
Online Media Kit

January to June 2012

BRR Media (brrmedia.com)

BRR Media is Australia's leading provider of audio and video webcast services to the corporate market for distribution to the broad investor community. Video webcasts have become a key part of corporate communications and investor relations enhancing engagement, retention and acquisition across stakeholder groups from direct clients, intermediaries and investors through to staff and the financial press.

Extensive client base

Over 400 ASX (Australian Securities Exchange) listed companies regularly use BRR Media to broadcast a range of video and audio company updates, including: ASX announcements, annual general meetings and investor presentations.

More than just a webcaster

More than just a webcaster, BRR Media provides the ideal platform for corporates to deliver their message to key audiences. BRR Media distributes content through the BRR Media website and by arrangement with over forty partner sites, including: the ASX, The Australian online, IRESS, Bloomberg, Fairfax Online, Eureka Report, all online stockbrokers (such as CommSec, E*Trade, Westpac, NAB Online and Bell Direct) and a range of white label partners.

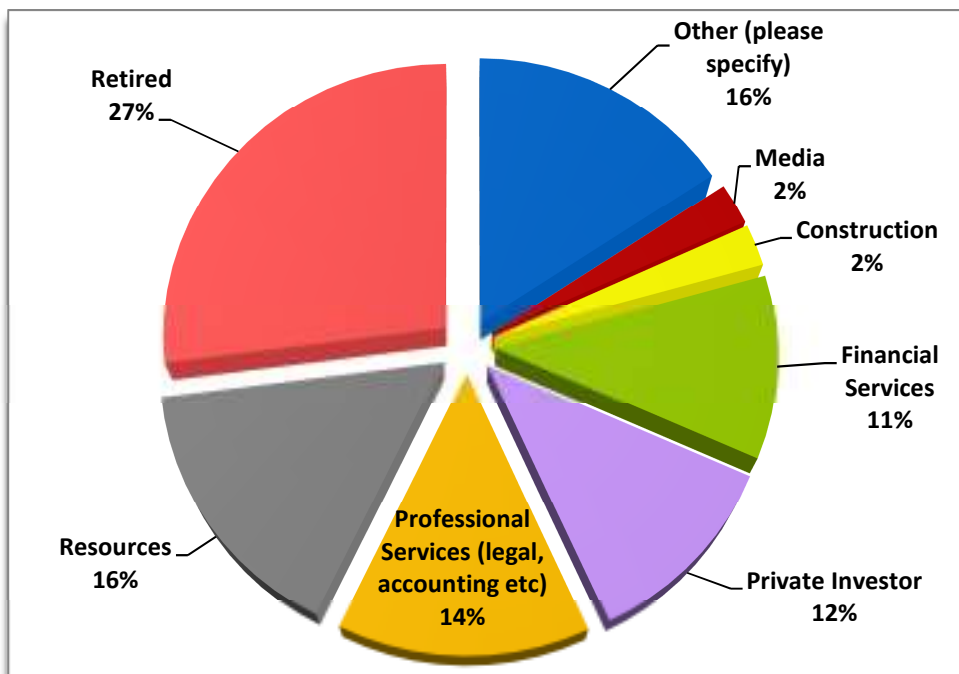
Audience Profile

- Investors and potential investors (retail, superannuation and institutional)
- Senior management from ASX listed corporates
- Professional services employees and partners (legal, accounting etc.)
- Retail share traders using both online and full service stockbrokers

