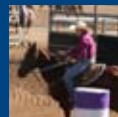
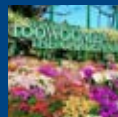


APN Digital

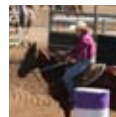
RATE CARD 2010



Contents

RATE CARD 2010

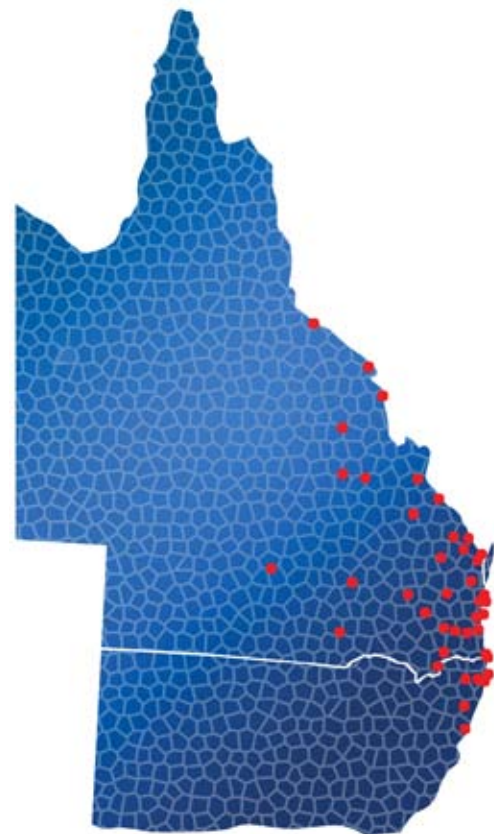
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About APN Digital

APN Digital is the largest regional online publisher in Queensland and northern New South Wales, delivering integrated advertising solutions targeting a unique audience of consumers in some of Australia's fastest growing, high-lucrative regions. With the majority of the population in these regions living outside the Brisbane metropolitan area, APN Digital's network offers advertisers an opportunity to engage with regional consumers in their communities, through local news and events.



Regional News Network

A network of websites representing the online equivalent of APN Australian Publishing's regional newspapers. The APN Digital network consists of 25 regionally focused websites attracting audiences from across Queensland and northern NSW. They consist of 14 daily and 13 weekly newspaper websites.



The APN Digital Regional News Network includes:

Daily news websites

- Mackay - dailymercury.com.au
- Rockhampton - themorningbulletin.com.au
- Gladstone - gladstoneobserver.com.au
- Bundaberg - news-mail.com.au
- Fraser - frasercoastchronicle.com.au
- Gympie - gympietimes.com.au
- Sunshine Coast - sunshinecoastdaily.com.au
- Ipswich - qt.com.au
- Toowoomba - thechronicle.com.au
- Warwick - warwickdailynews.com.au
- Tweed - tweednews.com.au
- Lismore - northernstar.com.au
- Grafton - dailyexaminer.com.au
- Coffs Coast - coffscoastadvocate.com.au

