX FILE SIZE 50KB[1]**

  (Animated GIFs are accepted however Outlook 2007 will not place animation when email is opened. The first frame of the animation will show. If the first frame is a white or solid colour this will display.) To be safe, it is recommended you do not use an animated GIF for your newswire advertisement.

- **JPEG or JPG - MAX FILE SIZE 50 KB[2]**

NOTE 1: Size is restricted to take into account various internet speeds. If your banner is larger than the accepted size, it will increase the website loading time and will therefore be rejected.

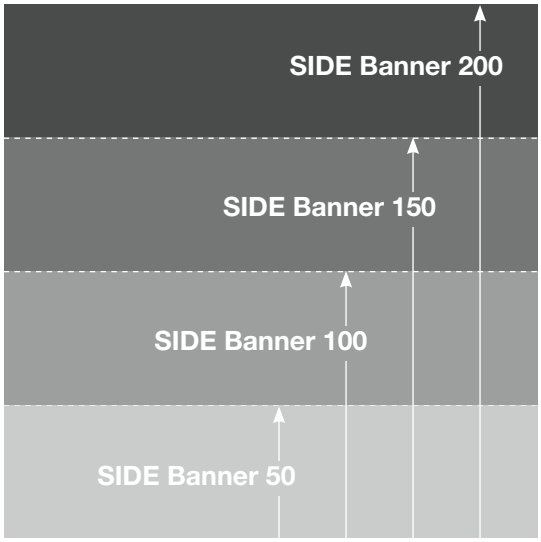
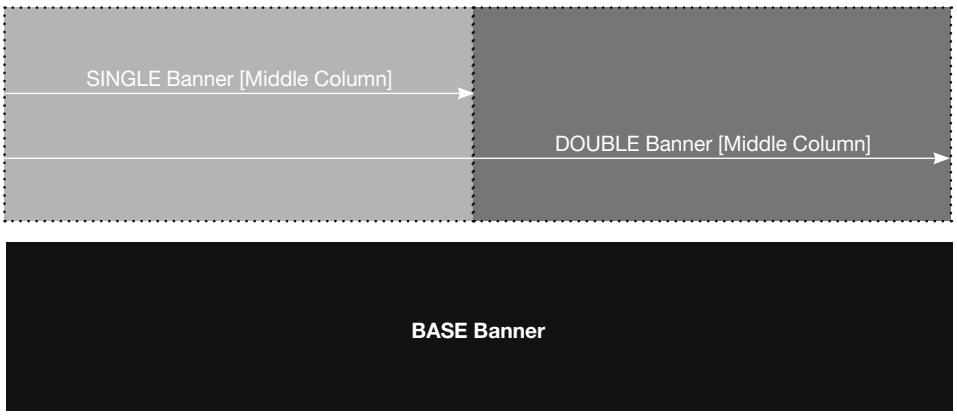
NOTE 2: Banners with photography will increase file size.

DEADLINES

The bulkhandling newswire is distributed on Wednesday every week.

Completed artwork is to be submitted to bulkhandling by Monday 5pm one (1) week prior to publication.

Incomplete artwork is to be submitted to bulkhandling for design and approval one (1) week prior to newsletter publishing date.

BANNER SIZES & PLACEMENT

Shown at actual size