

Advertising Options & Specifications 2012

wfonline
a division of Westwick-Farrow Media



www.westwick-farrow.com.au/online

WFonline is the digital division of Westwick-Farrow Media, a multimedia company with over 28 years' experience in niche, targeted business-to-business publishing across Australia & New Zealand.

The network of 9 industry-specific sites offer visitors a content-rich user experience, with thousands of archived articles easily accessible via enhanced search, industry directories and e-Newsletter updates.

A high page ranking with Google and heavy promotion across our magazine network ensures your online marketing program reaches out to a broad cross section of targeted business decision makers.

All options listed in this media kit can be purchased separately or we can customise a package to suit your marketing program — either online only or a cost-effective multi-platform program covering print, online and events.

For further information on any of the options outlined in this document, call your Westwick-Farrow Media account manager. The WFOonline network of sites is listed here.

- www.ElectricalSolutions.net.au
- www.ElectronicsOnline.net.au
- www.FoodProcessing.com.au
- www.LabOnline.com.au
- www.ProcessOnline.com.au
- www.SafetySolutions.net.au
- www.SustainabilityMatters.net.au
- www.RadioComms.com.au
- www.VoiceandData.com.au



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Advertising Options

e-Newsletter Sponsorship

Exclusive branding opportunity to reach out to targeted and engaged opt-in subscribers to our **Site Update** and **Product Alert** eNewsletters. This direct marketing option is ideal for:

- Product launches
- Seminar, training and event invitations
- Distributing 'of value' technical/white papers
- Thought/market leader positioning

Site Update sponsorship

Site Updates are sent out fortnightly or monthly (site dependent) and carry highlights of all the new content added to the website since the previous update. They are sent to opt-in subscribers only.

Investment: \$900

Position: Exclusive – only 1 per eNewsletter

Details: The content sits inside a vertical 'panel' on the right-hand side of the html eNewsletter page and includes:

- company or brand logo and/or photo
- bold header
- 70 words of text
- live url 'landing page' link (ideally a page on your site directly related to the content mentioned – home page links are far less effective)

Product Alert sponsorship

Product Alerts are sent out monthly and carry around 15 new product items. They are sent to opt-in subscribers only.

Investment: \$600

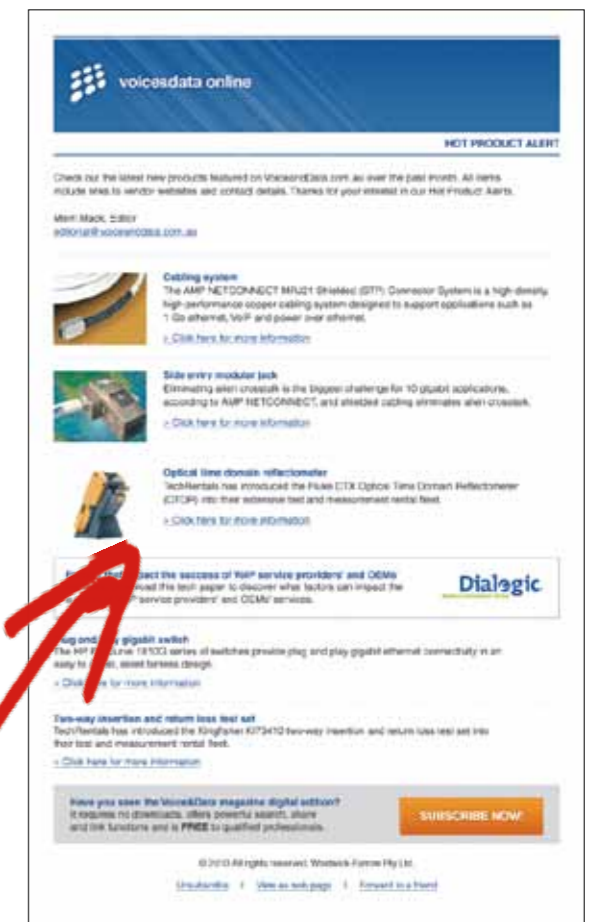
Position: Exclusive – only 1 per eNewsletter

Details: The content sits inside a horizontal 'panel' that breaks up the premium and standard products in the eNewsletter:

- company or brand logo
- bold header
- 30 words of text
- live url 'landing page' link (ideally a page on your site directly related to the content mentioned – home page links are far less effective)



Sample — Site Update Sponsorship



Sample — Product Alert Sponsorship

Advertising Options

Banners & Text Links

Leaderboard Banner (run of site)

One of a maximum of six rotating banners at the TOP of the page of each site. Appears on all pages except for any sold Topic Centres (see Topic Centre Sponsorship ad option). Premium branding option.

