

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

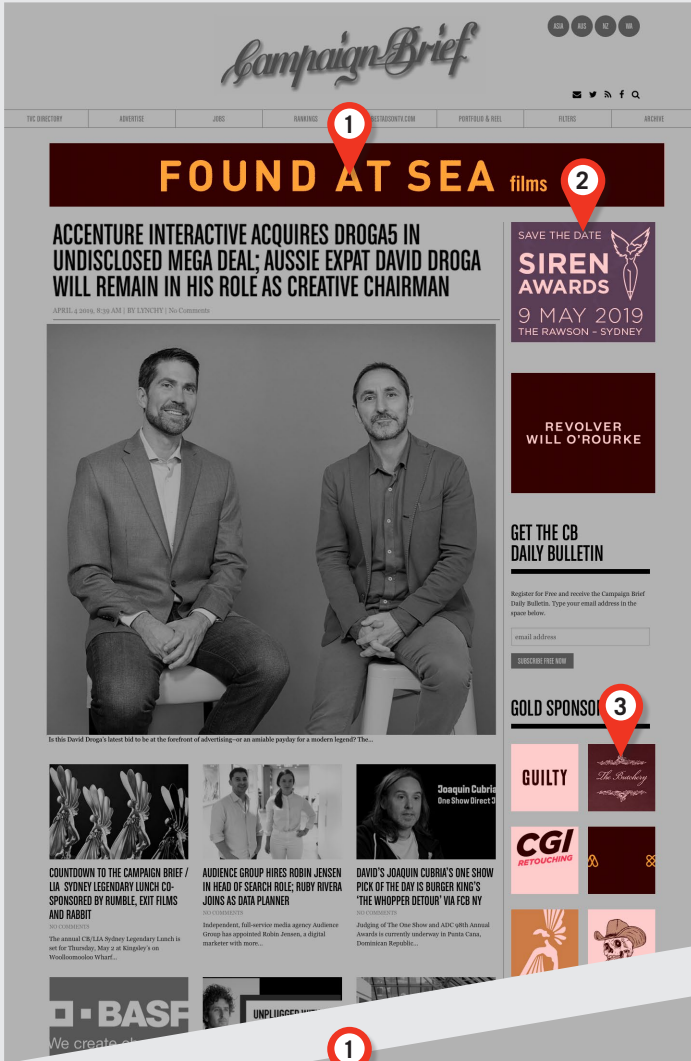
ALL VISITS: 95,718
AUSTRALIA ONLY: 58,496

PAGE VIEWS

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

SUBSCRIBERS

AUSTRALIA ONLY: 5,051

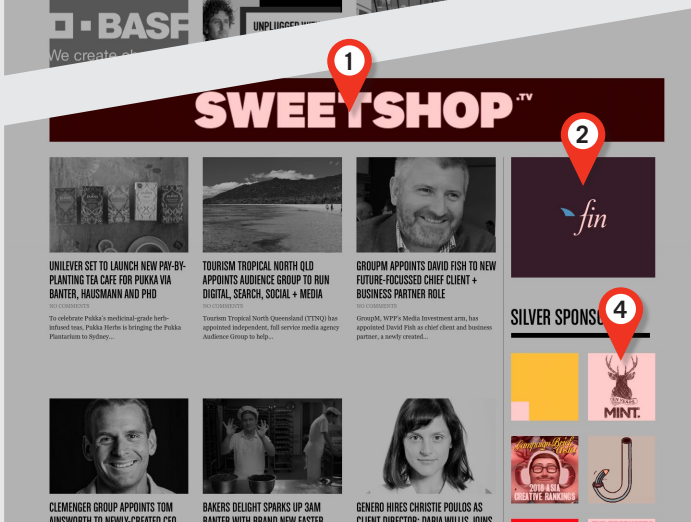


1
LEADERBOARD – DESKTOP 1280 X 132 / MOBILE 320 X 50
 AU \$1,500 NZ \$800 **AU+NZ (COMBINED) \$1,750**
 MAX FILE SIZE 150K FILE FORMAT JPG, GIF OR PNG

2
GOLD MEDIUM RECTANGLE (ISLAND) 300 X 250
 AU \$1,850 NZ \$900 **AU+NZ (COMBINED) \$1,900**
 MAX FILE SIZE 150K FILE FORMAT JPG, GIF OR PNG

3
GOLD SQUARE BUTTON 140 X 140
 AU \$800 NZ \$450 **AU+NZ (COMBINED) \$900**
 MAX FILE SIZE 80K FILE FORMAT JPG, GIF OR PNG

