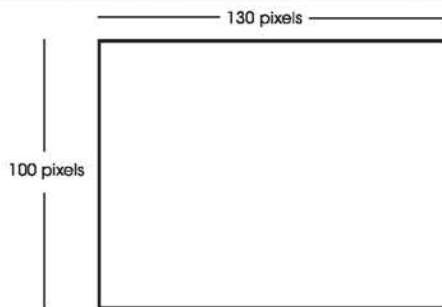




# Visual Impact Online Advertising

## Specification Sheet

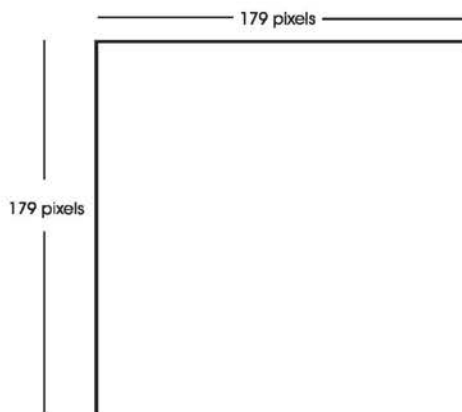
### eNews Sponsor Ad



The logo is to be supplied as a static image only (not animated) in the following formats - JPEG or GIF - on a white background to fit in an area measuring 130 pixels wide x 100 pixels high. The resolution must be a minimum 300dpi.

**\*\* Please note that the logo can be supplied at any size as long as it is in proportion.**

### eNews Square Banner Ad



The ad is to be supplied in one of the following formats only:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area measuring 179 x 179 pixels with a minimum resolution of 300dpi.

**\*\* Please note that the logo can be supplied at any size as long as it is in proportion.**

2. Supplied as an animated GIF only (SWF or Flash files are not accepted). The file must fit an area of 179 x 179 pixels exactly, with a minimum resolution of 300dpi.

**\*\* Animated ads must be supplied in the exact format. Fees will be applied if changes have to be made to files.**

### eNews Landscape Banner Ad

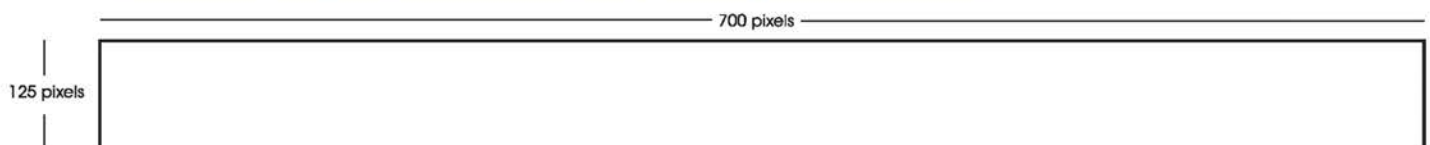
The ad is to be supplied in one of the following formats only:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area measuring 700 pixels wide x 125 pixels high, with a minimum resolution of 300dpi.

**\*\* Please note that the logo can be supplied at any size as long as it is in proportion.**

2. Supplied as an animated GIF only (SWF or Flash files are not accepted). The file must fit an area of 700 pixels wide x 125 pixels high exactly, with a minimum resolution of 300dpi.