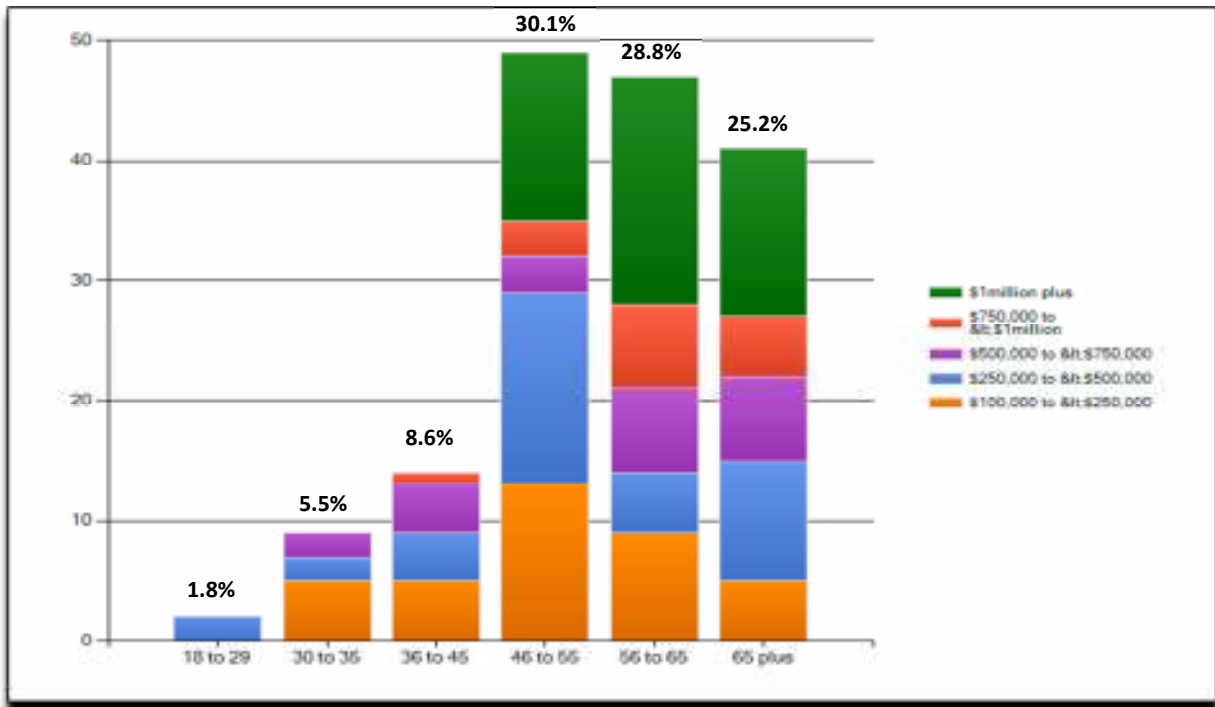
User Profile*	Composition
Male / Female split	80.5% / 19.5%
Age	46+
Investable assets (excluding family home)	40% > \$500,000 17% > \$1million
Annual income	51% > \$100,000 19% > \$200,000
Invest directly in shares	88%
Invest in managed funds (outside super)	18%
Trade shares online	70%

*User survey conducted Feb 2012 (respondents (n) =318)

Industries / Profession



Age and Investable Assets Profile



Site Statistics

1 Feb 2012 – 29 Mar 2012 (Google Analytics)

	Unique Visitors	Total Visits	Avg. No. of Visitors per Mth	Page Views	Pages per Visit	Average Session Duration
BRR Media¹	74,991	100,824	18,605	277,266	2.75	7:41 minutes
Total Traffic	108,683	164,104	54,341	399,954	2.44	6:57 minutes

¹ Direct and search engine traffic only and excludes referrals from partner sites (e.g. The Australian, IRESS, Bloomberg, CommSec, Hotcopper, ASX, ShareScene, PKF etc).

User Locations

Country	% of Visits	City	% of Visits
Australia	79%	Sydney	31%
United States	4%	Melbourne	18%
New Zealand	3%	Brisbane	12%
United Kingdom	2%	Perth	9%
Other	12%	Adelaide	5%