4
SILVER SQUARE BUTTON 140 X 140
 AU \$650 NZ \$350 **AU+NZ (COMBINED) \$750**
 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

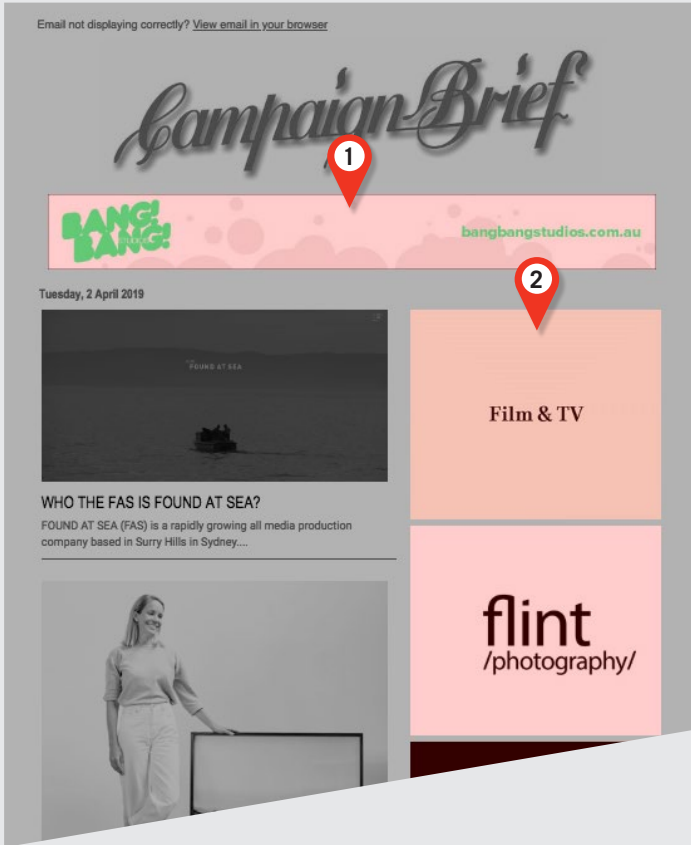
Please also note that Gold MREC and Leaderboards are on rotation (up to a maximum of 14 advertisers at any one time)

SPECS & RATES

AUSTRALIA & NZ BLOG

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Desktop view



1

LEADERBOARD 728 X 90

AU \$900 NZ \$700 AU+NZ (COMBINED) \$1,250
MAX FILE SIZE 40K FILE FORMAT JPG OR GIF

2

MEDIUM RECTANGLE (ISLAND) 300 X 250

AU \$800 NZ \$600 AU+NZ (COMBINED) \$1,100
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.

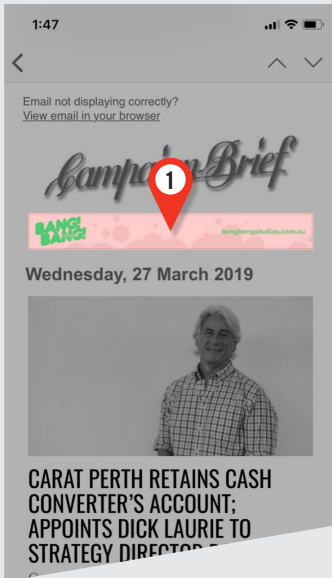
BROADCAST YOUR EMAIL TO CAMPAIGN BRIEF READERS

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.

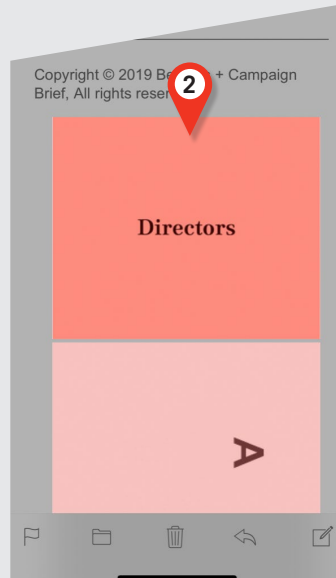
Customise subject line, layout and email content to your requirements (within a 800 pixel width) and supply HTML to us. We add a simple header explaining to recipients why they have received the email, and we broadcast your message to the Campaign Brief email subscriber list. If required, we can produce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

\$1,700

Mobile view



Mobile view (cont.)



SPECS & RATES

AUSTRALIA & NZ NEWSLETTER / MOBILE

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