728 x 90 pixels.

\$550 per month — minimum 3-month block

Box Banner (run of site)

One of a maximum of six rotating banners at the right-hand side of the page across each site. Appears on all pages except for any sold Topic Centres (see Topic Centre Sponsorship ad option). Combo branding and messaging option as it appears next to 'content' – catches readers while 'engaged' with the site.

300 x 250 pixels.

\$550 per month — minimum 3-month block

Premier Text Link (run of site)

One of only THREE rotating across each site — offering the HIGHEST number of page views of any ad option from WFOonlineMedia. Appears on all pages except for any sold Topic Centres (see Topic Centre Sponsorship ad option). Premium click-through option.

Logo plus 25 words live-linked.

\$660 per month — minimum 3-month block

Text Box (run of site)

One of a maximum of six rotating at the right-hand side of the page across each site — just below the Box Banner. Appears on all pages except for any sold Topic Centres (see Topic Centre Sponsorship ad option). Low cost but effective as it also sits next to 'content' that readers are engaged with:

Logo plus 15 words live-linked

\$330 per month — minimum 3-month block

Sample — Banners & Text Links

The screenshot shows a website layout with several advertising placements:

- Leaderboard Banner:** Located at the top of the page, featuring a blue banner for "Big Air" with the text "Look up for fast 1GBps network speeds." A red arrow points to it with the label "Leaderboard \$550 per month 6 x available".
- Premier Text Link:** Located below the leaderboard, featuring a red arrow pointing to a link with the label "Premier Text Link \$660 per month 3 x available".
- Box Banner:** Located on the right-hand side of the page, featuring a banner for "Introducing Next Generation InfraStructure™" with an APC logo. A red arrow points to it with the label "Box Banner \$550 per month 6 x available".
- Text Banner:** Located below the box banner, featuring a small banner for "voice & data online" with a red arrow pointing to it and the label "Text Banner \$330 per month 6 x available".

Advertising Options

Topic Centre Sponsorship

Topic Centre Sponsorships are an exclusive premium marketing option, allowing your company to 'own' a content-rich section of the site. We deliver independent editorial content right alongside your product information, banners, technical papers and resources – and yours is the ONLY messaging throughout this Topic Centre.

Key Features/Benefits

- Align YOUR company's marketing message, products, capabilities and technical information with OUR independent site content.
- OWN a 'topic-defined' section of the website, totally and exclusively — YOUR marketing message and text/content links are the ONLY advertising seen throughout each and every page of content in this section.
- Position, or re-enforce your position as a MARKET LEADER in a specific field/technology.
- Drive highly TARGETED and RELEVANT traffic to your website.
- Increase brand awareness and mindshare.
- Lead generation options within Sponsor Panel links (white papers etc).
- All ad components follow the reader through ALL levels of content within the chosen Topic Centre.

Advertising Components

- 1 x Leaderboard banner top of page (728 x 90)
- 1 x Premier Text Link top left of page, just below Leaderboard (logo + text)
- 1 x Sponsor Panel, right-hand side of page, includes: Box Banner (300x250); up to 9 text links (white papers, webcasts, case studies, product flyers)
- 1 x Text Box, runs below the Sponsor Panel

Investment*

\$1900/month—Voice&Data, Electroline, FoodProcessing, LabOnline, SafetySolutions, ElectricalSolutions.

\$1500/month—SustainabilityMatters, ProcessOnline, RadioComms.

*Existing advertisers will have first refusal on renewals each quarter.

Your premium online marketing program will be supported with value-added SEM (search engine marketing) campaigns, so your program will deliver additional (targeted and proactive) click-through traffic.