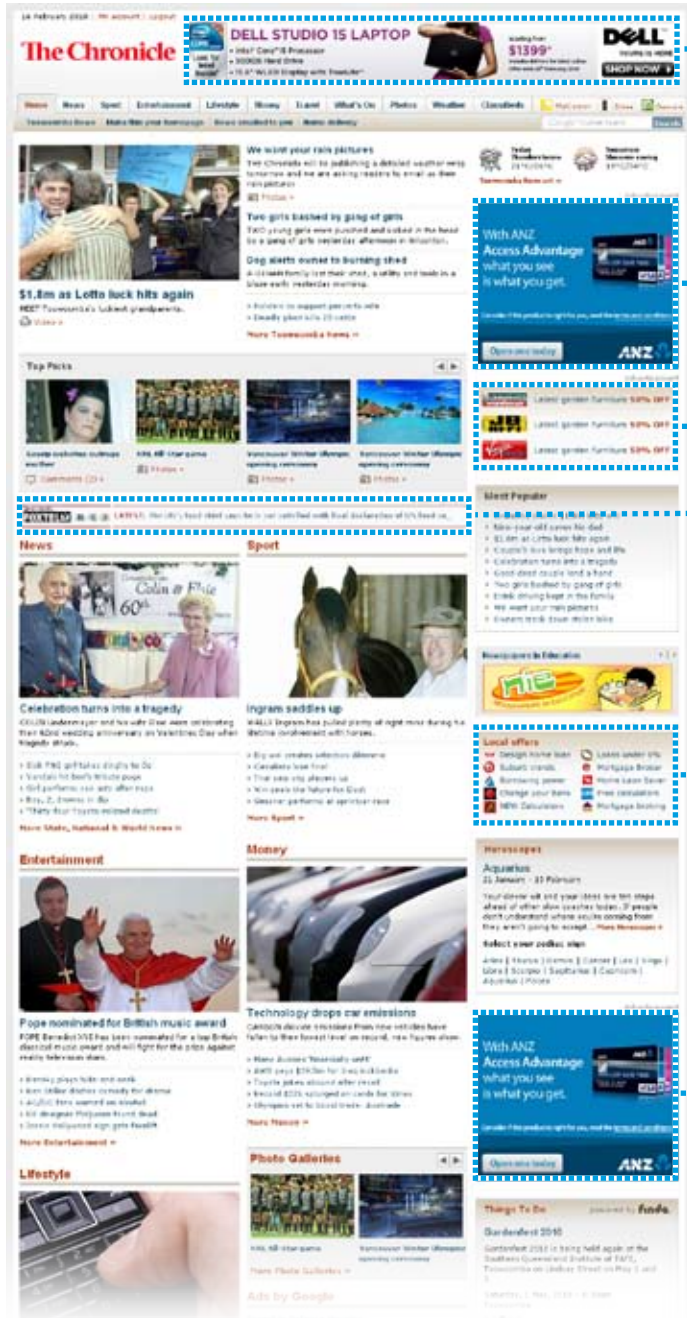
Weekly news websites

- Whitsunday's - whitsundaytimes.com.au
- Central Queensland - cqnews.com.au
- Biloela - centraltelegraph.com.au
- Noosa - noosanews.com.au
- Coolumb - coolumnews.com.au
- Gold Coast - goldcoastmail.com.au
- Gatton - gattonstar.com.au
- Ipswich - ipswichadvertiser.com.au
thereporter.com.au
thesatellite.com.au
- Byron Bay - byronshiretimes.com.au
- Northern Rivers Echo - northernrivers.com.au
- Ballina Shire - ballinaadvocate.com.au



RNN new ad formats

Advertising opportunities - Homepage



Leaderboard

728 x 90

MREC (National advertisers only)

300 x 250

Micro Links x3

Image size 40x70

30 characters

Pull Through ad

662x40

Special Offer Links x10 (Local advertisers only)

Image size 20x20

15 characters

MREC (Local advertisers only)

300 x 250

Advertising opportunities – Landing Pages



Leaderboard

728 x 90

MREC (National advertisers only)

300 x 250

Micro Links x3

Image size 40x70

30 characters

Advertorial Feature x2

Image size 153x93

text header 30 characters

sub text 70 characters

Special Offer Links x10 (National advertisers)

Image size 20x20

15 characters

MREC (Local advertisers only)

300 x 250

Advertising opportunities – Story Pages

The screenshot shows a news article titled "Where is the housing market heading?" on the QT website. The page features several advertising spots:

- Leaderboard:** A banner at the top for a Dell Studio 15 Laptop, priced at \$1399.
- MREC (National advertisers only):** A 300x250 advertisement for ANZ Access Advantage.
- Micro Links x3:** Three small links for "Latest green furniture 50% OFF".
- Special Offer Links x10 (National advertisers):** A section titled "Local offers" listing various services like "Design home loans", "Mortgage broker", and "Home Loan Serv".
- MREC (Local advertisers only):** Another 300x250 advertisement for ANZ Access Advantage.

