



2010 RATE CARD

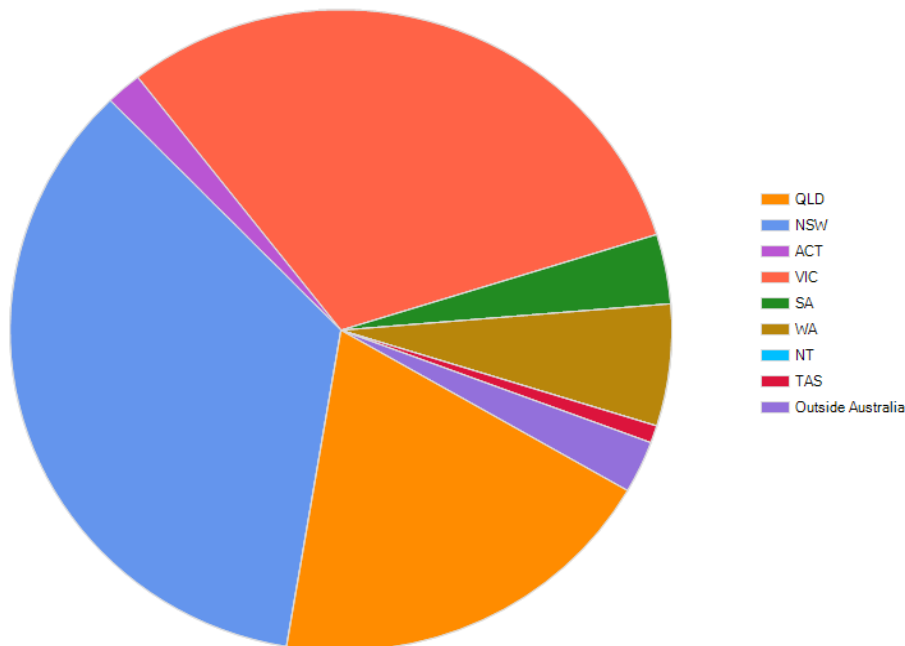
SourceBottle is Australia's leading FREE social media site that operates wholly to 'crowdsource' sources for journalists and bloggers and create promotional and publicity opportunities for PRs and businesses.

Boasting Australia's largest and most respected media outlets as regular users of the service, the site draws significant traffic at least twice a week day, despite having operated for less than a year.

Based on our recent research, subscribers and visitors to the site are *typically*:

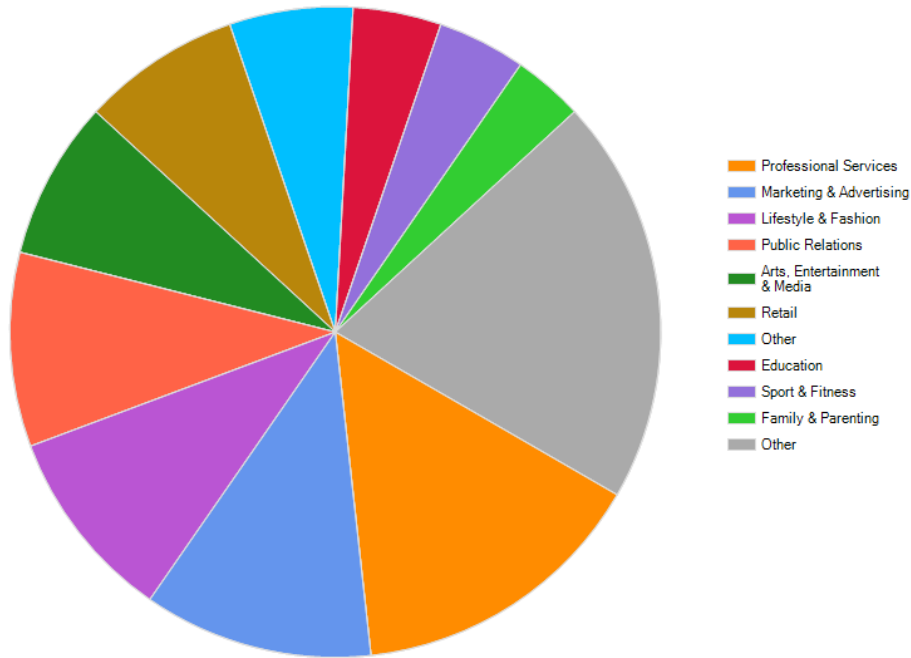
- female;
- aged between 25-39; and
- business owners and decision-makers of Australian SMEs.

Where do you live (most of the time)?



While scattered throughout Australia, subscribers are concentrated in New South Wales, Victoria and Queensland.

What industry are you in?(Please select one only)



The industry breakdown of subscribers is wide and diverse, with the largest single industry represented being those working within the professional services sector. Subscribers falling ‘outside’ the options provided described themselves as: architects, virtual assistants, beauty industry providers, fashion forecasters, OH&S advisors, business administrators, business networking event managers, personal concierges, HR managers and product developers.

Reach

A recent snapshot of the site’s reach is outlined below.

