

DYNAMICBUSINESS.com



MEDIA KIT 2008

DYNAMICBUSINESS.com

Articles, Tools, information, Resources, How-to Guides, Support

DYNAMICBUSINESS.com PROVIDES VISITORS FULL CONTENT AND COMPLETE ARTICLES WITHOUT SIGN-UP/SUBSCRIPTION OR OTHER CHARGES.

- DYNAMICBUSINESS.com is Australia's leading online resource for small to medium businesses.
- DYNAMICBUSINESS.com provides a platform for online visitors to search and read articles, obtain support, how-to guides, national event information, as well as the opportunity to find business suppliers.
- DYNAMICBUSINESS.com is supported by Dynamic Business magazine, Australia's highest circulating magazine for SMEs. This support provides online visitors access to 14 years of articles, support and information.
- Our key site strategy is to attract visitors by providing a quality experience, full of useful and practical information. Different from other sites in Australia, DYNAMICBUSINESS.com provides visitors full content and complete articles without sign-up/subscription or other charges.
- Editorial content has been search engine optimised and is therefore highly visible on Google, Yahoo! and Overture.



IN 2004–2005, 77 PERCENT OF BUSINESSES USED THE INTERNET, AND 33 PERCENT PLACED ORDERS VIA THE INTERNET EQUAL TO \$39.6 BILLION DOLLARS*.

*ABS, Business Use of Information Technology, 2004–05.

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ADVERTISING

We understand each client has unique goals and we offer a variety of advertising solutions to help you reach this highly desirable audience in the most effective way.

Packages can be tailored to provide either a full-site advertising campaign, with exposure on all pages, or a channel-specific solution that provides ad placement on specific sections of the site at a reduced rate.

Display Advertising

DYNAMICBUSINESS.com offers a variety of banner advertising positions including header board (1), top corner (2), skyscraper (3) and editorial block (4). (Please see diagram on specifications page)

We accept standard banner creative as well as support for a wide array of rich media types.

Channel Specific Advertising

DYNAMICBUSINESS.com offers advertising opportunities on all major sections of the site. Sections consist of a resource centre, arranged by specific subjects. Content specific advertisements are sold as exclusive placements on a monthly basis.

Package sponsorship

DYNAMICBUSINESS.com offers package sponsorship opportunities which include Channel Specific Advertising, Poll sponsorship and e-Newsletter sponsorships.

Newsletter sponsorship

DYNAMICBUSINESS.com offers sponsorable newsletters, which are published on a monthly basis or on a highlight schedule. Each newsletter has a maximum capacity of two sponsors.

DYNAMICBUSINESS.com newsletters are published in HTML and text format.

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ADVERTISING RATES

Sitewide

Cost per month

| | | |
|-----------------------|--------------|---------|
| 1. Leader board | 750px x 90px | \$3,325 |
| Rotating Leader Board | 750px x 90px | \$2,090 |
| 2. Top Corner | 235px x 90px | \$2,280 |

Homepage

| | | |
|--------------------|---------------|---------|
| 3. Skyscraper 1 | 160px x 600px | \$2,375 |
| 4. Skyscraper 2 | 160px x 600px | \$1,425 |
| 5. Editorial Block | 336px x 280px | \$1,425 |

Channel Specific in Resource Centre sections

| | | |
|--------------------|---------------|-------|
| 3. Skyscraper 1 | 160px x 600px | \$760 |
| 4. Skyscraper 2 | 160px x 600px | \$665 |
| 5. Editorial Block | 336px x 280px | \$380 |

We accept JPEG, GIF, Animated GIF and SWF files as standard banner creative.



EXPORT ADVERTISING RATES

Channel Specific on Resource Centre

| | | |
|------------------------|---------------|-------|
| 3. Skyscraper - Floors | 160px x 85px | \$475 |
| 4. Editorial Block | 336px x 280px | \$380 |

We accept JPEG, GIF, Animated GIF and SWF files as standard banner creative.