Sources

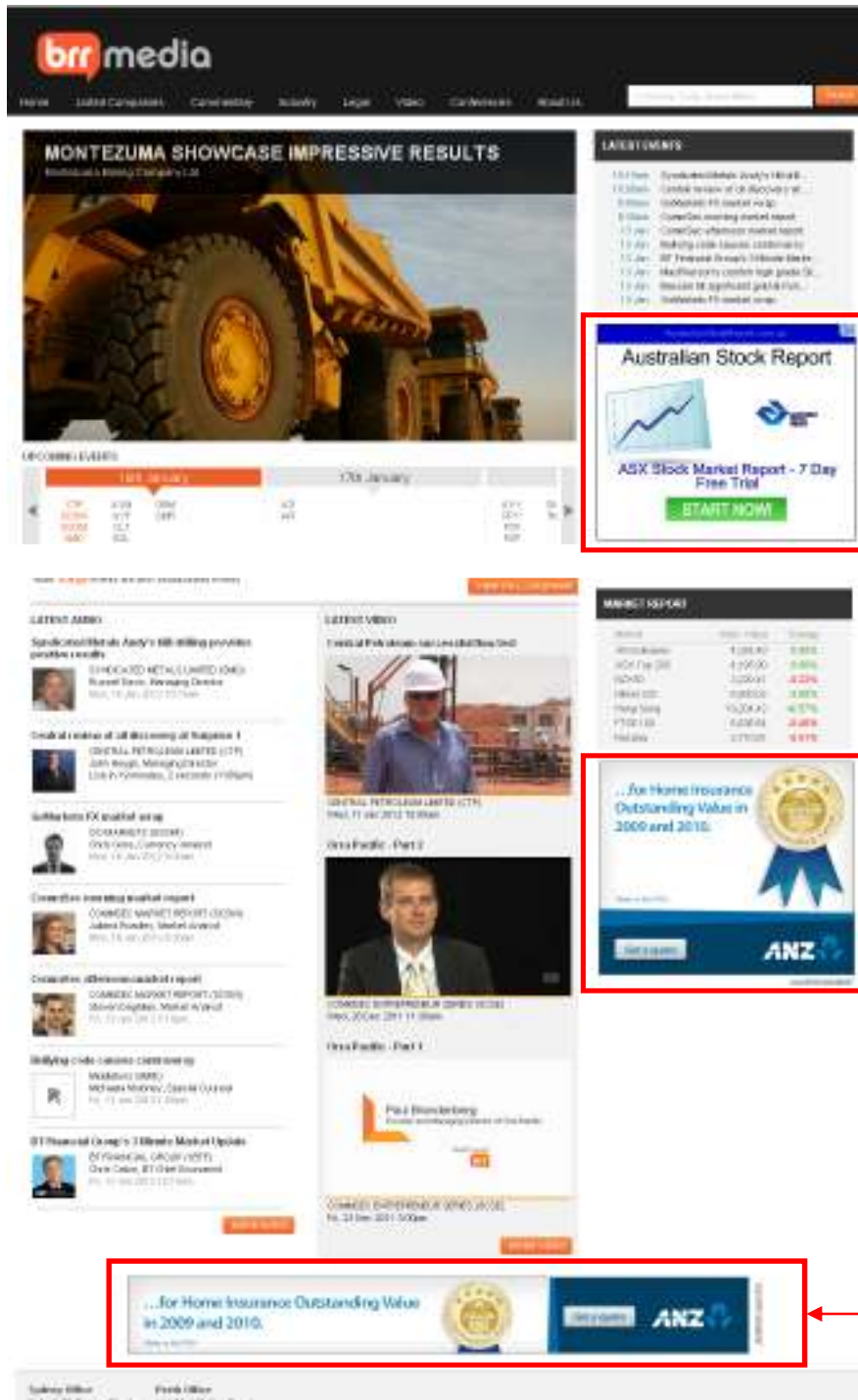
Referral sites:	39%
Direct:	34%
Organic search:	27%

Top Referral Sites

Top Referral Sites	% of Visits
theaustralian.com.au	17%
hotcopper.com.au	11%
sharescene.com	6%
asx.com.au	6%
PKF.com.au	4%

Devices: 6.3% of visits are via mobile devices

Key Placements brrmedia.com – Home Page



Medium rectangle -1

Medium rectangle -2

Leaderboard

Run of Site Advertising

Listings Page



Listings – ranks broadcasts by most recent and by type e.g. full year results, AGMs etc.

Ads: Mrecs 1 and 2 leaderboard

Events Listings Page



Events – lists specialist broadcasts by most recent, by type and by industry e.g. CommSec daily wrap, BRR Media Round Table, Real Estate etc.