Monthly Metrics	Traffic
Page Views:	132,036
Visits:	80,982
Unique Visitors:	11,829
Avg. Page Views Per Visit:	1.63
Avg. Page Views Per Day:	4,259
Avg. Visits Per Day:	2,612
Period: 9 June 2010 - 9 July 2010 Report Generated by Metasun MetaTraffic	

Advertising on SourceBottle

Your advertisement will 'hit' the inboxes of subscribers twice AND be displayed on the site at the top of each 'Enquiries under [topic]' page for a day. Our research also indicates that 93.6% of subscribers OPEN their *Drink Up!* alert (that's HUGE!), with 78% opening it within an hour of receiving it.

<i>Drink Up!</i> Email Alert Reaching up to 5,100+ SME subscribers <u>twice</u> EVERY week day	Per day	Pack of 3 (3 for 2)
Text-based advertising: Bold headline, blurb and a direct link to your desired landing page (maximum 1000 characters). Includes copywriting.	\$199	\$398

Drink Up!
The SourceBottle Alert

Banner advertising is available from... THIS PM!

So we're making it easy to make the most of this opportunity. Just sponsor a *Drink Up!* alert and you can have a banner ad on a vertical listing EXCLUSIVELY and for FREE for a whole fortnight!

This means that if you advertise in our *Drink Up!* alert for a day for \$199, we'll give you a banner ad in a vertical listing (eg. Lifestyle & Fashion) EXCLUSIVELY for a fortnight at no charge. AND, we'll go even one step further and offer you the chance to upgrade to a WHOLE MONTH as the exclusive sponsor on that vertical listing for only \$99!

If you want to check out the vertical listings and our rate card, [get in touch](#). But I wouldn't delay. Since these are exclusive opportunities, there's only a finite number

(Advertising on *Drink Up!* alert)

Small business

Home > Select an industry > Small business

0 tweets
tweet

How do you evaluate advertising opportunities?

Media outlet/Publication: Next Marketing

Does your source need to be local? No

Summary: Paid advertising - what do you think of it - how do you evaluate it - share your stories for major business magazine article

Details: I am writing a piece for a well known business magazine on the topic of how small and medium sized business owners evaluate advertising opportunities.

Do you get calls from reps trying to sell you space in a magazine or on a website? How do you evaluate these opportunities? How do you

Advertisement

Want to see your ad here instead?

(Banner advertising on 'Small business' vertical)

Banner advertising – Premium targeting Based on a medium rectangle: 300px(w) x 250px(h) ad size	Per month	Bundled cost
<p>Select a topic from the list below and your advertisement will be displayed EXCLUSIVELY on ALL call outs that fall under that topic. Your advertisement will also appear on the 'Enquiries under [topic]' page, and on a rotational basis on the 'Select Topics of Interest' page.</p> <p>'Bundled cost' includes one text-based advertisement in the <i>Drink Up!</i> alert with bold headline, blurb and a direct link to your desired landing page at a discounted price. Integration of both options results in a HIGHLY effective AND economical campaign.</p>	\$99	\$198

Vertical listings/Topics

- Marketing & Advertising
- Small Business & Franchising
- Business; Finance
- Arts, Entertainment & Media
- Banking & Personal Finance; Superannuation; Tax
- Education
- FMCG; Manufacturing
- Employment & Workplace Relations; Management
- Environment
- Family & Parenting; Animals & Pets
- Food & Wine; Agriculture
- General; Human Interest
- Health & Medical
- Internet; Technology
- Leisure & Recreation Management; Sport & Fitness
- Lifestyle & Fashion
- Politics, Government & Policy
- Professional Services
- Property & Real Estate
- Public Relations
- Retail
- Travel; Transport & Aviation
- Requests (ALL topics under the Requests vertical listing)

(Some topics fit naturally together, so we have grouped them to give advertisers even greater exposure and value for money.)

Prices do not include GST.

Your thoughts

I present a seminar entitled: "I tried an ad once. It didn't work." The purpose of the presentation is to convey how important it is to have the right combination of reach and frequency – and that for many small businesses one mass media ad is never going to provide a return on investment. So, how embarrassed am I to have run ONE AD, ONCE, and had it draw a great response?

Advertising on SourceBottle throws a lot of the usual rules out the window. The reach is phenomenal – not in the sense of sheer numbers, but in the quality of people who have chosen to join the SourceBottle community because they want to receive communication; they want to respond; they want to talk to you.

If you want to be on the radar of the people who want to know what is going on, I highly recommend that SourceBottle is in your mix.

Bambi Gordon

Director, The Growdon Group

Marketing, Events, Project Management, Consulting

Creative

- **Ad size:** 300px wide x 250px high
- **File size:** <50kb GIF/JPEG (including animated GIF)
- **URL:** Please supply the URL to which your ad is to be linked
- **Artwork/Material deadline:** One day prior to publication
- Files need to be sent to advertising@sourcebottle.com.au
- For assistance with the creative/artwork, contact us at advertising@sourcebottle.com.au

Purchase an advertisement securely ONLINE

You can now purchase an advertisement online. Just make your selection on the 'Advertising' page by clicking on the relevant 'BUY NOW' link and you will be directed to a PayPal screen to pay securely online. On receipt of notification of your purchase, we will get in touch with you to finalise your vertical listings or topics and the date/s to publish your advertisement/s.

Affiliate opportunities?

We will consider affiliate programs if they are in support of very high quality products or services and relevant to our target market.

Get in touch

- Direct +61 (0) 408 062 354
- advertising@sourcebottle.com.au