Leaderboard
728 x 90

MREC (National advertisers only)
300 x 250

Micro Links x3
Image size 40x70
30 characters

Special Offer Links x10 (National advertisers)
Image size 20x20
15 characters

MREC (Local advertisers only)
300 x 250

Rate card

Rates correct as at
April 2010

Advertising options	Channel	File size (pixels)	File weight (kb)	Type	Price
Leaderboard - 100% SOV	Network wide Home page	728 x 90	40k	CPM	\$35.00 +25% load
Medium Rectangle - 100% SOV	Network wide Home page	300 x 250	40k	CPM	\$40.00 +25% load
Half page	Network wide	300 x 600	40k	CPM	\$50.00
OTP	Network wide	400 x 400 max	40k	CPM	\$60.00
Skinning* - plus Leaderboard + MREC - 3 days max duration	Home page and Landing pages	1600 x 1050*	100k max	CPM	\$60.00
TVC		300 x 250	15sec, 40k	CPM	\$50.00 +25% load
Expandable creative - applies Leaderboard, MREC and Half page only					
Special Offer Links - 10 links (One per advertiser)	Landing & Story Network wide (exc Homepage)	20x20	1 logo + 15 characters text inc spacing	CPC	\$1.50 Billed upon click delivery each month (estimated 2,000** clicks per link).

Packages	Channel	Est.imps	Ad unit	File size (pixels)	File weight (kb)	Timing	Price	Type
Performance package - 3 x placements - est. 5,000 clicks per month** - min. 3 x executions	Network wide	4.8 million	Micro Link Leaderboard MREC	(40 x 70) 728 x 90 300 x 250	1 x logo + 30 characters 40k 40k	weekly, fortnightly, monthly	\$2.00	CPC
Pull Through	Home page only	2.4 million	Pull through	662 x 40	40k Image 40 x 70 flash file or animated gif	weekly, fortnightly, monthly	\$5.00	CPM
Advertorial - 2 x placements	Network - all landing pages***			70 x 70	Heading: 30 characters Sub text: 70 characters		\$3,200	100% SOV
Take overs	Channel specific Home page Network*** News Sport Business Ent/Lifestyle/Travel Photo galleries		Leaderboard, MREC, skin (3 days)		Static MREC only		\$1,500 \$10,200 \$20,800 \$6,800 \$2,000 \$700 \$1,500 \$1,200	Rate per channel 100% SOV
Ultimate national package	Home page only		Leaderboard MREC Pull Through Skin	728 x 90 300 x 250 662 x 40 1600 x 1050*	40k 40k 40k 100k		\$50.00	CPM +25% load

* 1600 x 1050 with left and right panels of 290 x 1050 each, centre section color #E8EBEB at 1017 x 1050. Please ensure skin elements are served outside the 1017 px SITE AREA. ** Based on click through benchmark. *** Excluding story pages.

Creative specifications

For all advertising across the APN Digital Network, please refer to the detailed creative specifications located below. If you have any questions relating to the creative specifications, please contact your Account Manager.

Creative guidelines

- All click-through URL's must open in a new browser window or tab.
- APN Digital reserves the right to reject any insertion, graphic, text description, or URL.
- Advertisements may not employ rapid or "strobing" animation of any graphic, copy, or background element(s).
- Advertisements should not have messaging designed to mislead consumers into visiting a site that is unrelated to the content of the advertisement.
- If the creative has a white background, it should be encased in a border and made distinct from content. The only exception is Story Tiles and Widget Sponsors. These must have a white background and no border.

- Television and print advertising standards prohibit advertisers from issuing ads, infomercials, or infotisements in such a manner that the viewer or reader believes the content is news, rather than advertising. APN Digital standards also follow this policy.
- APN Digital properties may not be used to imply affiliation with or an endorsement by any APN Digital product, content, or service—unless such a relationship exists.

