

ONLINE ADVERTISING

Reach your customers in a fast and targeted way with online advertising.



Gas Today Website

The recently relaunched website has quickly become the portal for the sector. As the place to begin for sector information, magazine issues, the latest news, and more, this high-traffic, content rich site presents excellent promotional opportunities. A limited number of premium positions are available, as well as zero-risk, highly measurable per click places.

Check out the website www.gastoday.com.au



Gas Today Update

Readers can keep in touch between issues of the magazine by receiving the regular *Gas Today Update*, delivered straight to their inbox. If you've got news that just can't wait, or want to reach readers directly and quickly, then advertising in the Update will meet your needs.

The lead banner in one issue is \$500, or cheaper if packaged with print advertising.



ONLINE ADVERTISING

Branding campaign

This package complements your print presence and establishes you as a leader in the industry. It includes leading positions across the website and newsletter and ensures that everyone knows who you are.

Product sales

Aimed at getting results, this option includes strategic placement of your advertising across the website and newsletter, as well as being able to include product stories on the site which will help drive traffic through product related searches, allowing you to reach an even wider audience of people looking specifically for the products you are supplying.

New product launch

Get out there fast with this time-sensitive option which will help you create a buzz, this includes strategic positions combined with a headline banner and a newsletter story about your product launch.

Event promotion

Holding an event? This option is catered to help you promote it. As well as strategically placed ads, you will also feature in the event listing and get a news story before and after the event.

Three, six or twelve month campaigns

Each of the above packages is available for a three, six or twelve month campaign. The longer the campaign, the more you save.



Online advertising can be
immediate and measurable

ONLINE ADVERTISING RATES

GAS TODAY

PACKAGE	INCLUDES *	PRICE		
		3 MONTHS	6 MONTHS	12 MONTHS
BRANDING CAMPAIGN	3 months web headline 3 issues e-news headline 4 issues e-news top left 2 issues e-news bottom left 3 months web inline story Dedicated online editorial coverage of your activities	\$3,300 You save: \$1,595	\$5,940 You save: \$3,850	\$9,900 You save: \$9,680
PRODUCT SALES	3 editions e-news top left 1 issue e-news headline 3 months inline banner 3 months web right 1 issue e-news bottom left 1 product story in news articles	\$1,980 You save: \$1,155	\$3,564 You save: \$2,706	\$5,940 You save: \$6,600
NEW PRODUCT LAUNCH	1 issue email headline 3 months web headline 2 issues email right 1 article in e-news announcing launch	\$1,650 You save: \$660	\$2,970 You save: \$1,650	\$4,950 You save: \$4,290
EVENT PROMOTION	3 issues email left top 3 months web side 3 issues email bot left Events listing in e-news 1 article in e-news pre event 1 article in e-news post event	\$1,650 You save: \$660	\$2,970 You save: \$1,650	\$4,950 You save: \$4,290

“ Combine with 4 x print ads and receive 25 per cent additional off. ”

* Inclusions based on 3 month campaign, 6 month campaign includes 2 x everything, 12 months campaign includes 4 x everything.

Prices are in Australian dollars and include 10% GST. International customers may not be required to pay GST and prices will be discounted accordingly.

ONLINE ADVERTISING PLACEMENT

GAS TODAY

WEBSITE



	SIZE	PRICE per mth
Top (Headline) Banner Maximum of 3 ads on rotation - one displayed at a time	Leaderboard: 728 pixels x 90 pixels	\$440
Inline article banner Maximum of 3 ads on rotation - one displayed at a time	Full banner: 468 pixels x 60 pixels	\$275
Right banners (sidebar) up to 3 in one of two configurations	Side squares: 250 pixels x 250 pixels (can be less than 250 high) Skyscrapers: 120 pixels x 600 pixels	\$220

E-NEWS



	SIZE	PRICE per mth
Top (Headline) Banner one displayed at a time	Leaderboard: 728 pixels x 90 pixels	\$440
Left Top (displayed directly after news ends) one displayed at a time	Full banner: 468 pixels x 60 pixels	\$330
Left Bottom (displayed directly after news ends) one displayed at a time	Full banner: 468 pixels x 60 pixels	\$220
Right banners (sidebar) up to 3 in one of two configurations	Side squares: 250 pixels x 250 pixels (can be less than 250 high) Skyscrapers: 120 pixels x 600 pixels	\$275

Combine any two units for a 5% discount

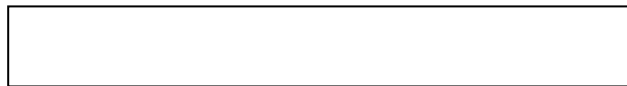
Combine and five units, or any one unit with any print advertising – 10% discount

Prices are in Australian dollars and include 10% GST.
 International customers may not be required to pay
 GST and prices will be discounted accordingly.

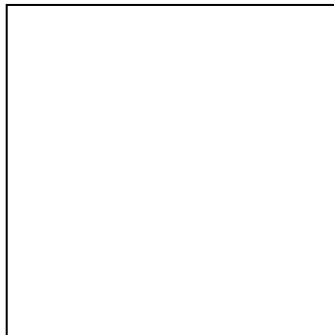
ONLINE ADVERTISING SPECIFICATIONS



Leaderboard | 728 pixels x 90 pixels

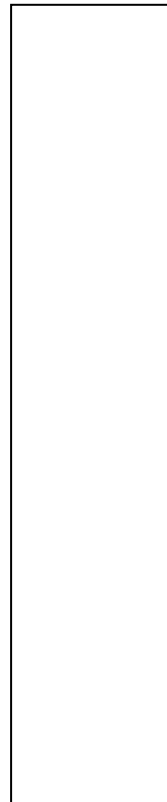


Full Banner | 468 pixels x 60 pixels



Side Square
250 pixels x 250 pixels

(can be less than 250 high)



Skyscraper | 120 pixels x 600 pixels

Advertisement Design

We can design your advertisement if required.

Please provide:

- A logo
- Any images to be included in the ad
- Contact information to be included in the ad
- Any other key information you would like included.

Our design team will then put together a proof and send back to you for approval.

PLEASE NOTE

- Ads for our websites can either be a static jpeg or an animated gif. Unfortunately, we are unable to support Flash files.
- Many email programs do not display animated gifs properly, therefore we do not support animation for e-news. Ads for our e-news can only be static jpegs.
- Files must be smaller than 50 KB.