Sample — Topic Centre Sponsorship

The screenshot shows a webpage for 'Linear Technology LTC3625 and LTC3625-1 two-cell supercapacitor chargers'. Red arrows point to the following elements:

- Premier Text Link (25 words + Logo/Link):** Located at the top left of the page, below the main navigation bar.
- Leaderboard Banner:** A blue banner at the top of the page with the text 'Up to 45% off selected'.
- Your logo:** The 'element iu' logo in the top right corner.
- Text and Links within the sponsor panel (up to 9 links):** A list of links on the right side of the page, including 'Access 450,000 products online from 3,500+ leading brands', 'Free re-reading on in-stock components, no delivery', 'Special offers, low prices, best deals and chances to win', and 'Price it mind? Challenge our dedicated local quotes team today'.
- Box Banner:** A blue banner below the sponsor panel with the text 'Up to 45% off selected products'.
- Independent editorial content:** The main article content on the left side of the page, including the title 'Linear Technology LTC3625 and LTC3625-1 two-cell supercapacitor chargers' and the introductory text.
- Text Box:** A small text box at the bottom right of the page with the text 'Farnell is now element iu'.

Advertising Options

Microsites — Premium Directory Listings

Microsites are a premium marketing option, residing inside the Directory section of our industry-specific websites. Combining your company's full contact details and live web and email links, brief overview, logo, product and brand listings, the Microsite also consolidates ALL content from your company that has run on the website.

All content within your Microsite will be tagged inside our new site-network SEARCH engine, making it easy for site members and visitors to find your company and product information. It will also be highly visible to the leading search engines such as Google, Yahoo and Bing.

Sample — Microsite

Key Features/Benefits:

- Our sites are **content rich** and **industry specific**, and feature highly in search engine ranking.
- Your Microsite premium directory listing positions you at the top of directory product and brand searches, and your linked logo on the main directory pages highlights your company as a premium site partner.
- Includes **live links** for all editorial items on our website and your Microsite page directly to your company website.
- We drive **highly focused traffic** to YOUR website – in fact, Microsite clients in many cases will see their product items on OUR sites achieving better search results than the same items on their own sites.
- The **MORE** items* you have on our site (Microsite clients are given 'priority' for new postings) the **MORE** page views your items will receive and in turn the **MORE targeted traffic** we will 'refer' to your company site via live links.
- Microsite clients will **enhance and improve SEO** of their own company websites over time due to the growing number of 'back-links' from our site, as our sites are highly regarded by search engines due to their industry/technology focus.

- Monthly traffic reports show which of your items are attracting the most page views and clicks, to assist with marketing planning and focus.

Value-add: Includes 3 x Hot Product promotions pushed out via monthly New Product Alert email broadcast (value \$1350) for each 12-month program booked.

Investment

\$350 per month,
6-month program.

\$300 per month,
12-month program.

**Microsite clients can have up to 8 new items added each month*

The screenshot shows a microsite for National Instruments Australia. Red arrows point to the following elements:

- Company description:** A paragraph of text describing National Instruments Australia's history and services.
- Live links:** A list of links including 'Website', 'Email', 'Phone', and 'Address'.
- Recent products & articles:** A list of product articles with titles like 'NI-DAQ-9111, cDAQ-9111 and cDAQ-9171 1-slot chassis'.
- Categories:** A list of product categories such as 'Analyzers, Power', 'Motion, Sensors', etc.
- Main brand listings:** A list of brands including 'CompactDAQ', 'LabVIEW', etc.
- Company logo:** The National Instruments logo is located in the top right corner of the microsite.

Advertising Options

White Paper promotion

WFOonline's White Paper promotion puts your application/technical solutions document (PDF) in the hands of targeted business decision makers, and delivers to you their names and contact information.

Our industry-specific websites give you instant access to thousands of professionals who are actively researching information to create vendor lists for upcoming purchases of equipment, software and services. A White Paper Program helps ensure your information is available when and where your best prospects are looking for information.

White Paper Promotion

\$1,650 per quarter (\$800 for every additional listing within the quarter)

WFOonline promotes your White Papers by pushing them out to targeted subscribers, promotion on the website and inside relevant e-Newsletters. The Papers will also be promoted inside relevant Westwick-Farrow Media magazine titles during the program. Your White Paper will be listed in the cross-network White Paper Library — which will appear on all 9 WFOonline websites.

Lead Capture* — Reporting

Using WFOonlineMedia's lead management technology, you receive the following information for every site member who downloads your content.