Audio guidelines

- All audio must be user initiated by a mouse click.
- Must contain visible stop/play and pause or mute functionality.
- Looping: user can select additional loops by using play functionality. No automatic looping.

Standard ad sizes and weights

Advertising format	File size (pixels)	File weight
Leaderboard	728x90	40k
Medium Rectangle	300x250	40k
Half Page	300x600	40k
Skin	1600x1050*	100k
Micro Link (Performance) (x3 Placements)	300x40 (Image 40x70)	Text 30 Characters Inc Spaces
Pull Through	662x40	40k
Special Offer Links (x12 Placements)	140x20 (image 20x20)	Text 15 Characters Inc Spaces
Advertorial Feature (x2 Placements)	153x190 (Image 153x93)	Text Header 30 Characters inc Spaces & 70 Characters sub txt inc spaces

*1600 x 1050 with left and right panels of 290 x 1050 each, centre section color #EBEBEB at 1017 x 1050. Please ensure skin elements are served outside the 1017 px SITE AREA.

Resolution

- 72 dpi

Regular formats

- .gif
- .jpeg
- animated .gif
- Adobe Flash (.swf)

Regular rich media formats

- HTML
- Javascript
- Real Audio/Real Video
- Adobe Flash

Accepted third-party redirects

- Double Click (short tags)
- Facilitate (short tags)
- Eyeblander (creative to be loaded into the APN Online Australia account)
- Atlas

! Creative files **MUST** be included with third-party tags.

Flash specifications

For a more detailed explanation on building Flash files please see our Flash specifications on page 14.



Rich media specifications

Ad format	File size	File weight initial load	Max file weight (polite download)
Expanded Leaderboard	up to x2 initial size	-	1mb
Expanded Rectangle	up to x2 initial size	-	1mb
Video / TVC	300x250	40k	1.2mb
Floating layer / OTP	400x400 (Max file size)	-	100k

Expandable notes:

These are ads that expand when a user moves their cursor over or clicks on it.

- polite technology allows part of the advertisement to load before the content; the rest loads once the content is finished expanding. Advertisements must be provided as fully polite
- a 'close' button must be active and clearly displayed on the expanded section of the banner
- image display must contract once scrolled off (close automatically)
- sound must be user-initiated by a click

Note: The eyeblaster polite banner plays once per impression.

Video / TVC notes:

Larger video assets beyond the 1.2mb initial streaming limit must not be pre-loaded and should be user initiated by a click. Roll over initiated audio that is deemed to be intrusive or disruptive to our users may be rejected and returned for revision at APN's sole discretion.

Max duration: 30 secs (up to 60 sec for relevant copy)

- Additional info:
- Audio to be user initiated with clear control button on click
 - If video is part of any other rich media units, polite download file weight should adhere to In-page video limit of 1.2mb
 - For more details on video player environments and creative guidelines for In-stream video ads please refer to http://www.iab.net/dr_guidelines

Floating layer / OTP:

This is an advertisement that plays within a limited area in a transparent layer, over a web page.

Max duration: 15 seconds

Frequency: One per unique user per day (maximum of three per week)

- Additional info:
- A 'close' button must be active and clearly displayed.
 - Sound must be user initiated by a click.
 - Transparent areas may not be clickable.

Contact details:

For further information relating to technical specifications, please contact the APN Digital Traffic Team via email at ben.murray@apn.com.au.

For eyeblaster queries or support, please phone +61 (02) 8243 0000 or go to www.eyeblaster.com.

For Eyeblaster Rich Media Best Practice guides, visit: www.eyeblaster.com/DontWastelt/EyeblasterDontWastelt.htm

Skin specifications

Ad Unit Dimensions:

1600 x 1050 with left and right panels of 290 x 1050 each, centre section color #EBEBEB at 1017 x 1050.

Please ensure skin elements are served outside the 1017 px SITE AREA.

