

# THE WEEKLY REVIEW

## THE WEEKLY REVIEW WEBSITE

## DIGITAL RATE CARD

### WWW.THEWEEKLYREVIEW.COM.AU | DISPLAY - STANDARD DESKTOP AD UNITS (RUN OF SITE)

DIGITAL INVENTORY	SPECS - PIXELS	FILE TYPE	MODEL	HOMEPAGE	PER NEIGHBOURHOOD <sup>1</sup>
MREC 1 (primary)	300x250	JPEG, GIF, PNG	CPM	\$35	\$35
MREC 2 (secondary)	300x250	JPEG, GIF, PNG	CPM	\$25	\$25
Sticky Leaderboard	728x90 (desktop) 468x60 (tablet) 320x50 (mobile)	JPEG, GIF, PNG	CPM	\$45	\$45
Half Page	300x600	JPEG, GIF, PNG	CPM	\$45	\$45
Wings	700x125	JPEG, GIF, PNG	CPM	\$40	\$40

### WWW.THEWEEKLYREVIEW.COM.AU | DISPLAY - HOMEPAGE ONLY

TYPE	SPECS - PIXELS	FILE TYPE	PERIOD	COST METHOD	PRICE	NOTES
Super King Helmet	Gutter image dimension 1920(w) x 1200(h) pixels 150KB	JPEG, GIF, PNG + high resolution, uncompressed, layered PSD file (PC) and font files used in the PSD file.	2 weeks	Sponsorship	\$3,800	defined in hexadecimal format (e.g. #000000)

### WEEKLY NEWSLETTER (2 PER WEEK) - AD UNITS (DATABASE AT 48,000 AS OF JULY 2016)

TYPE	SPECS - PIXELS	PERIOD	COST METHOD	PRICE	
Leaderboard & Base Banner	728x90	JPEG, GIF, PNG	2 weeks	Sponsorship	\$5,000
MREC	300x250	JPEG, GIF, PNG	2 weeks	Sponsorship	\$4,000

<sup>1</sup>PER NEIGHBOURHOOD: Refers to the standard desktop ad units available in each specific neighbourhood selection on The Weekly Review website including: Stonnington & Boroondara, Bayside, Melbourne Times, South East, Moonee Valley, Ivanhoe & Valley, City and Eastern.

#### BUSINESS RULES

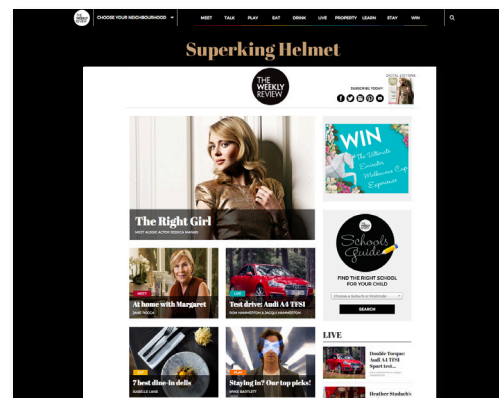
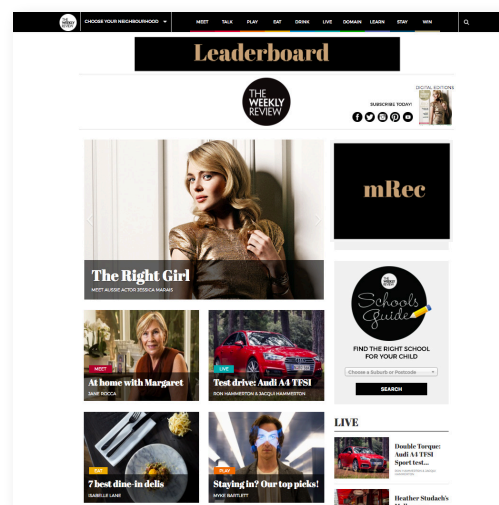
- Minimum entry level is 10,000 CPM
- Leaderboard must be supplied in all three sizes specified
- MREC 1 appears before MREC 2
- MREC 2 can become a Half Page
- Note that gutter inventory will not appear on any mobile devices
- All gutters and Super King Helmet creative needs to be viewed and approved prior to being loaded onto the website by the Domain Victoria Marketing Manager
- Must check availabilities prior to booking in online inventory
- Material deadline is 7 days prior to inventory appearing on site
- Rates are subject to change at the discretion of Domain Victoria.

Note that we will be able to accept HTML files for our online inventory. No flash files accepted. Note that any complex HTML builds will be charged on a POA rate. A complex HTML consist of more than two layers within the file.

PLEASE SEE YOUR DOMAIN VICTORIA REPRESENTATIVE FOR ANY SALES ENQUIRIES

DOMAIN VICTORIA ENQUIRIES | Central office: 03 9249 5300 | West office: 03 8318 5777 | Doncaster office: 03 9249 5286  
DOMAIN VICTORIA EMAIL | centralsales@domain.com.au | westads@starweekly.com.au | doncastersales@domain.com.au

Rates are correct as of July 2016, but are subject to change. All rates exclude GST.



#### DIGITAL AD BUILD RATES

Static JPEG: \$45 per ad

Please note: this is a flat rate for all ad sizes, maximum 2 client proofs per ad or additional charges may apply. Ad build charges will appear on the client's advertising invoice as a production charge.