



ADVERTISING INFORMATION KIT

YEA.COM.AU – ADVERTISING PRODUCTS

BUSINESS DIRECTORY

Yea.com.au 's Business Directory is our base advertising product. It is a bit like a membership – we really support advertisers who are a part of our Business Directory. If you have a sale or something significant that you want to promote, we will post an article about it free of charge.

On every page on yea.com.au there is a link via your business name to a web page giving information about your business, product, etc. If you do not have a web page, we create one for you free of charge. If you have an existing website, we link directly to that site. Business Directory subscribers also have their business displayed on rotating banners which are placed in prominent positions on the yea.com.au home page. The cost of a Business Directory entry and weblink is \$150.00 ex GST per annum. This equates to a small weekly cost of \$2.88 ex GST.

This is an extremely cost effective solution that keeps your business in view on every page – all year round.

GLOBAL BANNER ADVERTISING

A Global Banner Advertisement is one that appears on every page of yea.com.au. Prices vary depending upon the size and position of your advertisement. Global Banner Advertisements appear on the top & sides of all pages.

HOME PAGE BANNER ADVERTISING

These are advertisement banners that appear on the yea.com.au Home Page only, but can appear in more prominent positions than most of the Global Banner Advertisements.

SINGLE PAGE BANNER ADVERTISING

Single Page Banner Advertisements are large advertisements that appear on popular pages on yea.com.au. For example: Our Weather Station page. Apart from our Global Banner Advertisements around the edge of the page, your Single Page Banner is the only advertisement on the page. This is a very effective, eye catching, prominent advertising solution. (*Discuss as per Single Page Banner cost sheet*).



YEA.COM.AU – BANNER ADVERTISING BENEFITS

- **Where can you advertise locally that shows your advertisement thousands of times per month?**
Global ads approx. 12,000 times per month
Home Page ads approx. 7,000 times per month
Weather Station approx. 4,000 times per month
- **yea.com.au's demographic is mainly 20-55 year olds. This group are the highest consumers of goods and services.**
- **Advertising prices are extremely attractive in comparison to alternative advertising strategies**
- **Advertisements can be animated with different text, this movement catches the eye far more effectively than a static advertisement.**
- **Links from banner advertisements enable large amounts of information to be supplied to the viewer.**
- **Advertisements are in full colour**



YEA.COM.AU ADVERTISING RATES – 2010

All prices per calendar month
 except “Business Directory Listing”
 Double the length of the ad size add 33%

Type	Code	Size	Cost	Weekly
		W/L	ex GST	Ex GST
BUSINESS DIRECTORY LISTING	BD	n/a	\$150.00	\$2.88
per annum only. Includes link to your site or we will make up a web page for you at no extra cost!				
GLOBAL BANNER ADS				
Global Top (to the right of yea.com.au logo)	GTC	500x70	\$50.00	\$11.54
Global Top Left (above left menu)	GTL	110x210	\$40.00	\$9.23
Global Top Right (above business directory)	GTR	180x150	\$40.00	\$9.23
Global Bottom Right (below bus. Directory)	GBR	180x150	\$30.00	\$6.92
HOME PAGE BANNER ADS				
All Home Page Banner Ads are positioned above and below the top article in the left and right columns. The Banners are moved regularly.		280x100	\$35.00	\$8.08
BUDGET BANNER ADS				
All Budget Banner Ads are positioned on the area that contains recent articles. The banners are moved regularly.	BBA	200x70	\$25.00	\$5.77
SINGLE PAGE BANNER ADS				
Weather Station (2 pages)	WS	500x70	\$40.00	\$9.23
For Sale	FS	500x70	\$15.00	\$3.46

All “Business Directory” advertisers receive a 10% discount on the banner prices.