Ads: Mrecs 1 and 2 with leaderboard

Single Event Page



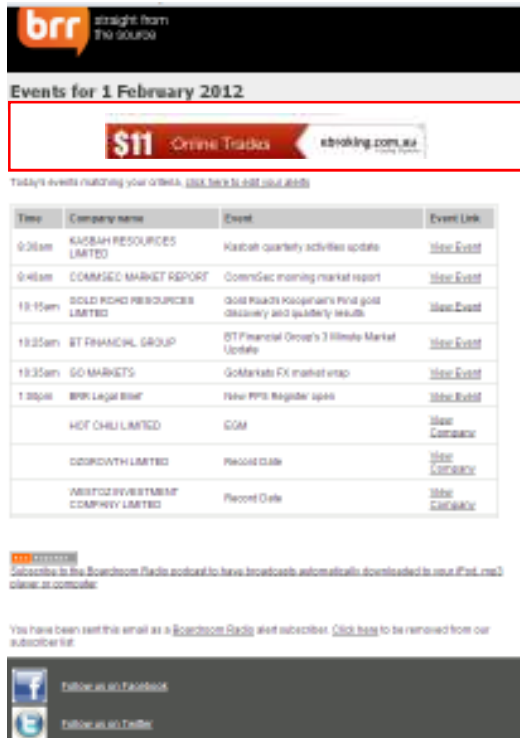
Individual events pages have one medium rectangle placement and the leader board at the bottom of the page.

Ads: Mrec 2 and leaderboard

Newsletter and Email Alerts

BRR Media has a data base of over 5,000 user email addresses. These users have previously subscribed to BRR Media's Alert service, which emails a notification of particular company broadcasts as selected by the user.

Email Alert



Email alerts are available for advertising. Approximately 2,000 alerts are sent daily.

Ad: Banner ad

Round Table Sponsorship

BRR Media runs a weekly Friday Round Table. Guests are invited to provide stock market commentary and opinion. Each event is streamed live in video and audio format and is regularly accompanied by slides. Each event is available for sponsorship.




The screenshot shows a video player interface for a "Friday Afternoon Roundtable" event. The interface includes a top header with the event title and guest list, a "Sponsored by: ANZ" banner, a "WELCOME TO THE FRIDAY AFTERNOON ROUNDTABLE" slide, and an "ANZ Income Protection" advertisement. Red boxes and arrows highlight specific sponsorship elements: "Sponsored by:" logo and link, On screen sponsorship, and Leaderboard.

"Sponsored by:" logo and link

On screen sponsorship

Leaderboard

BRR Media Rate Card

Run of Site	Cost	Inc. GST	Size	
	\$ per week		W x H pixels	
	Medium rectangle – 1*	\$1,000	\$1,100	300 x 250
	Medium rectangle – 2*	\$800	\$880	300 x 250
	Video medium rectangle	\$1,200	\$1,320	300 x 250
	Leader (bottom of page)	\$700	\$770	728 x 90
	\$ per month		W x H pixels	
	Medium rectangle – 1	\$3,600	\$3,960	300 x 250
	Medium rectangle – 2	\$3,000	\$3,300	300 x 250
	Video medium rectangle	\$4,200	\$4,620	300 x 250
	Leaderboard (bottom of page)	\$2,400	\$2,640	728 x 90
	Friday Round Table Sponsorship**	\$3,000	\$3,300	728 x 90
	\$ per item			
	Newsletter	\$2,000	\$2,200	468 x 60
	Email Alerts [^]	\$250 per day	\$275	468 x 60

*On a rotation basis with a maximum of 5 different advertisers at any one time – run of site

**Minimum Friday Round Table sponsorship is 3-months

[^]Approximately 2,000 emails per day

Technical Specifications & Deadlines

Advertising Unit	Elements	Specifications
Leaderboard	Dimensions	728 x 90 pixels
	File Types	JPEG, GIF, SWF, or 3 rd party tags
	Maximum File Size	50KB
Medium rectangle	Dimensions	300 x 250 pixels
	File Types	JPEG, GIF, SWF, or 3 rd party tags
	Maximum File Size	50KB
Video medium rectangle	Dimensions	300 x 250 pixels
	File Types	MP4 file
Newsletter	Dimensions	468 x 60
	File Types	JPEG or GIF
	Maximum File size	30KB
Email Alerts	Dimensions	468 x 60
	File Types	JPEG or GIF
	Maximum File size	30KB

If not using 3rd party tags, a click-through URL must be provided.

Deadlines:

Material deadline: 3 working days prior
Booking deadline: 5 working days prior
Cancellation deadline: 30 working days prior

Contacts

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