

targeted – cost effective – lead capture

SPONSORED HOT PRODUCTS

Want to get your New Products in front of those who count?

In a cost-effective, timely and targeted online medium?

WF Online Media has the answer in our Sponsored Hot Products promotion pack, delivered inside targeted e-Newsletters and on our range of industry-specific websites.

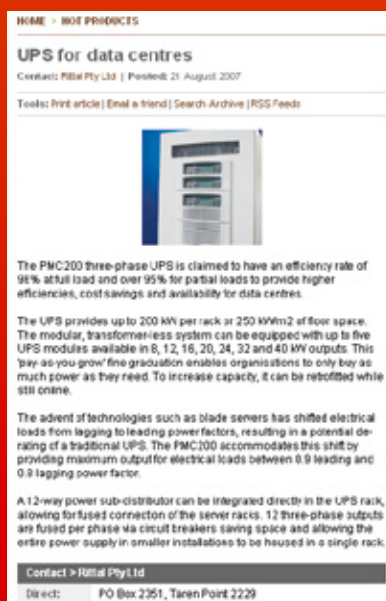
e-Newsletter component

- delivered to opt-in subscribers each month or fortnight, dependent on site
- includes photo, heading and intro text inside HTML e-Newsletter
- live link back to Hot Product library on website
- maximum of TEN only Hot Products per month



Website component

- premium listing in Hot Product library for one month (2 weeks on VoiceandData.com.au)
- web page extended description of product (100-200 words)
- photo + company website link + live email link
- archived on site for 12 months, indexed for Search



**Investment
Just \$400 per
product per month*
(GST excluded)**

**The WF Online Media Group –
building web communities for industry
and business.
www.westwick-farrow.com.au/online**

To book your Hot Product Promotion Pack, contact your Account Manager or email adpak@westwick-farrow.com.au.

*volume discounts on application

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Best Practice Guide

Heading

The following guidelines should be followed to ensure maximum impact (and results) from your **Sponsored Hot Product** marketing program.

Hot Product items are designed as an information source for readers on a particular product. This is not the place to include general information about your company or business philosophy.

All **Sponsored Hot Products** will be checked by our editorial team for spelling and grammar only. If we feel an item could be better presented, your Account Manager will follow up with some suggestions.

A generic description of the product type, from **two to five words**. Do not include your company or brand name.

The main body of text

This main text should be **100-200 words**, organised into paragraphs that are no longer than two sentences each. It should describe a single product or service – not your entire product range.

Hot Products are designed to inform readers of a particular product or service you offer. Readers will want to know details such as brand, model number, where it can be used, its outstanding features and what it does.

Exclude the use of superlatives such as “world’s finest”, “best” and “unique”. This is an information source for potential buyers. Avoid including price information in **Hot Product** items. Prices are subject to change, and all **Hot Product** stories are archived.

Contact details

Please include: company name, website address (**specific landing page relevant to the product if possible – home page URL not recommended**), contact email address and phone number (optional).

Product image

Accepted file formats are: .gif, .jpg, .tif and .pdf.

Also...

*Do not repeat a **Hot Product** item – our site members and users expect to find NEW information on our sites each time they visit. Our past experience shows a rapid decrease in clicks and enquiries from repeated items. Talk to your Account Manager about cost-effective alternatives for pushing one product over several months.*