Full skin = 1600 x 1050.

Left & Right panel = 290 x 1050.

Middle panel = 1017px, color: #EBEBEB with a 10px top that can be skinned.

For visibility by up to 75% of our users we recommend placing your message within the inner 90 x 800 of the left and right panel.

File Formats: 100K

Max File Size: Creative can be supplied as a GIF or JPG format, also can be supplied as a layered PSD file.

Animation: Animation is not allowed

Linking URL: Click throughs are not allowed. Skin units must be served in conjunction with Leaderboard and MREC copy to be clickable.

Testing: All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Mozilla and Internet Explorer

Sound: No sound allowed

What makes a good skin?

- Make the gutter imagery on the left and right side different; introduce unique images to each side.
- Make the gutter images 'overlap' into the ad unit itself to give the impression of one unit
- Use no or limited messaging in the gutter to allow the core messaging to be done within the ad unit itself
- The skin design should be supportive and complimentary to the accompanying ad unit
- Using the full width of the Gutters increases impact. However the main imagery remains close to the main page to users with lower resolution still see enough of the skin

Requirements if we are designing the skin for you

Please supply us with as much creative as you can to enable us to get the most out of your skins.

This will include

- Any current advertising you wish the skin to compliment in .FLA and .SWF format
- Any product, format, publisher or studio logos
- Along with any instruction about how they should appear (eg. Alphabetical, in rotation etc).
- Character art
- As the skin is very large we require large images. We can use high resolution images usually reserved for print to produce a high impact skin
- Any fonts that you wish to use



Flash specifications

The information below will help you to ensure consistent and optimised delivery of your Adobe Flash advertisements. It will also explain how to use Adobe Flash ActionScript to track the click-through rates of your advertisement. If you have any questions relating to the flash specifications, please contact your Account Manager. For more information on Flash sizes and weights, please refer to the table on page 11.

APN Digital requirements

The following information needs to be provided in order to traffic a flash advertisement. You may use this information as a checklist before submitting your creative:

- Click URL – the URL you require the advertisement to click-through to.
- .swf – the published Adobe Flash file with 'clickTag' ActionScript (refer to the instructions below).
- Backup .gif or .jpeg – image of the advertisement, required for non-Flash enabled browsers.

Tracking code

In order to track the click-through rate of an Adobe Flash advertisement it needs to be coded with the 'clickTag' tracking code. The clickTag tracking code (outlined below) is attached to the button within the advertisement. When the user clicks on this button the interaction will be recorded by APN Digital and the user will be directed to the URL supplied. The 'clickTag' ActionScript is:

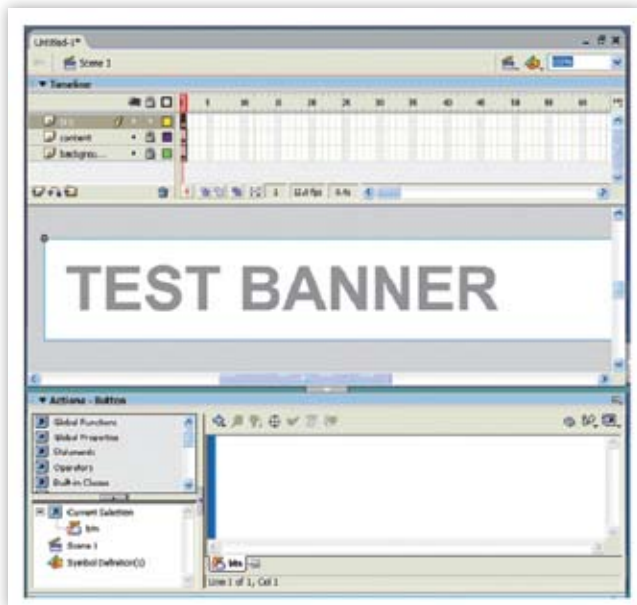
```
on (release) {  
  getURL (clickTag, "_blank");  
}
```

- Please do not cut and paste the above ActionScript as this can lead to errors.
- The 'clickTag' ActionScript is case sensitive and variations such as 'clickTAG' or 'clicktag' cannot be accurately recorded.
- Please do not link directly to the destination URL within the advertisement as APN Digital will not be able to record the click-through rate.
- Please note this code will NOT work correctly if applied to a movie clip and will only work using the getURL ActionScript method.



