

# Advertising Rate Card - TotalSelfImprovement.com

**Date: 29 Sep 2011**

**Monthly Traffic summary (current tracking):**

Page views: 43,000+

Unique visitors: 28,000+

## Right Sidebar Graphic Ad 125x125 @ \$45

- **One month**, front page and practically every other content page on the site. Exclusions include the obvious - contact us, feedback, "your story" pages and other utility pages.
- **Longest front page exposure.**
- Maximum of 4 available for one month intervals, maximum of 4 featured at any one time.
- Buy all 4 and combine the space into 125x600 and get 45% off the normal price and **you will also be featured on the sponsors' page for 3 months after expiry of your paid ad.** Only \$99.

## Centre Banner Ad 468x60 @ \$65

- **Seven days**, front page above the fold **Home Page placement.**
- Maximum of 4 available per month, maximum of 1 banner at a time on the front page. You get exclusive access with a single banner placement at any one time.
- **Prime placement option.**
- RSS feed triggered when banner goes live.
- Buy all 4 banner slots for a month in a single transaction and get 45% off the normal price and **you will also be featured on the sponsors' page for 3 months after expiry of your paid ad.** Only \$140.

## Text Link Ad Left Sidebar @ \$15 each

- Keywords as anchor text, tagline as popup text.
- Limit of 2 lines of text per link (approx 40 characters).
- 5 available per month, one month interval each.

## Package Discounts:

- **10% off purchase** of a combination of any 2 (sidebar/banner/text) in a single transaction.
- **15% off purchase** of a combination of any 3 (sidebar/banner/text) in a single transaction.

## Conditions of offer:

- All rates are current for 60 days from the above date.
- Prices are in Australian dollars.
- Graphics and ad text are to be supplied by client.
- Acceptable banner types: GIF, JPEG or animated GIF
- Maximum file size: 35 kilobytes
- Maximum animation frames: 5
- We reserve the right to reject ads that we consider inappropriate or that detract from the theme of our site.
- Month duration only - one change permitted per placement during life of ad.

## Placing your ad:

1. Send an email to [advert@totalselfimprovement.com](mailto:advert@totalselfimprovement.com) with the following details:
  - Which ad option(s) you want.
  - Period of time and dates you want.
  - Your ad banner(s) (if applicable).
2. We'll confirm availability or negotiate an alternative arrangement if necessary.
3. You will then receive an invoice via PayPal Australia for the full amount. Your ad placement is not confirmed until full payment is received.
4. Upon receipt of your payment, a confirmation email will be sent confirming your booking.