**\*\* Animated ads must be supplied in the exact format. Fees will be applied if changes have to be made to files.**





# Visual Impact Online Advertising

## Specification Sheet

### VISA Web Site Buyer's Guide Ad

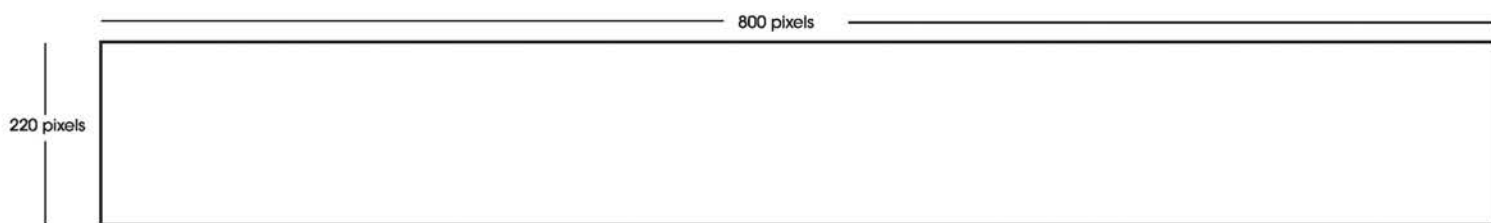
This advert is only available to sponsors of the Buyer's Guide. For more details please contact VISA. The ad is to be supplied in one of the following formats only:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area measuring 800 pixels x 220 pixels with a minimum resolution of 300dpi.

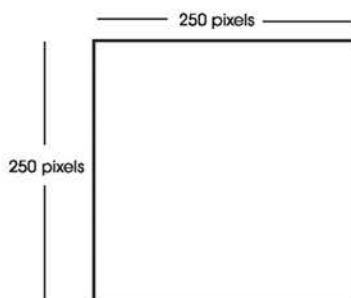
\*\* Please note that the logo can be supplied at any size as long as it is in proportion.

2. Supplied as an animated GIF only (SWF or Flash files are not accepted). The file must fit an area of 800 x 220 pixels exactly, with a minimum resolution of 300dpi.

\*\* Animated ads must be supplied in the exact format. Fees will be applied if changes have to be made to files. .



### VISA Web Site Square Banner Ad



The ad is to be supplied in one of the following formats only:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area measuring 250 pixels x 250 pixels with a minimum resolution of 300dpi.

\*\* Please note that the logo can be supplied at any size as long as it is in proportion.

2. Supplied as an animated GIF only (SWF or Flash files are not accepted). The file must fit an area of 250 x 250 pixels exactly, with a minimum resolution of 300dpi.

\*\* Animated ads must be supplied in the exact format. Fees will be applied if changes have to be made to files. .





# Visual Impact Online Advertising

## Placing an Advert Online

Company \_\_\_\_\_  
Address \_\_\_\_\_  
Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
Contact person \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Step 1 Nominate the Type of Ad

- |  |   |
|--|---|
| <input type="checkbox"/> 1. VI Buyer's Guide Sponsor Advertisement | <input type="checkbox"/> 3. VI eNews Landscape Banner Advertisement   |
| <input type="checkbox"/> 2. VI eNews Square Banner Advertisement   | <input type="checkbox"/> 4. VISA Web Site Square Banner Advertisement |

### Step 2 Advertising Rates

- ☐ Type 1. **eNews Sponsor Advertisement - Cost: \$300AU per month.**

- ☐ Type 2 A. **eNews Square Banner Advertisement (Static) - Cost: AU\$165 per month.**

NOTE: You will need to supply your company logo and any other images in the form of a JPEG or GIF file, as well as the text for the advertisement.

- ☐ Type 2 B. **eNews Square Banner Advertisement (3 Frame Animation) - Cost: AU\$250 per month.**

NOTE: For each frame, you will need to supply the images in the form of a JPEG or GIF file, as well as the text for the advertisement.

- ☐ Type 3 A. **eNews Landscape Banner Advertisement (Static) - Cost: AU\$165 per month.**

NOTE: You will need to supply the images in the form of a JPEG or GIF file, as well as the text for the advertisement.

- ☐ Type 3 B. **eNews Landscape Banner Advertisement (3 Frame Animation) - Cost: AU\$250 per month.**

NOTE: For each frame, you will need to supply the images in the form of a JPEG or GIF file, as well as the text for the advertisement.

- ☐ Type 4 A. **VISA Web Site Square Banner Advertisement (Static) - Cost: AU\$165 per month.**

NOTE: You will need to supply your company logo and any other images in the form of a JPEG or GIF file, as well as the text for the advertisement.

- ☐ Type 4 B. **VISA Web Site Square Banner Advertisement (3 Frame Animation) - Cost: AU\$250 per month.**

NOTE: For each frame, you will need to supply the images in the form of a JPEG or GIF file, as well as the text for the advertisement.