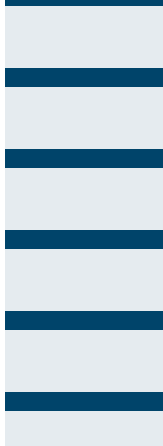


farmonline.com.au

THE WEBSITE CONNECTING WITH RURAL AUSTRALIA



- North QLD Register
- QLD Country Life
- The Land
- Stock & Land
- Stock Journal
- Farm Weekly

2011 MEDIA KIT

Introduction

You Can't Hide From It.

While the evolution of the internet has businesses rethinking their strategies when it comes to advertising, it can still take traditional print advertising to achieve success.

But by combining your print advertising with a catchy online advertisement or link to your website you can greatly increase your reach to potential customers and successful sales.

QARS 09 (Quantitative Agricultural Readership Survey) indicates that 93% of farm owner managers own a computer with 95% of them connected to the internet an average of 1.2 hours a week.

Rural Press National Sales can help you achieve a national presence and help drive traffic to your website with an advertising package via www.farmonline.com.au

Farmonline provides a one stop portal to rural news and events with news stories, videos and pictures uploaded daily. The website also provides access to daily free and paid E-Newsletters, to a growing number of subscribers.

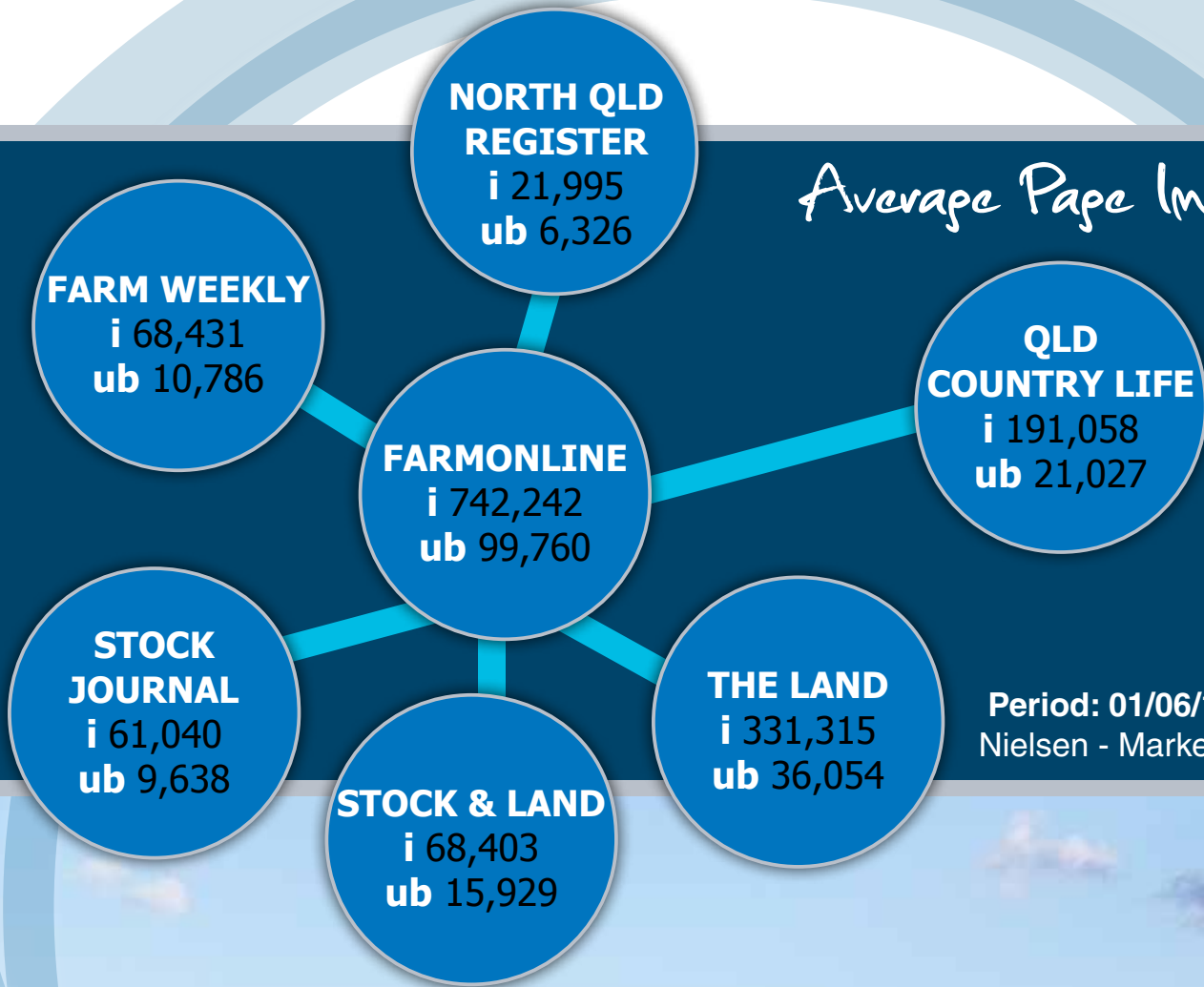
Are you missing out on sales?

