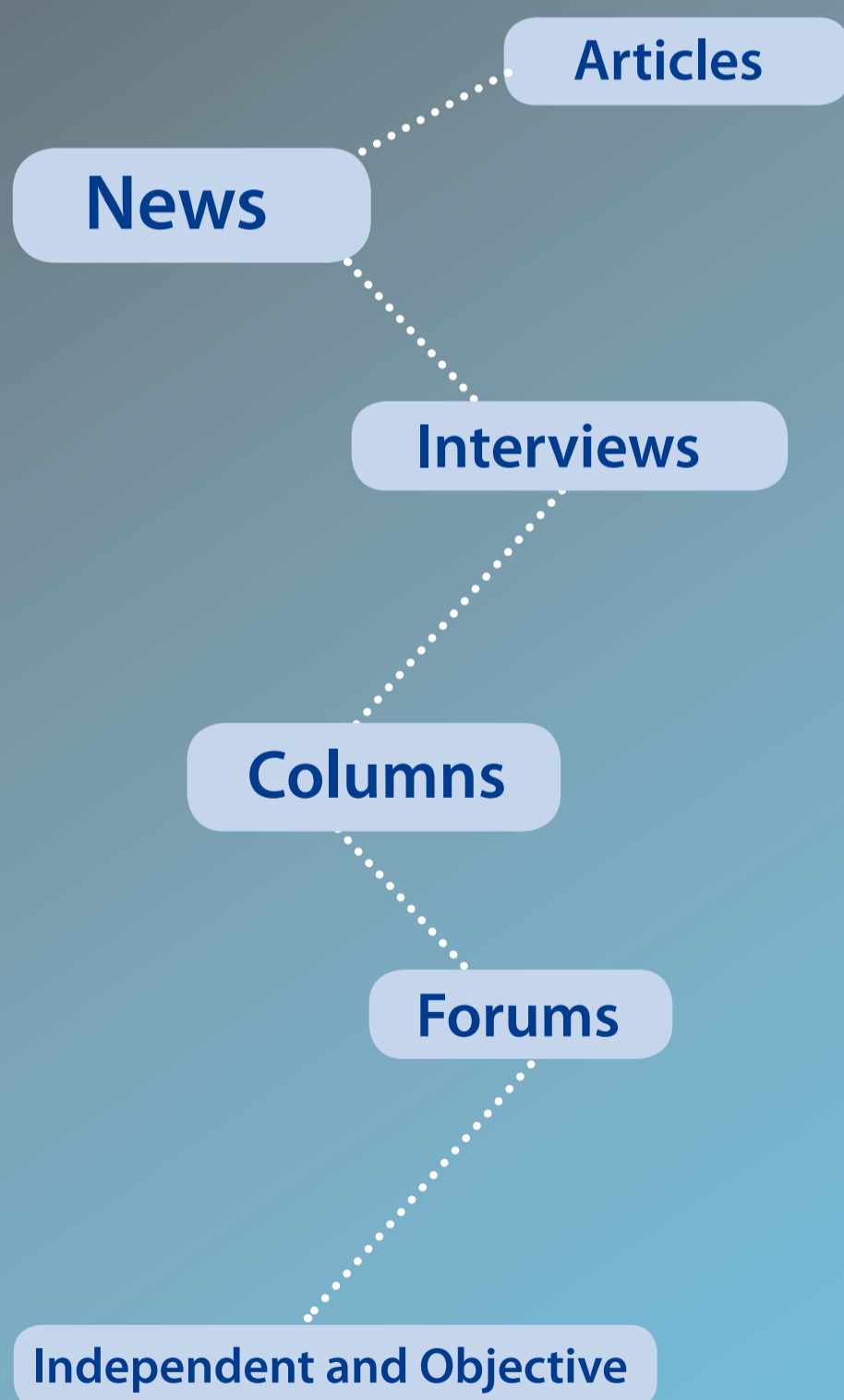


Inside RETAILING

Advertising on Inside Retailing Online:

- ✓ An effective and cost effective means of advertising directly to your targeted market.
- ✓ Highly respected and widely trusted as a leading source of specialist information
- ✓ A 24/7 source for news, articles and information.

Inside Retailing publications have been a trusted source of industry news, information and analysis for 35 years.



Direct to the people who sign the cheques

Inside Retailing Online is browsed on a daily basis by the people who sign the cheques in Australia's \$160 billion dollar retail industry, for staff recruitment and training, fitouts, property management, furniture, cash registers, accounting systems, payroll systems, ordering and logistics systems, security systems, labelling systems, point of sale systems, finance, leasing, legal services, education, training, banking, travel, advertising and marketing services, telecommunications...

...and any other product or service supporting the Australian retail industry.