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EXPORT ADVERTISING RATES

Channel Specific on Resource Centre

| | | |
|------------------------|---------------|---------|
| 1. Leader board | 750px x 90px | \$1,425 |
| 2. Top Corner | 235px x 90px | \$490 |
| 3. Skyscraper - Floors | 160px x 85px | \$390 |
| 4. Editorial Block | 336px x 280px | \$360 |

We accept JPEG, GIF, Animated GIF and SWF files as standard banner creative.



WANT TO REACH 15,200 DECISION MAKERS OF SMES IN ONE CLICK?

Dynamic Business's new format e-Newsletter, *Newsfeed*, supplies readers with access to:

- Full and informative articles
- Up-to-date news for business
- Hot offers
- Upcoming Events
- Latest Products

DYNAMICBUSINESS.com has quickly become a must for anyone in business. *Newsfeed* offers partners and advertisers the opportunity to utilise our information and well-known brand to market their business directly to a hungry audience.

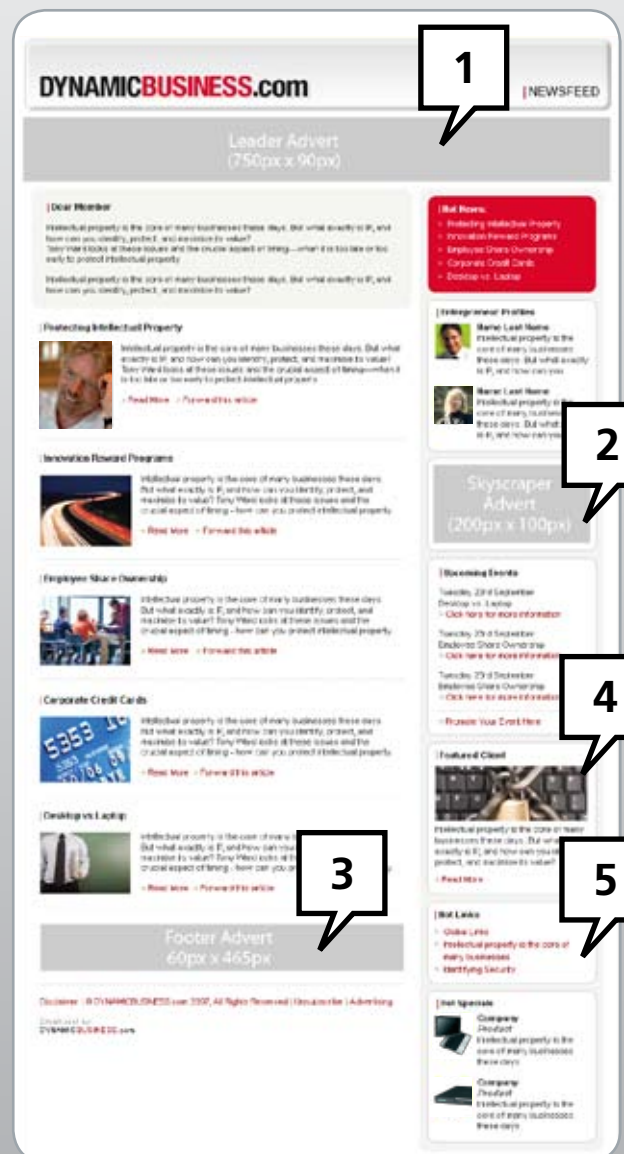
In keeping with the DYNAMICBUSINESS.com strategy, all content is free and unlocked so that visitors are able to view full articles without further sign-up or charges.

ADVERTISING RATES

Dynamic Business *Newsfeed*

DYNAMICBUSINESS.com *Newsfeed*

| | | |
|--|---------------|------------------|
| 1. Leader board | 750px x 90px | \$2,750 plus GST |
| 2. Skyscraper Box | 200px x 100px | \$1,045 plus GST |
| 3. Footer | 465px x 60px | \$1,550 plus GST |
| 4. Featured Client Picture, client description & website link | | \$1,760 plus GST |
| 5. HOT links (Only 4 available per issue) Link to website | | \$500 plus GST |



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FOR MORE INFORMATION

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ALL ADVERTISING MATERIAL AND INQUIRIES TO:

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