- First and Last name
- Company name
- Job title
- Email/telephone



***Lead Definition:** WFOonline defines a 'lead' as a site member who downloads a White Paper or views a Webcast. It is important to understand most White Paper/Webcast 'leads' are in the research stage of the buying process and should be treated as such, and not as a hot sales lead.

Webcast/Podcast promotion

WFOonline's Webcast/Podcast promotion pushes your interactive media message out to those looking for the latest developments in technology. As engineering and technical professionals embrace streaming media more and more, this type of promotion is sure to attract plenty of attention across our sites.

Webcast/Podcast Program benefits

- Maximise ROI by generating qualified sales leads
- Receive contact information for every prospect that views your Webcast
- Members can access your Webcast in the archive for 3 months
- Promotion of your Webcast to a targeted audience of business decision makers
- 3-month listing in the Webcast library across selected WFOonlineMedia sites*
- 3 x inclusion in the site's e-Newsletter
- Promotion in relevant Westwick-Farrow magazine titles

Webcast/Podcast Listing

\$1950 per quarter (\$900 for every additional listing within the quarter)

Note: the webcast/podcast is to be hosted on your site and we will capture leads via a registration process on our site(s) within the Webcast/Podcast Library. For 'lead definition', please see White Paper program details in this kit (page 12).

Lead Capture - Reporting

Using WFOonline's lead management technology, you receive the following information for every site member who downloads your content.

- First and Last name
- Company name
- Job title
- Email/telephone

* Webcast/Podcast Programs are available on the following WFOonline sites:
www.FoodProcessing.com.au
www.LabOnline.com.au
www.ProcessOnline.com.au
www.SafetySolutions.net.au
www.SustainabilityMatters.net.au
www.VoiceandData.com.au

Advertising Options

Lead Guarantee programs

With a standard White Paper, Webcast or Podcast promotion at its core, WFOonline can offer clients Lead Guarantee programs across our range of industry and technology verticals. This premium offering ensures not only that the agreed lead number is achieved, it also offers a unique combination of lead gen and branding.

Key Features/Benefits:

The driving element behind each Lead Guarantee program is a dedicated and targeted eDM Broadcast which pushes your content out to the qualified opt-in members of our industry-specific communities, drawn from:

- eNewsletter subscribers
- Product Alert subscribers
- Magazine subscribers (print + digital)

Complementing the eDM broadcast and the standard promotion of your White Paper/Webcast/Podcast inside our content libraries will be a selected range of banners (dependent on the lead target) to help drive leads AND to add a branding element to your online campaign. Campaigns can be tailored to each client's specific needs. Following are two popular examples.



Sample of a dedicated eDM broadcast

Investment

50 Lead Guarantee program - \$7000 +gst

3-month campaign includes:

- 1 x White Paper, Webcast or Podcast promotion program (see pages 12-13)
- 1 x dedicated eDM broadcast to promote the content asset
- 1 x Premier Text link linking to and promoting the content asset
- 1 x Product Alert newsletter sponsorship linking to and promoting the asset
- Listing of asset inside relevant eNewsletters

100 Lead Guarantee program - \$13000 +gst

3-month campaign includes:

- 2 x White Paper, Webcast or Podcast promotion program (see pages 12-13)
- 1 x dedicated eDM broadcast to promote the content asset
- 1 x Box Banner linking to and promoting the content asset
- 1 x Product Alert newsletter sponsorship linking to and promoting the asset
- 1 x Site Update eNewsletter sponsorship linking to and promoting the asset
- 1 x half-page magazine ad promoting the asset
- Listing of asset inside relevant eNewsletters

eBook Lead Guarantee programs

Leverage expert content to build thought leadership and generate qualified leads

eBooks provide a custom opportunity for sponsors to leverage the quality of previously published content (and/or specifically commissioned new articles) around a particular topic. Content written by Westwick-Farrow Media editors and expert technical writers is packaged around a single theme, giving you the opportunity to position your company as a leader in the space, promote your brand and generate targeted leads. The eBook will feature 2-4 articles and an intro from our editor.

