

TO ADVERTISE

**CONTACT MOLLIE MYERSON
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Campaign Brief

ADVERTISE ON CAMPAIGNBRIEF.COM

campaignbrief.com has become the advertising industry must visit site for all the latest in news and new campaigns with just about everyone in the industry logging on at least once a day.

The CB Australian website receives over 206,000 visits per month internationally, over 358,000 page views. It's the place to reach creative decision makers in Australia and expats throughout the world.

The CB New Zealand website receives over 25,000 visits per month and over 42,000 page views.

If you want to make your presence felt 24/7, now is the time to consider a value for money advertising campaign on the CB Australian Blog or NZ Blog.

AT A GLANCE

VISITS

**ALL VISITS: 206,287
AUSTRALIA ONLY: 151,992**

UNIQUE VISITORS

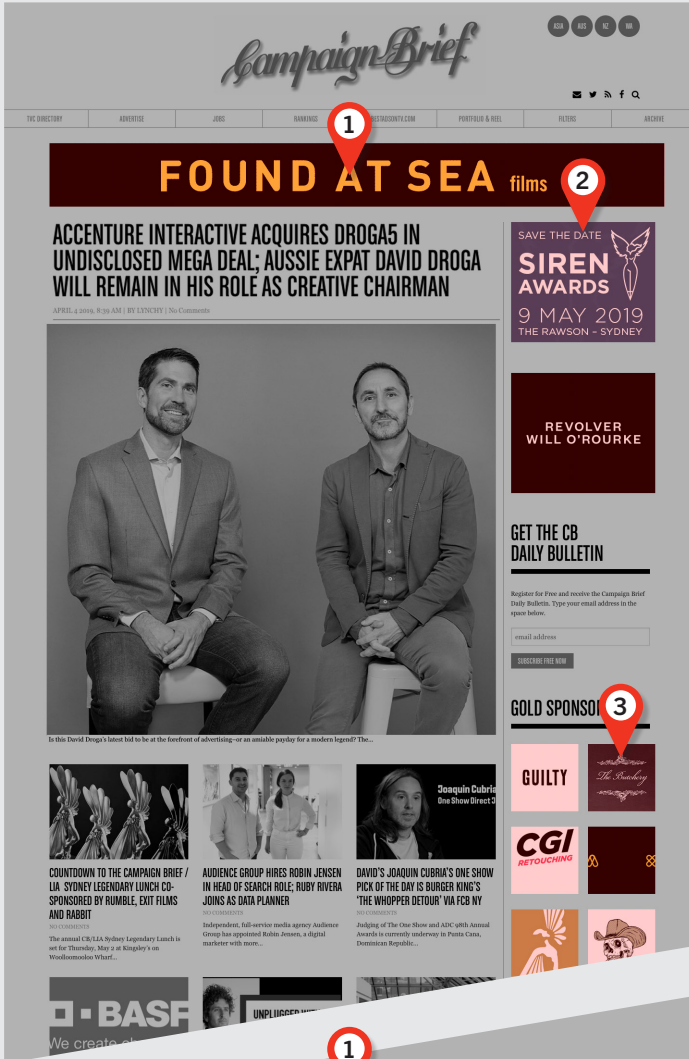
**ALL VISITS: 95,718
AUSTRALIA ONLY: 58,496**

PAGE VIEWS

**ALL VISITS: 358,981
AUSTRALIA ONLY: 284,842**

SUBSCRIBERS

AUSTRALIA ONLY: 5,051

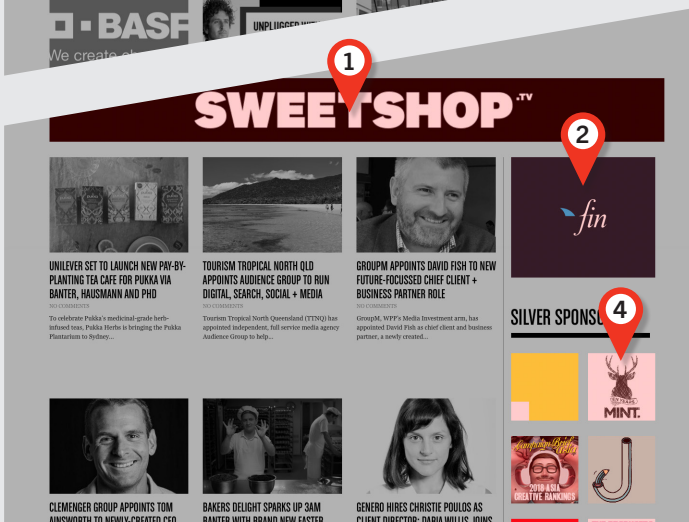


1
LEADERBOARD – DESKTOP 1280 X 132 / MOBILE 320 X 50
 AU \$2,000 NZ \$1,000 AU+NZ (COMBINED) \$2,200
 MAX FILE SIZE 150K FILE FORMAT JPG, GIF OR PNG

2
GOLD MEDIUM RECTANGLE (ISLAND) 300 X 250
 AU \$2,000 NZ \$1,000 AU+NZ (COMBINED) \$2,200
 MAX FILE SIZE 150K FILE FORMAT JPG, GIF OR PNG

3
GOLD SQUARE BUTTON 140 X 140
 AU \$950 NZ \$600 AU+NZ (COMBINED) \$1,050
 MAX FILE SIZE 80K FILE FORMAT JPG, GIF OR PNG

4
SILVER SQUARE BUTTON 140 X 140
 AU \$750 NZ \$450 AU+NZ (COMBINED) \$850
 MAX FILE SIZE 80K FILE FORMAT JPG, GIF OR PNG



The above rates are per 30 days, in Australian dollars and exclusive of GST.

