

## Why advertise in the Australian Property Review?

- Our audience are the decision makers in the commercial property industry.
- Independent Australian commercial property online magazine with daily email newsletter.
- Your advertising will reach a national audience of key people in the commercial property and facilities management industries.
- The Australian Property Review e-newsletter is not spam - users can opt-out at any time - our readers want to receive the e-newsletter.
- Our online subscription service display your advertisement to real, active property interested visitors; not just "surfing", they are searching for space, researching the market, doing conveyancing, undertaking real work.
- Repeat and dedicated audience represents over 50% of our visitors.
- The first independent commercial property research site online, now the industry's most respected web site.

## How to get started

**Ad Solutions - the Australian Property Review - [www.apr.com.au](http://www.apr.com.au) - see [an example of the daily newsletter](#).**

There are a number of options for advertising on the Australian Property Review:

- mini-banner ads displayed on the right hand side of the email (usually 4-6 mini-banners in total per day)
- tower ad, larger format, also displayed on the right hand side of the email (usually 1-4 tower ads per day)
- featured property - an extra large format ad with room for detailed text, pictures and links. There is only one featured property ad per daily email
- banner ad in the body of the email (usually 1-3 banner ads per email)

Which ever format you chose your ad will be seen and the click through function will drive people to your site. Our opt-in/opt-out email distribution list means that the e-newsletter is received by people who really want to read it, they look, they read and they are involved in the property industry.

See price list below.

## Other Advertising Options:

**Ad solutions - [www.propertyweb.com.au](http://www.propertyweb.com.au)**

Online advertising is easy. Banner advertisements are displayed at the top of every page within PropertyWeb and can be linked through to the home page of your web-site, or another page of your choice. There are also limited spots for banner ads in the body of selected sections of PropertyWeb (for example Conferences and Education) and other spots for mini banner ads.

Banners enable you to reach tens of thousands of individuals, all of whom are interested in commercial property, facilities management, and real estate research. They rely on PropertyWeb for the quality of information available.

On PropertyWeb individual banner ads are placed in a rotation with four others. When visiting a page within PropertyWeb, or refreshing the page you are visiting, a new banner is chosen at random to appear from the group of five banners. Thus any one of five banners can be seen at any time and every banner receives 20% of our total page views. By purchasing more than one of the five places available it is possible to increase your exposure to 40%, 60%, 80% or even 100% of our total page views.

## Pricing

Australian Property Review internet site and e-newsletter		12,000+ emails/day	
Campaign Period	Total Emails	Banner/Tower	Mini-banner
One Day	12,000 plus	\$290	\$165
Five Day (week)	60,000 plus	\$990	\$330
Featured Property - one day	12,000 plus	\$350	
Featured Property - five day	60,000 plus	\$1250	
www.propertyweb.com.au internet site		35,000 unique visitors/month	
Campaign Period	Positions	Banner/Tower	Mini-banner
1 month One	1 of 5	\$1190	\$660
1 month Premium	Run-of-site	\$3570	
3 months One	1 of 5	\$2190	\$1190
3 months Premium	Run-of-site	\$6570	
12 months One	1 of 5	\$3290	\$3900
12 months Premium	Run-of-site	\$19,900	
Contacts section listing		96 x 96 pixel logo	
Contacts section logo/link/text		\$220 pa	note annual fee

All prices include GST

## Terms and Conditions

Advertising space is sold subject to availability and must be paid for in advance.

## Size

- Banner 468x60 pixel, 15kB (PW)
- Tower 120x240 pixel, 15kB (PW/APR)
- Mini-banner 120x60 pixel, 5kB (PW/APR)
- Feature Property - large and variable format, ring for details
- Contacts Logo  
96 x 96 pixel

Banner/tower ads are a graphical image containing text or graphics designed to attract a viewer's attention and induce an action (usually to invite the viewer to click on the banner and visit the advertiser's site). Banner ads can be either static or animated and the most popular format is GIF or JPG.

## Notes

- Combined PropertyWeb and Australian Property Review campaigns receive a 20% discount
- All artwork to be undertaken by the client at the client's expense

## Contacts

### Who should I contact?

If you're ready to advertise, or if you have any questions, please contact our office in Sydney 1800 351 180 or email [sales@cpm.com.au](mailto:sales@cpm.com.au)