

Advertising Rates 2012

| AD TYPE | POSITIONS | SIZE | SOLUS | NON-SOLUS (max. of 2 ads) |
|-----------------------------------|--------------------------------------|-----------------|------------------|---------------------------|
| Top Banner (see A in picture) | Home page and ALL other pages | 468 x 60 pixels | \$ 1,250 / month | NOT AVAILABLE |
| Central Banner (see B in picture) | Home page and ALL other pages | 468 x 60 pixels | \$ 1,250 / month | \$ 750 / month |
| Left Button (see C in picture) | Home page and ALL other pages | 297 x 60 pixels | \$ 700 / month | \$ 500 / month |
| Right Button (see D in picture) | Home page and ALL other pages | 115 x 60 pixels | \$ 450 / month | \$ 300 / month |

Note: SOLUS means that your ad is the only one appearing in that location, while NON-SOLUS ads appear randomly for the maximum of 2 assigned ads for that location. All rates exclude GST.

Required Format: gif, jpg, png, or flash file and maximum size of 50Kb.

The screenshot shows the eyesmart website homepage. Callout A points to the top navigation bar. Callout B points to the central banner area. Callout C points to the left sidebar button area. Callout D points to the right sidebar button area. The main content area features a large 'UP-TO-DATE INDUSTRY NEWS' section with a 'Daily eye care industry news' headline and a 'Latest Industry News' list. Below this are sections for 'Latest Jobs Advertised' and 'Latest Industry News' with various news items and dates.

Suppliers Directory Listing Rates 2012

| LISTING | POSITION | RATE |
|---------|--|---------------|
| Basic | Suppliers Directory | FREE |
| Sponsor | Suppliers Directory, with company logo | \$ 100 / year |

Note: All rates exclude GST.

Products Info Listing Rates 2012

| LISTING | POSITION | RATE |
|----------|---------------|------|
| Standard | Products Info | FREE |



www.eyesmart.com.au | contact us: ads@eyesmart.com.au

News Rates 2012

| NEWS TYPE | POSITION & DELIVERY | RATE |
|--|---|------|
| Press releases, product launches, appointments, etc. | Home page, News section, RSS, Email, Twitter, Facebook, and Google+ | FREE |

Video Rates 2012

| VIDEO TYPE | DELIVERY | MAX SIZE | RATE |
|---|---|------------|---------------------------|
| Low resolution video (only viewable online) | Eyesmart TV and YouTube | 10 minutes | FREE |
| High resolution video (viewable online and offline) | Eyesmart TV, YouTube, and downloadable to view on large screens | 10 minutes | \$ 200 per video per year |

Note: All rates exclude GST.

Classifieds Rates 2012

| AD TYPE | POSITIONS & DELIVERY | SIZE | RATE | Period of Listing |
|--------------------|--|----------------------------------|-------|-------------------|
| Position Vacant | Classifieds section, Home page, Email, RSS feed, Twitter, and Facebook | Unlimited characters and updates | \$ 50 | 3 months |
| Position Wanted | Classifieds section, RSS feed | Unlimited characters and updates | FREE | 3 months |
| Equipment for Sale | Classifieds section, RSS feed | Unlimited characters and updates | \$ 50 | 3 months |
| Business for Sale | Classifieds section, RSS feed | Unlimited characters and updates | \$ 50 | 3 months |

Note: All rates exclude GST.