



MetalWorker.com.au

Website overview

www.MetalWorker.com.au is an essential online source of information and a community where metalworking professionals interact.

Content includes news and trends from the metalworking industry, new machines and tools, focuses on recent technological breakthroughs, and reports on industrial events.

The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors will also have the opportunity to blog. To further drive relevant and targeted traffic to the site, readers will have the option to subscribe to an e-newsletter delivered twice weekly.

Sponsorship Opportunities

The sponsorship package includes:

1. One tile ad run-of-site (ROS)
2. Rotational ROS banner inventory
3. Rotational Editorial island ad inventory
4. Exclusive editorial rights to the resource centre (includes lead generation)
5. One tile throughout sponsorship life in weekly email newsletter
6. Rotational banner inventory throughout sponsorship life in twice weekly email newsletter
7. Flat rate of \$1000 + gst per month



Material Specifications for Online Advertising

Animation is permitted
Files can be supplied as .GIF, JPEG, .SWF
.SWF cannot be used on html newsletters

Type	Spec	Size	Animation
Banner	468x60px	30K	20 sec
Tile	125x125px	20K	20 sec
Island	300x250px	35K	20 sec



CLICK HERE TO DOWNLOAD OUR COMPLETE SPEC SHEET

Flash creative

We currently support Flash player 6 or higher

Please refer to our Spec Sheet for further details.

Please note that Microsoft Outlook 2007 users will only see frame one on animated gif files, to ensure you gain the best exposure from your advertisement, we recommend that frame one of your animated artwork includes all contact details.

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