

ONLINE ADVERTISING

Sport & Sponsorship News Australia

Australian Corporate Hospitality

**Australia's Premier Sources of Sponsorship,
Sports Business and Corporate Hospitality
News and Information**

OVERVIEW

Sport & Sponsorship News Australia (SSA)

SSA is a comprehensive news and information service for sponsorship, sports business and marketing professionals in Australia. Coverage includes:

- Breaking news
- Inside information from key industry sources
- In depth coverage of sponsorship and sport business and industry movements not available through other sources
- Archive dating back to January 2002, over 2,500 articles

The SSA e-Newsletter goes out to over 1,500 sponsorship & sports business professionals twice a week. A significant percentage of these are fully-paid subscribers who rely on SSA to provide them with a regular snapshot of the industry, while the remaining free subscribers have access to a number of releases and headlines each week to keep their attention.

Subscriber and e-Newsletter recipients include:

CEOs, marketing, sponsorship and business development senior executives – many from the corporate side of the industry, ie sponsorship decision makers – specialist consultants, sporting organisation board members, a range of lower level professionals from the sports industry; a range of top level professionals from various other sponsorship seeking sectors - arts, education, science, etc.

Australian Corporate Hospitality (ACH) Profile

The weekly ACH e-Newsletter provides coverage of industry developments and trends, as well as featuring case studies from both providers and purchasers and specialist commentary from industry experts. The e-Newsletter is distributed to over 2,000 targeted subscribers, many of which are the marketing, sponsorship and business development managers from Australia's top companies, i.e. your potential clients.

Because the ACH e-Newsletter, as with all pando Publishing information products, contains a high standard of objective editorial content, people pay attention to it. Also, with subscription currently free, it is being read by more and more of the industry each week. Including your package or promotion is a sure fire way to get it in front of a large number of the decision makers from Australia's top corporate hospitality spenders.

ACH's online directory provides a comprehensive overview of corporate hospitality packages from across Australia. With over 500 packages already listed, the directory is the best source of information for corporate hospitality decision makers. Listings cover the spectrum of organisations that offer corporate hospitality, including:

- Sports organisations
- Arts organisations
- Specialist providers and consultants
- Venues.

Advertising Benefits:

- No other online resources targets the Australian sponsorship, sports business and corporate hospitality industries like SSA and ACH.
- Reach the decision makers of the industry, especially those from the all important corporate market – Subscribers pay a significant premium to read SSA – Our reader profile is second to none
- Add to paying subscribers the thousand plus free email recipients and you can be sure you are reaching the cream of the sponsorship, sport business and corporate hospitality industries

Advertising Options

Banner

468 x 60 pixels

Large Tile

120 x 240 pixels

The screenshot shows the Sport & Sponsorship website interface. At the top, a blue banner displays the headline "Over 140,000 people play Cricket in NSW". Below this, the main content area is divided into several sections. On the left, there is a navigation menu with options like "Home", "Latest News", and "Subscribe". The central part of the page features a "Subscribe" section with text describing the service and subscription rates. On the right side, there is a "User Login" form and a large advertisement for "MOORE SPORTS" with contact details for Jason Moore. At the bottom left, there is a "Join Free e-newsletter" form and a "get the balance" graphic. The website is viewed through a Microsoft Internet Explorer browser window.

- All options available for both **SSA and ACH**
- All feature on **website homepages** and e-Newsletters
- All options animated or static (GIF, Flash or DHTML)
- Linked to your website or choice of destination

Advertising Rates

Banner

\$1,210 per month

- Price covers banner on website homepage and the weekly e-Newsletter (SSA twice weekly / ACH once per week)
- Limit of one advertiser on banner per month, ie. banner is exclusive
- Multiple banner ads can be featured on rotational basis, ie. promote a range of your offerings
- Prices negotiable for multiple months or with other subscription / advertising options
- Prices include GST

Large Tile

\$990 per month

- Price covers tile on website homepage and the weekly e-Newsletter (SSA twice weekly / ACH once per week)
- Three tiles available (one on left and two on right)
- Limit of one advertiser on each tile per month, ie. each tile is exclusive
- Multiple tile ads can be featured on rotational basis, ie. promote a range of your offerings
- Prices negotiable for multiple months or with other subscription / advertising options
- Prices include GST

Please contact us for more information or to discuss customised packages to suit your needs.

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NOTE: More options exclusively for the Australian Corporate Hospitality product listed below

Additional Options For ACH

Advertise within the **Corporate Hospitality Directory**

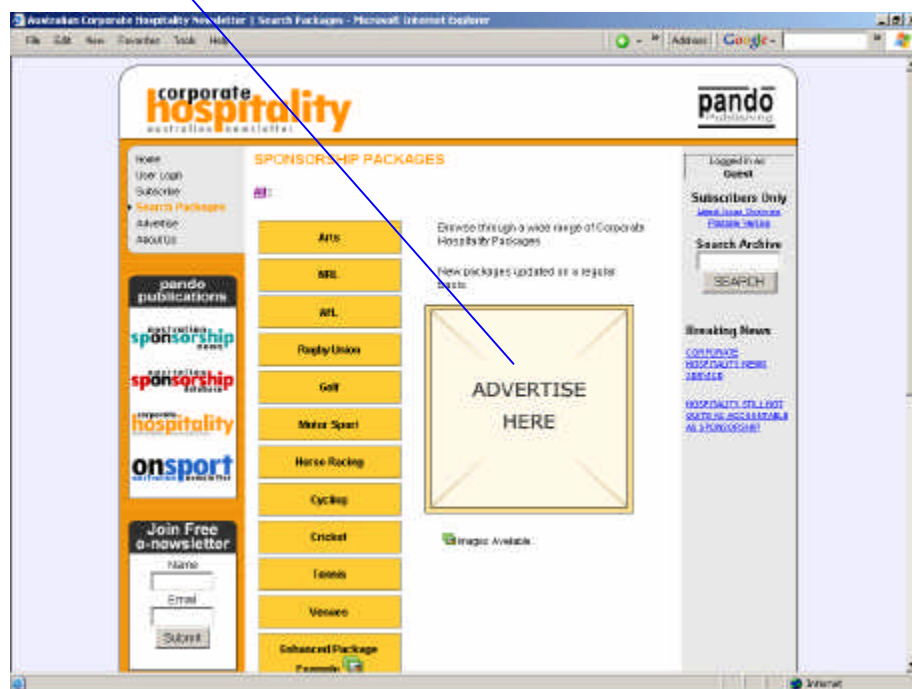
Advertising Benefits:

- Reach corporate hospitality decision makers searching the directory to help with or make purchasing decisions
- Customise your package to appeal to certain markets or events
- Very cost-effective way to reach this niche target market

Advertising Options

Box Advertisement

234 x 234 pixels



- Available on **main search** page or **category search** pages – see below for pricing
- All options animated or static (GIF, Flash or DHTML)
- Linked to your website or choice of destination

Advertising Rates

Main Search spot

\$550 per month inc GST

- NOTE: only one spot available
- Discounts available for longer periods

Category Search spot

\$330 per month inc GST

- NOTE: multiple spot available
- Discounts available for longer periods

* Customised packages are available. Please contact us for more information

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