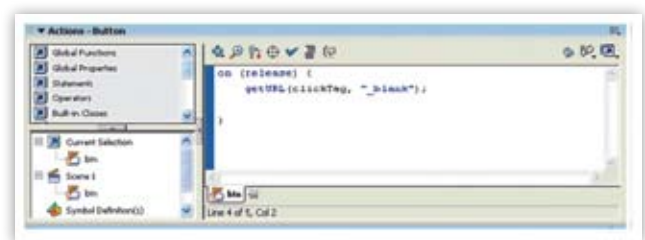
Adding the tracking code to your creative

1. Open your source file (.fla) in Adobe Flash. Then create a button. This button is intended to track the click-through. Note: if you would like the entire creative to be clickable (which is recommended) place the button on the top layer of the creative, make the button transparent and the same size as the advertisement.

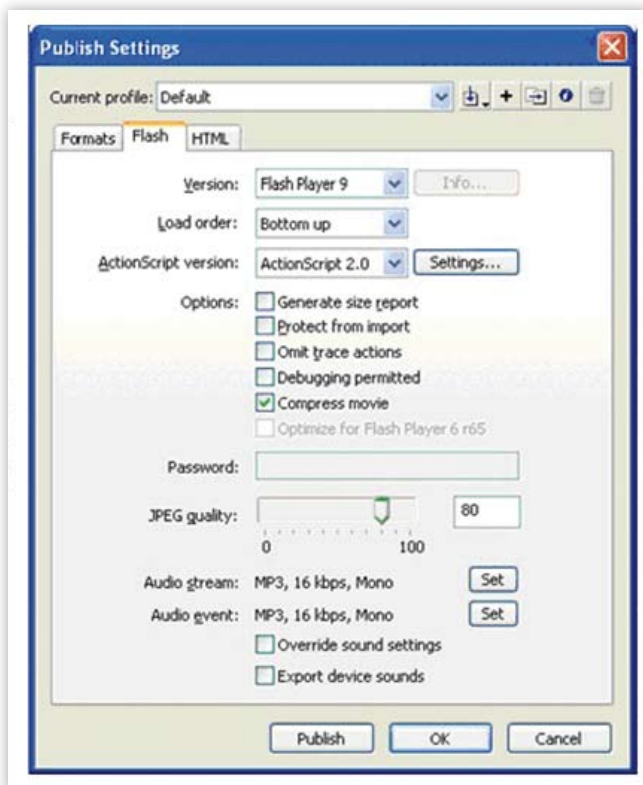


2. Once you have created a button that is intended to track the click-through, attach the following ActionScript to that button:

```
on (release) {  
    getURL (clickTag, "_blank");  
}
```



3. The file can now be 'published'. Please ensure the .swf is published to Flash Player version 8 or 9.



Background colour

To ensure your advertisement has the correct background colour, create a layer to go at the bottom. On this layer add a solid block of colour; this will act as your background. This will ensure the colour of your advertisement is not affected by the website that it appears on.

Frame rate

The accepted maximum frame rate is 18 frames per second.

Contact details:

For further information relating to technical specifications, please contact the APN Digital Traffic Team on email digitalads@apn.com.au.

For eyeblaster queries or support, please phone +61 (02) 9698 3677 or go to www.eyblaster.com.

For Eyebalster Rich Media Best Practice guides, visit: www.eyblaster.com/DontWastelt/EyebalsterDontWastelt.htm

Contact us

To discuss advertising opportunities across the APN Digital Network, please contact:

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