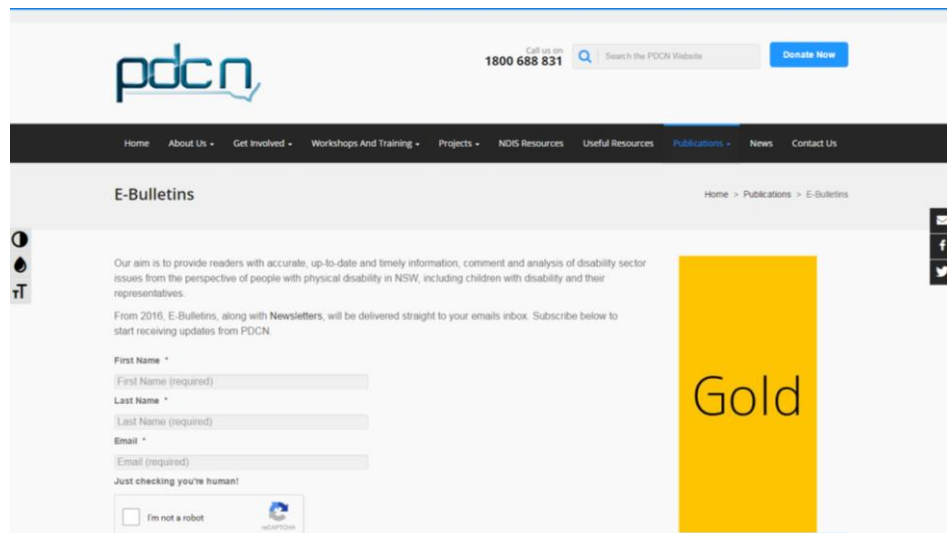


PDCN Advertising Rate Card

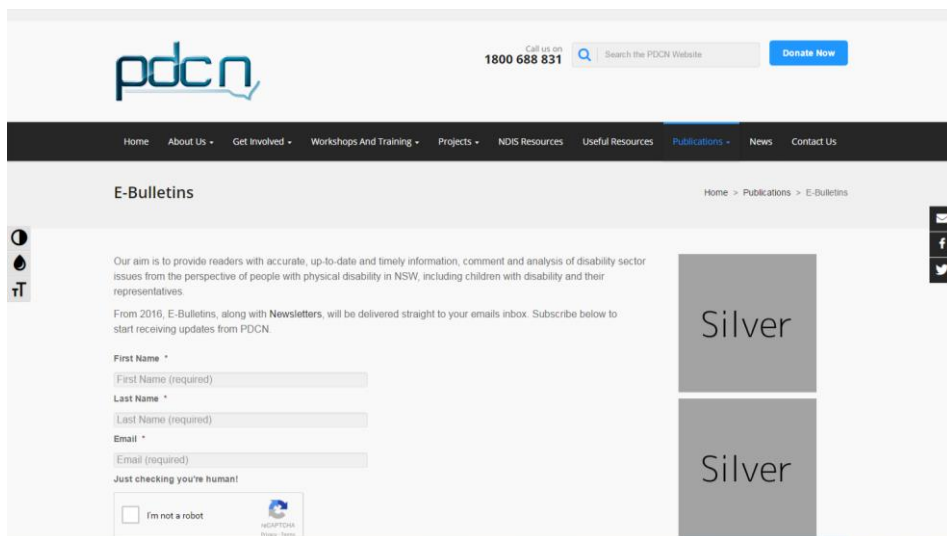
Advertising on PDCNSW.org.au

All ads must be JPG or PNG and not exceed 200kb in size, 75kb or lower is ideal.