More valuable to our members than a single White Paper offering, eBooks drive stronger engagement and higher lead numbers due to their focus on a single topic, using original editorial content.

eBook package components:

- Three-month listing with lead capture in Westwick-Farrow Media's online Resource Library
- Exclusive outbound promotion to a targeted industry audience (via eDMs)
- Sponsor Page (inside back cover of eBook), including company logo and description, link to topic-relevant products and up to 3 additional promotion links to your company's website.
- PDF copy of the eBook for you to share with your own clients and post on your company's website.

Investment

Two packages available:

- 50 lead* guarantee: \$7,000 (includes 1x sponsored eBook)
- 100 lead* guarantee: \$13,000 (includes 1x sponsored eBook + 1x vendor white paper)

Option:

Select your own Topic — If you would like us to create a new eBook on a specific topic, which requires articles to be written, there is an additional production cost of \$850 plus gst. Allow 4-5 weeks from receiving brief on a specific topic to eBook completion.

*Up to 10 'bonus' additional leads will be included in the program (if it overdelivers), with the sponsor able to purchase additional leads at discounted rate of \$100 per lead

Sample eBook cover page



Sample sponsor page with logo and links to sponsor content



Advertising Options

Sponsored Hot Product

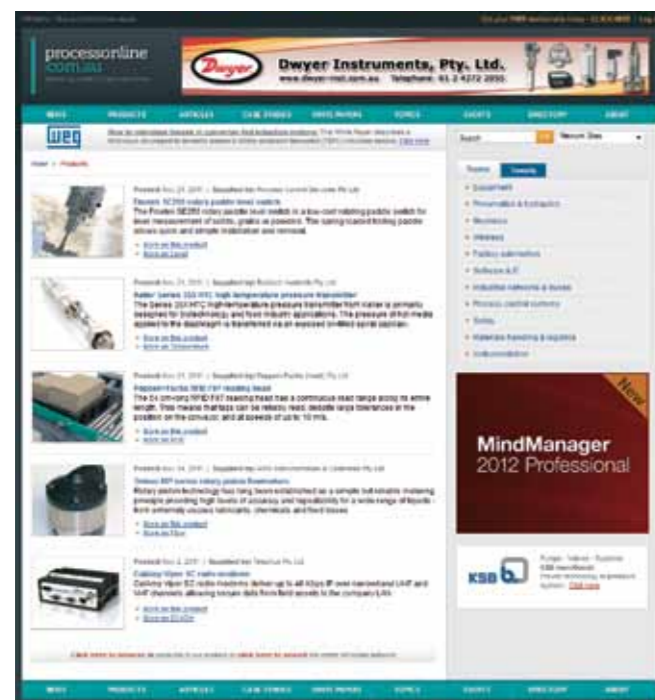
Your product editorial is pushed out to our targeted online audience, generating traffic to your website.

Details:

- Delivered inside monthly Product Alert e-Newsletter
- Delivered inside Site Update e-Newsletter
- Text to be around 150 words in length plus photo
- Product is your choice (subject to editorial guidelines)
- Active link to company website and/or email
- Product (plus thumbnail) displayed on homepage and in product section

Investment: \$450 per product

Sample — Hot Product page



Best Practice: Sponsored Hot Products

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

Step 1: Heading

- Select a generic description which accurately summarises the content of the article (2 to 5 words).

Step 2: Body text

- The main text should describe a single product or service and be around 100–200 words in length, organised into paragraphs that are no longer than two sentences each.
- Readers use Hot Products for research and are looking for an analysis of your product and its capabilities. Readers will want to know details such as brand, model number, relevant applications, outstanding features and functions.
- Exclude the use of superlatives such as 'world's finest', 'best' and 'unique'.

Step 3: Contact Details

- Include company name, website address, contact email address and phone number (optional).

Step 4: Image

- Hot Products can (and should) include a single product image if available. A company logo is also acceptable. Images should accurately represent the product or service to be promoted and accepted file formats include .gif, .jpg, .tif and .pdf.

** If you have further questions on how to structure your Sponsored Hot Product for best results, please contact our Online Editorial Assistant on +612 9487 2700 or krhodes@westwick-farrow.com.au*

eMags

eMag Digital Advertising

Westwick-Farrow Media has launched digital editions (eMags) of all magazine titles which offer marketers a unique and EXCLUSIVE opportunity to extend your investment in standard print advertising, or as an alternative digital-only option.