Talk to your RPS Agricultural Media contact for your online advertising needs.



Website Statistics

Average Page Impressions



Period: 01/06/11 - 30/06/11
Nielsen - Market Intelligence

REACHING 86%
of broadacre farmers
who own a computer.

*QARS 2009



Ad Products and Specs

MASTHEAD BANNER

Size: 468 x 60 Pixels (40KB)
(100KB RICH FLASH)

Format: Flash, Rich Flash or Giff

SOV: 25% SOV (State or National)

M - REC

Size: 300 x 250 Pixels (40KB)
(100KB RICH FLASH)

Format: Flash, Rich Flash or Giff

SOV: 25% SOV (National)

2nd M-REC / SKYSCRAPER

Size: 300 x 250 & 160 x 600 Pixels
(40KB) (100KB RICH FLASH)

Format: Flash, Rich Flash or Giff

SOV: 25% SOV (State or National)

NEWS M-REC

Size: 300 x 250 Pixels (40KB)
(100KB RICH FLASH)

Format: Flash, Rich Flash or Giff

SOV: 25% SOV (National)

BUTTON

Size: 300 x 100 Pixels (40KB)

Format: Jpeg, Flash or Giff

SOV: 50% SOV - 4 ads display at any one time, and other 4 ads will display upon revisiting / refreshing the page.

The screenshot shows the THE LAND website interface. Key features include:

- Masthead Banner:** Located at the top of the page, featuring the website logo and navigation links.
- M-REC:** A medium rectangular ad placed above the main news article.
- 2nd M-REC / SKYSCRAPER:** A larger ad placed below the main news article, spanning across the content area.
- NEWS M-REC:** A medium rectangular ad placed within the news section.
- Buttons:** Small rectangular ads placed in various locations, including the sidebar and footer.

Advertising Rates

National Rate Card 2011 - From 1st of July

WEBSITES	MASTHEAD BANNER	2 nd M-REC / SKYSCRAPER
NORTH QLD REGISTER	\$360	\$400
QLD COUNTRY LIFE	\$1500	\$2000
THE LAND	\$2000	\$2350
STOCK & LAND	\$750	\$830
STOCK JOURNAL	\$670	\$710
FARM WEEKLY	\$780	\$850
NATIONAL - All Sites	\$5500	\$6500

WEBSITES	M-REC	NEWS M-REC
FARMONLINE NATIONAL POSITIONS	\$6,500	\$6,500

* All prices quoted are for one calendar month *All prices are exclusive of GST

Daily Newsletter Sponsorship

Reinforce your product or website by taking an exclusive daily sponsorship on our free and paid E-Newsletter. The free E-Newsletter (sent 5 days a week) includes banner advertising on each section (Beef, Sheep, Grain and Agri-Business). Advertisers will be offered 100% SOV on these positions. **Weekly Sponsorship Banner \$1500 per week / Daily Sponsorship \$350 per day.** The paid E-Newsletter (sent 6 days a week) includes banner, and MREC advertising throughout the newsletter. Advertisers will be offered 100% SOV on these positions. **Weekly Sponsorship MREC \$1350 per week / Daily Sponsorship \$400 per day, Weekly Sponsorship Banner \$1100 per week / Daily Sponsorship \$300 per day.**

Bundled Media Packages

Gain effective exposure for your brand or product by taking advantage of our bundled media packages for combined print and online campaigns. Please call your Rural Press Sales representative to discuss prices and packages.

Rich Media Options

The Farmonline network is capable of running rich media files that include gutter advertising, expandable ads, custom video and OTP creative. Gutter advertising is priced at \$3,000 with a frequency of one week during the campaign month. Other rich media formats are priced with an additional 40% loading on the position rate, with a frequency of one day during the week of a campaign.

Contacts

RPS Agricultural Media

NSW & QLD

68 Chandos Street, St Leonards NSW 2065

Tel: 02-9478 1200

Fax: 02-9906 7306

Ian Thomson	gm.rpsag@ruralpress.com
Harry Gallagher	harry.gallagher@ruralpress.com
Matt De La Hunty	matthew.delahunty@ruralpress.com
Sean Peacock	sean.peacock@ruralpress.com
Karen Rogers	marketing.rps@ruralpress.com

VIC & SA

The Age Print Centre (TAPC) 31 - 69 Western Avenue,
Tullamarine VIC 3043

Tel: Anne Stock 03-8336 8014 / Dick Barnes 03-8336 8017

Fax: 03-8336 8125

Anne Stock	anne.stock@ruralpress.com
Dick Barnes	dick.barnes@ruralpress.com

Website Links

- <http://www.ruralpress.com>
- <http://www.farmonline.com.au>
- <http://nqr.farmonline.com.au> North QLD Register
- <http://qcl.farmonline.com.au> QLD Country Life
- <http://theland.farmonline.com.au> The Land
- <http://sl.farmonline.com.au> Stock & Land
- <http://sj.farmonline.com.au> Stock Journal
- <http://fw.farmonline.com.au> Farm Weekly
- <http://www.australianscenics.com>