Demographics:

Inside Retailing Online is the most popular portal for retailers and service providers in Australia. We have more than 50,000 unique visitors a month and more than 20,000 members receiving our daily news alerts every morning. Website subscribers include executives from Autobarn, Bright Eyes Sunglasses, Bunnings, Chain Reaction, Coles Group, Myer, Darrell Lea, Dick Smith, Dymocks, Freedom Furniture, Harvey Norman, Jones Lang LaSalle, Lend Lease, New Price Retail, Prouds, Radio Rentals, Starbucks, Toys 'R' Us, Virgin and Woolworths, GPT, CBRE, David Jones and many more..

Rate Card

• Website ads

CPM - Rotating on all website pages

Ad type	Leaderboard (728 x 90)	Island (250 x 250)	Column Breaker (665 x 90)
Volume			
25,000 to 50,000	\$40	\$40	\$35
50,001 to 150,000	\$36	\$36	\$32
150,000 +	\$30	\$30	\$28

Rotating on all website pages				
	1 month	3 months	6 months	12 months
Tile (125 x 125)	\$950	\$860/month	\$810/month	\$750/month
Custom Banner (125 x 60)	\$950	\$860/month	\$810/month	\$750/month
Skin packages available	Contact your Account Manager for further details.			

*If designing in flash please read our click tag manual here

Note: Rates apply to ongoing campaigns only and may be spread across more than one site but not aggregated volumes from different campaigns. Minimum booking 25,000 impressions. Ads are rotated over the period with other paid bookings. Agency commissions apply.

*Please note that Outlook 2007 does not allow to view flash movies or animated gif. We recommend designing an animated gif and making sure that the first frame of the animation has all the messages you want to put forward so that those who cannot see the animation will see a full static ad.

• Daily News Brief ads

Emailed

Ad type	Leaderboard (728 x 90)	Top Island (250 x 250)	Bottom Island (250 x 250)	Top Tile (125 x 125)	Bottom Tile (125 x 125)
1 month	\$3,000	\$2,750	\$2,500	\$950	\$850
3 months	\$2,700 p/m	\$2,475 p/m	\$2,250 p/m	\$855 p/m	\$765 p/m
6 months	\$2,550 p/m	\$2,335 p/m	\$2,125 p/m	\$805 p/m	\$725 p/m
12 months	\$2,400 p/m	\$2,200 p/m	\$2,000 p/m	\$760 p/m	\$680 p/m

*Ads on the alert are to be gif, animated gif, jpg, jpeg or pdf files (not flash)

• Advertorials

When the advertorial is published it appears on the home page. Afterwards, it appears in the special section which it relates. Later the advertorial is moved to our archive and will be searchable. 200 words, 2 photos, 2 months: Cost = \$200. 500 words, 5 photos, 2 months: Cost = \$500.

Retail Support Directory + Inside Retailing Directory 2010

Be a part of the most organised, efficient and effective service provider's directory where retailers look for their shopfitters, designers, lawyers and other suppliers. The cost is \$360 + GST per annum. Price includes listing in Inside Retailing printed Directory. This service requires pre paying.

Page views a month	250,000
Unique visitors a month	50,000
Average visits per user per month	2.62
Average impressions per visit	6.14
Average length of visit in minutes	2.74

What is CPM? - Paid advertising by which the advertiser is billed based on the number of times an ad is seen by a consumer. CPM relates to 1,000 impressions. Therefore, if the CPM cost is \$40, you are paying 4 cents every time your ad has been displayed. \$4,000 will give you 100,000 impressions.

REGULAR	RICH MEDIA
GIF	HTML
JPEG	Javascript
Animated GIF	Flash

Terms and Conditions:

- Payment Terms 7 days from the day the ad goes live (or ad appears on email alert)
- Prices are exclusive of GST
- Rates are subject to change
- Alteration of Online advertisement requires minimum 2 working days notice.

CANCELLATION POLICY: Cancellation of advertising content by the customer of any online advertising bookings must be made at least 30 days before the commencement date. Octomedia Pty Ltd reserves the right to charge the customer for advertising cancelled with less than 30 days notice.

Inside Retailing Online

Inside Retailing | Foodweek | Retail Support | All Eaten Up | Retail Books | Retail Blogs

Inside RETAILING | **LEADERBOARD** 728 X 90

Trends | Operations | Centres | Store Profiles | eTailing | Marketing | Technology

Divorce registry at UK retailer | Mitre 10 NZ stores in receivership | Robert Atkins loses battle with cancer

Latest Columns | Peter James Ryan | Paul Marshall

GPT cements corporate responsibility focus

Divorce registry at UK retailer

Mitre 10 NZ stores in receivership

One to One Communications by Salmat

Lasoo.com.au takes out top honours | Lasoo iPhone App an instant hit with shoppers | A savvy transformation for product search engine Lasoo.com.au

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COLUMN BREAKER 665 x 90

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ISLAND 250 X 250

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TILE 125 x 125

TILE 125 x 125

TILE 125 x 125

Featured Columnists

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Inside Retailing Magazine
Inside Retailing (weekly edition)
Inside Retailing Directory
FOODweek Online
FOODweek Directory
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