



mUmBRELLA

Everything under Australia's media & marketing umbrella

2010 Rate Card

mUmBRELLA is Australia's leading news and information provider for those in the media, marketing and advertising sector. Covering everything under the media and marketing umbrella it is an essential resource with latest news, comment and analysis specific to the industry. It also offers readers the chance to have their say with an option attached to each article for sharing knowledge and opinion.

Beyond just the news mUmBRELLA offers a comprehensive directory with Latest Jobs, Freelance listings, Upcoming Events and a guide to Businesses within the sector.



Reach

According to the Audit Bureau of Australia's September '09 Results



Monthly Metrics	Domestic Traffic (AU)	Including International Traffic
Average Daily Unique Browsers	3,202	3,591
Total Unique Browsers	49,216	58,555
Page Impressions	273,664	293,190
Total Sessions	120,871	133,385
Total Time ('000 secs)	24,449	26,580
UB Frequency	2.46	2.28
Average Page Duration	01:29	01:31
Average Session Duration	03:22	03:19
Average Session Duration	03:55	03:18
Average Page Duration	01:58	01:31



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www.mUmBRELLA.com.au

► Contact

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Advertising on mumbrella.com.au

Premium	Banner	Medium Rectangle
Premium ROS Top placements appearing all pages (News, Mumbo, Opinion, Video, Events, Freelance, Jobs and Directory)	\$50 CPM	\$60 CPM
Run of Site	\$30 CPM	–

Full Site Takeover	Daily	Full Week
All ad slots exclusively, including activation of Leaderboard (Leaderboard, Medium Rectangle, Posts banner and Bottom banner)	\$4,500	\$18,500

HTML Email Newsletter Reaching 10,500 subscribers each Monday, Wednesday and Friday	1 Week	1 Month
Banner	\$920	\$2,860
Tower	\$700	\$2185
Button	\$430	\$1,345
HTML Email Blast (EDM)	POA	POA

Events Sponsorship

mUMBRELLA runs regular events ranging from a full day conference-styled masterclass to breakfast Q&A. Recent events included 'Using Social Media as a Marketing tool' and mUMBRELLA Question Time Q&A's that run in Sydney and Melbourne. mUMBRELLA can also assist companies and organisations looking at running their own events with help on marketing, planning and hosting.



Online Video: 'The Mumbo Report'

<http://mumbrella.com.au/category/video>

The Mumbo Report brings a unique blend of news and entertainment to viewers each Tuesday and Thursday.

Hosted by mUMBRELLA editor Tim Burrowes, the programme follows an interview format with regular high-level guests and on-location footage from important industry gatherings. Recent guests have included Harold Mitchell, Mia Freedman and the creative team responsible for the popular advertising sitcom 30 Seconds.

Online Video	1 Week	1 Month
Sponsorship	\$1,200	\$4,500

Pricing does not include GST.

Creative

- ▶ **Maximum file size:** 30kb Flash/HTML, 20kb GIF/JPEG.
- ▶ **URL:** Please supply the URL to which your ad is to be linked.
- ▶ **Alt text:** Clients have the option of supplying up to 50 characters of alt text (this is text which appears when the user's mouse is over the ad).
- ▶ **Transparency:** Graphics may be used on many different coloured backgrounds, so please don't create transparent backgrounds.
- ▶ **Web-safe colours:** All large, flat areas of colour must be from the non-dithering palette of 216 colours. Be especially careful when using JPEGs.
- ▶ **Material deadline:** Artwork must be received two days prior to publication.
- ▶ Send files to alice@focalattractions.com.au

Ad Sizes	Pixel Size Width (W) x Height (H)
Leaderboard	728_(W) x 90_(H)
Banner	468_(W) x 60_(H)
Medium Rectangle	300_(W) x 250_(H)
Tower (eNewsletter only)	120_(W) x 240_(H)
Button (eNewsletter only)	120_(W) x 120_(H)