

## web profile

The tourism accommodation industry's leading portal offers visitors' fast access to:

- tourism accommodation properties for sale
- new property alerts
- recent property sales
- industry professionals directory
- market news
- industry links
- archive news material

www.resortbrokers.com.au averages over 90,000 page impressions per month. Subscribers to our hardcopy magazine, the tourism informer exceed 13,500 each month (CAB audited) and our "property alert" service is anticipated to exceed 4,500 prospective entrants to the market each month.

## online rates (ex GST)

+Page	Sub pages	per 1/4	p/yr
Home page	4	2100	6720
Properties for sale	-	2100	6720
Featured listings	-	1500	4800
Buyer information	5	1800	5760
Tourism informer	2	1500	4800
Just sold	-	1500	4800
Favourites	-	1200	3840
Motel search	-	1500	4800
Management rights search	-	1500	4800
*Industry professionals	-	300	960
Property alerts	will be free to banner advertisers on a "random" basis		

+ Banner advertisers will receive free banners on a random basis on subpages.

\* Banner advertisers will receive free "premium" Industry Professional directory listing.

## tourism accommodation property owners' internet usage

Key findings from our reader surveys indicate that the internet is the primary research method our clients use:

- 92% of our clients have internet access at work
- 82% of our clients have internet access at home
- 79% of our clients use the internet for market research
- The average visitor to resortbrokers.com.au leaves 9.7 page impressions per visit

## statistics by month (current June 2007)

Month	Pageviews	Sessions
June 2007	77604	10166
May 2007	90025	10091
April 2007	87593	9976
March 2007	87430	10649
February 2007	79731	8851
January 2007	88125	9887
December 2006	75279	9120
November 2006	84424	8616
October 2006	104839	9146
September 2006	100626	8232
August 2006	110352	8928
July 2006	103679	8960
<b>Total</b>	<b>1089707</b>	<b>112622</b>
<b>Average</b>	<b>90809</b>	<b>9385</b>

## banner size

Banner 190px wide x 80px high

### Accepted formats

All files must be RGB. Accepted formats are jpg, gif and png

PDF, Word Documents, Publisher, Power Point or any other Office based program is not sufficient for finished artwork

### Invoicing

Invoice will be issued prior to online booking; once payment has been received banner will go live for the booked term.

## your online advertising environment

resortbrokers.com.au will offer advertisers a clean, uncluttered advertising environment free of animations, audio inclusions, pop-ups and pop-downs etc and we ask our clients to maintain this standard in keeping with the integrity of our portal. resortbrokers.com.au will offer banner advertisers exclusivity in their primary area of expertise to ensure maximum click through rates for your investment. resortbrokers.com.au will also offer the following services for banner advertisers:

- automatic monthly stats report compiled and distributed via email
- automatic invoice generation
- automatic email alerts to remind customers of campaign expiry dates