The eMags are web based and require no login or software downloads. An email alert is sent to opt-in subscribers, featuring highlights of each issue and live links to the eMag.

The eMag features live links from all URLs listed in ads and editorial, plus each product item and case study links back to full details on that item on the magazine's sister website. Each edition has search, print and share capability, as well as an archive of back issues.

Digital Issue Sponsorship



Digital Issue Sponsorship - \$1850

This premium (and exclusive) eMag marketing option delivers your company THREE touchpoints with our eMag audience.

1. Base of page coloured strip panel with your company name and live url link on every page in the eMag, except where full-page ads are placed. (See sample.)
2. Your logo and url listed as eMag Sponsor on the Contents page of the print edition, which also appears in the digital edition. (See sample.)
3. Your logo, 25-word promo and live link in the Alert Email sent twice (initial send and reminder) to subscribers. (See sample.)

Digital inserts — \$800

Placed at the back of the eMag, this option allows you to distribute digital versions of your brochures or promotional flyers with the eMag. Can be a reproduction of a print/magazine insert or a digital-only version. Supply as high-resolution pdfs — no multimedia accepted. Maximum 4 pages.



Specifications

Online Material Specifications

Leaderboard

- Dimensions: 728 x 90 (pixels)
- Max File Size: 35K
- Media: Simple, Rich

Box Banner

- Dimensions: 300 x 250 (pixels)
- Max File Size: 35K
- Media: Simple, Rich

Premier Text Link

- Dimensions: 88 x 31 logo or image
- Text: Max 150 characters and destination URL
- Max File Size: 10K
- Media: Simple

Text Box

- Dimensions: 105 x 70
- Text: Max 130 characters and destination URL
- Max File Size: 10K
- Media: Simple

MicroSite

(premium directory listing)

- 50 word company description
- Address, phone, email, website (URL)
- Company logo (300dpi, tiff or jpeg)
- Updated questionnaire/listing

Topic Centre Sponsorship

Includes 1 x each of the Banners and Text Links mentioned. Plus up to 9 items of linked text (your Account Manager can assist in selecting suitable content from your site).

e-Newsletter Sponsorship

Site Update Sponsorship

Logo: High resolution .tif, .jpg, .eps @ 300 dpi. Any special usage guidelines should be supplied if required.
Text: 70 words (approx. 500 characters including spaces). This should include a heading/title of 5-7 words (approx. 40 characters including spaces).
Link: 1 x active URL only. Landing page should accurately represent the call to action or offer addressed in the 'Text'.

Product Alert Sponsorship

Logo: High resolution .tif, .jpg, .eps @ 300 dpi. Any special usage guidelines should be supplied if required.
Text: 30 words (approx. 200 characters including spaces). This should include a heading/title of 5-7 words (approx. 40 characters including spaces).
Link: 1 x active URL only. Landing page should accurately represent the call to action or offer addressed in the 'Text'.

White Papers

Acceptable Format: Adobe PDF
Abstract: 25-30 words (approx 200 characters)
+ Summary: Length variable.

Webcasts/Podcasts

Abstract: 25-30 words (approx 200 characters)
+ Summary: Length variable
Link to webcast hosted on your site.

Sponsored Hot Products

- Delivered inside site e-Newsletter
- Text to be around 150 words plus photo
- Product is company chosen (subject to editorial guidelines)
- Active link to company website and/or email
- See previous page for suggested format

Media Accepted

Other Information

- Infinite looping is allowed.
- WFOonlineMedia does not allow click-through URLs that lead to 'trap door' pages.

Notes on Providing Rich Media

- When submitting a rich media banner, a conventional GIF or JPEG banner should also be submitted. This alternative will be served to visitors who cannot view rich media.
- When submitting Flash creative, please provide the .fla file.
- Flash banners require:
 - The clickTag variable to be used (do not enter in destination URL, enter "clickTag" instead).
 - Please make only the URL field an expression.
 - "_blank" must also be used to launch a new browser window once the banner is clicked.
 - Please make sure your action is assigned to a button and not a frame.
 - Please enter the following code exactly as written into Flash banners prior to submitting:

```
on(release){
    getURL(clickTag,"_blank");
}
```

- Please note that when creating flash banners with a MAC, some fonts are not available to a Windows environment, causing the banner to look different.