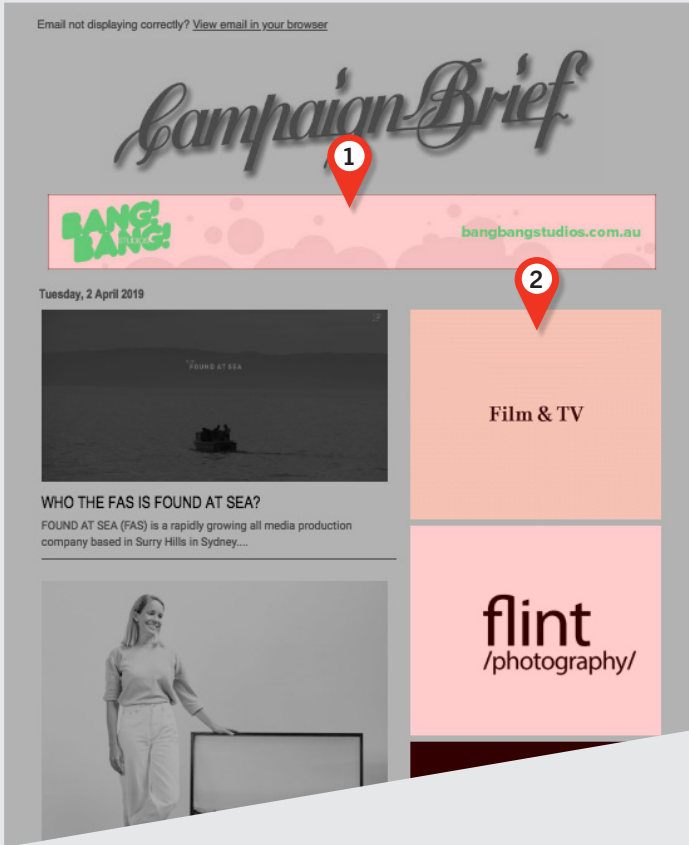
PLEASE NOTE
 Please also note that Gold MREC and Leaderboards are on rotation (up to a maximum of 14 advertisers at any one time)

SPECS &

AUSTRALIA & NZ BLOG

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Desktop view



1

LEADERBOARD 728 X 90

AU \$1,200 NZ \$1,000 AU+NZ (COMBINED) \$1,600
 MAX FILE SIZE 40K FILE FORMAT JPG OR GIF

2

MEDIUM RECTANGLE (ISLAND) 300 X 250

AU \$950 NZ \$750 AU+NZ (COMBINED) \$1,300
 MAX FILE SIZE 40K FILE FORMAT JPG OR GIF

THE CAMPAIGN BRIEF AUSTRALIAN BULLETIN

goes to over 4500 registered users Monday to Friday
 (sometimes Saturday)

THE CAMPAIGN BRIEF NZ BULLETIN

goes to over 1200 registered users Monday to Friday
 (sometimes Saturday)

The click open rate is higher than average for both and the audience that we reach is the cream of the ad industry and TV industry on both sides of the Tasman.

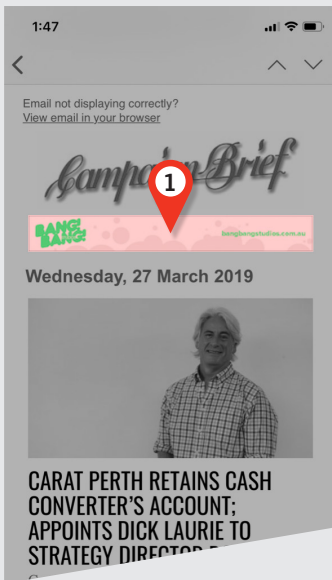
BROADCAST YOUR EMAIL TO CAMPAIGN BRIEF READERS

Over 4,000 Campaign Brief readers opt-in to receive daily news bulletins. Reach this engaged audience of advertising and marketing professionals with a partner email broadcast.

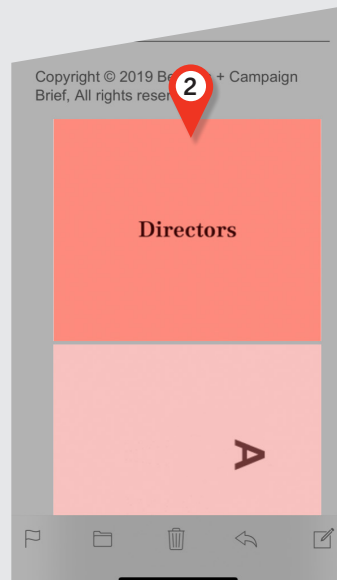
Customise subject line, layout and email content to your requirements (within a 800 pixel width) and supply HTML to us. We add a simple header explaining to recipients why they have received the email, and we broadcast your message to the Campaign Brief email subscriber list. If required, we can produce HTML based on your design layout (additional cost).

\$1,950

Mobile view



Mobile view (cont.)



SPECS &

AUSTRALIA & NZ NEWSLETTER / MO-

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