

## ADVERTISING OPTIONS

1STOP is the online portal for your community, providing residents with a one-stop-shop for information on their local community. Features include a business directory, local council information, entertainment guide, real estate and special offers. Flexible, convenient and interactive, 1STOP Subiaco is also where the local community share information, services, ideas, opinions – the possibilities are endless and available 24 hours a day.

As a business owner, we encourage you to become an active member of the 1STOP community. This is a unique opportunity to connect with your customers, post events and information and perhaps even make use of our business and community directory. We also provide an effective range of advertising options that specifically target your local community. All advertising is competitively priced and we have a package to suit your needs. The options available are set out below.

### INFOLINK WEBPAGE & LISTING.

#### A PRIORITY LISTING AND YOUR OWN 1STOP WEBPAGE.

Highly optimized so that your business can be found on the internet, it includes a description of your business, full contact details (including a website link), company logo and pictures, brands and events. Ideal for businesses without a website and a great help for those which do. Businesses with an InfoLink gain a priority listing in our 1STOP directory pages.



Package	12 Months	6 Months	3 Months
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Infolink webpage	\$550	\$330	\$275
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From \$1.50 a day you receive your own webpage and a priority directory listing.

Infolink + 1STOP Specials package	\$750	\$450	\$375
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From less than \$65 per month you receive your own webpage, priority directory listing and online vouchers.

## ADVERTISING OPTIONS

### SPOTLIGHT ADS. SHINE A LIGHT ON YOUR BUSINESS.

Draw attention immediately to your business with our Spotlight Ads. They feature your business logo and open your Business InfoLink Webpage. You also receive a priority directory listing.

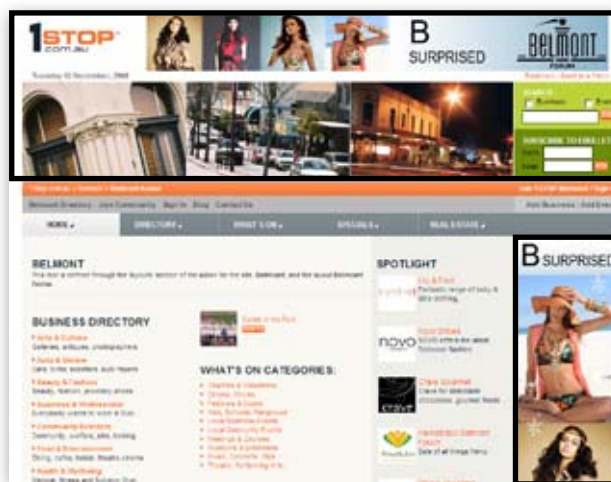


Package	12 Months	6 Months	3 Months	
Home Page	\$1,500	\$900	\$600	12 month packages start from \$125 per month.
Premium & Directory Pages	\$900	\$600	\$450	12 month packages start from \$75 per month.
Feature & Other Pages	\$750	\$450	\$300	12 month packages start from less than \$65 per month.

### BANNER ADS. HIGH IMPACT, HIGH FOCUS ADVERTISING.

1STOP banner ads allow you to promote your latest promotions and messages to our 1STOP audience. Banner ads can link directly to your website or open your InfoLink Webpage. You also receive a priority directory listing. Banner size options are:

- Top Banner (Leaderboard) – 728 x 90 pixels.
- Skyscraper Banner – 160 x 600 pixels.
- Square Banner – 160 x 160 pixels.



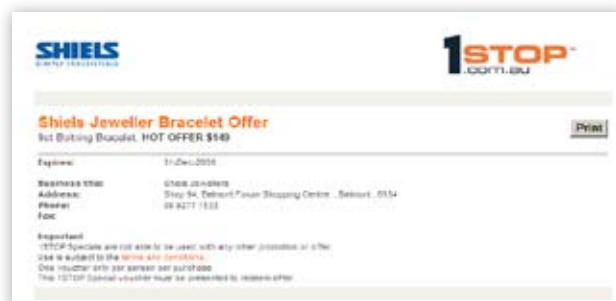
Package	12 Months	6 Months	3 Months	
Home Page	\$2,500	\$1,500	\$1000	12 month packages start from \$50 per week.
Premium & Directory Pages	\$1,800	\$1,200	\$800	12 month packages start from \$150 per month.
Feature & Other Pages	\$1,500	\$900	\$600	12 month packages start from less than \$125 per month.

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### 1STOP SPECIALS SAVINGS VOUCHERS.

BRINGING MORE CUSTOMERS THROUGH YOUR DOOR.

Increase sales and find new customers using our popular online savings vouchers. Customers print out the voucher and hand it in to claim their discount. You can change your offer at any time, run them throughout the year or for special promotional periods – the choice is up to you.



#### Package

12 Months 6 Months 3 Months

1Stop Specials

\$550

\$330

\$275

From \$1.50 per day you can promise your latest offers in our specials directory.

## COMBINE PACKAGES AND **SAVE**

- When you combine any 2 of the above products, you receive 15% off the total price.
- When you combine any 3 or more of the above products, you receive 20% off the total price.

#### Advertising Notes

1. Bonus Infolink & 1STOP Specials - All Spotlight and Banner Ads receive a bonus Infolink page and 1STOP Specials.
2. Premium Pages - Include Major Category pages, the Real Estate Agents and 1STOP Specials Listing pages.
3. Featured Pages - Includes your own Business Category pages, What's On and Search pages.
4. Top Banner, Skyscraper, and Square Banner Ads - A maximum of 4 ads are displayed randomly on the pages.
5. Spotlight Ads - Your Spotlight ad is always shown online. A maximum of 10 ads are shown. Spotlights open your Infolink webpage.
6. Prices - Prices apply from 1 December 2008 and are subject to change at any time.
7. Image sizes- Spotlights 100 x100 pixels, Top Banners 728 x 90 pixels, Skyscraper Ads 160 x 600 pixels, Square Banner Ads 160 x 160 pixels.
8. Bookings are payable in advance for the term of the package unless otherwise indicated. All rates include GST.