Submitting Creative (DEADLINES)

All creative MUST be received three business days prior to the launch of the campaign for posting. Rich media should also be received three business days prior to the launch of the campaign. Late creative will result in delay of the campaign.

Design Creative Service

Our web team can design a new or modify an existing banner for your campaign.

- Static Banner \$150
- Rich Media \$250
- HTML eDM \$995

Brief must be received 5 business days prior to launch of campaign

eMags

Overlay ad: multimedia (one size only)

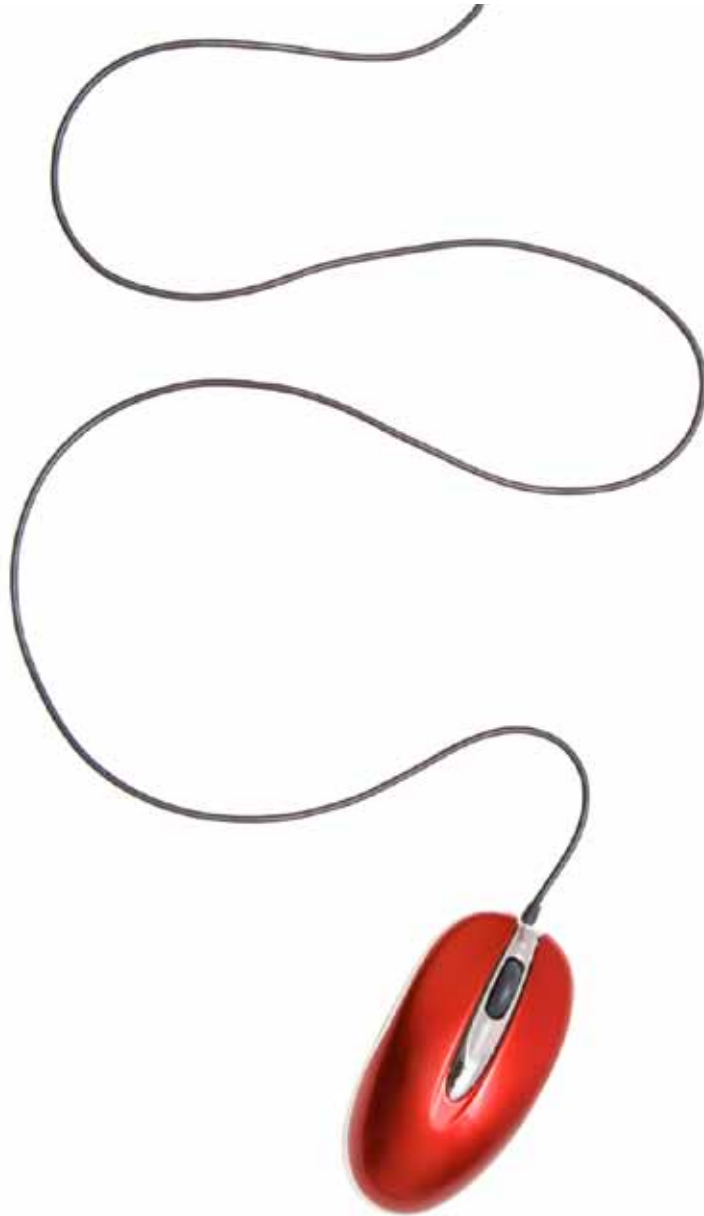
File Types accepted: .avi (recommended), .mov (recommended), mpeg, .wmv, .flv, .rm, .swf
File Size: 5-10 MB .swf, 15 MB max. for other formats. (Files may be compressed during processing.)
Duration: Maximum 2 minutes. (Files which exceed this may be rejected.)
Pixel Dimension: W320 x H220 px. (Do not lock. Files must be scalable.)
Frame Rate: 30 fps
Looping: Optional
URL link to your website must be embedded

Full Page replacement: multimedia

File Types accepted: .swf ONLY
File Size: 5-10 MB (Please note: files may be compressed during processing.)
Duration: Maximum 2 minutes. (Files which exceed this may be rejected.)
Pixel Dimension: W1247 px. x H1766 px. (Do not lock. Files must be scalable.)
Frame Rate: 30 fps
Looping: Optional
URL link to your website must be embedded

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