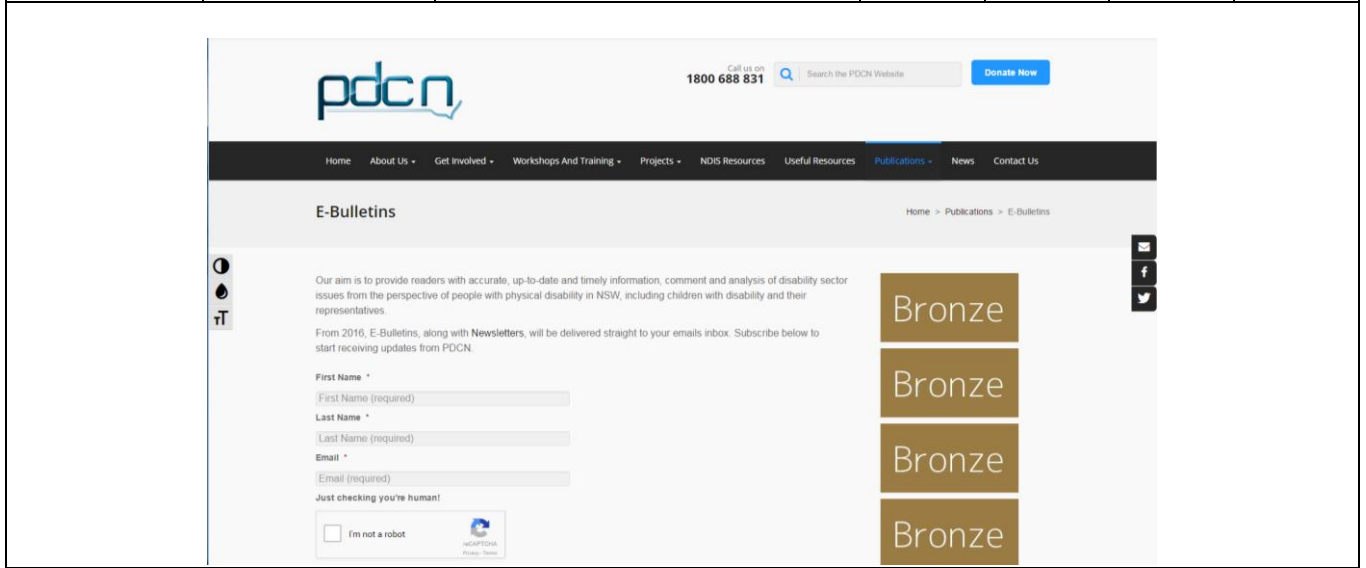
Ad Type	Size	Description	Cost (per X months) ex GST			
			1	3	6	12
Gold Web Ad	220 x 440 pixels	Single advert on the side bar of a page with optional caption (50 chars or less)	\$349	\$949	\$1849	\$3149



Silver Web Ad	220 x 220	One of two adverts on the side bar of a page	\$149	\$449	\$849	\$1349
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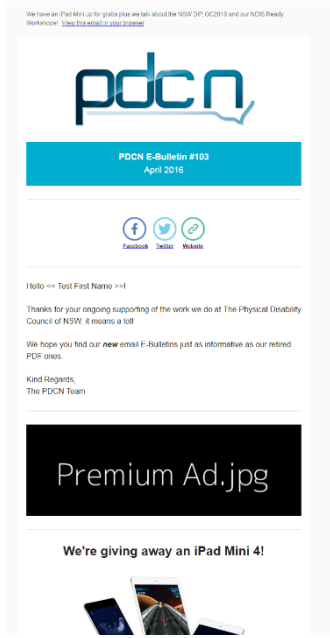


Ad Type	Size	Description	Cost (per X months) <i>ex GST</i>			
			1	3	6	12
Bronze Web Ad	220 x 110 pixels	One of four adverts on the side bar of a page	\$99	\$249	\$549	\$849



Advertising in monthly E-Bulletin

All ads must be JPG or PNG and not exceed 200kb in size, 75kb or lower is ideal.

Ad Type	Size	Description	Cost		
			Top	Middle	Bottom (x2)
Premium Ad	660 x 220 pixels	Single advert in the monthly E-Bulletin with 100 character caption (optional)	\$349	\$249	\$99 each
 <p>Example of a "top" ad.</p> <p>Middle would be below iPad giveaway while the two bottom ads would be before the footer.</p>					
Branded Story	N/A	An E-bulletin story promoting your business	\$549		
<p>By having an article written about your business, as opposed to an ad, you increase the likelihood that people will interact your brand, as they don't feel sold to. This type of promotion may not be suitable for all businesses as it requires a news angle.</p>					

Discounts for PDCN Member Organisations

Become a PDCN member today and get 15% all advertising.