

# Sponsored Link

|          |   |           |
|----------|---|-----------|
| Premium  | Positioned below first newsletter item / introduction | \$249+gst |
| Standard | Positioned below second newsletter item               | \$149+gst |
| Basic    | Positioned at bottom of newsletter / above footer     | \$99+gst  |

Includes:

- A single line heading
- 100 words of text
- Image no larger than 300x200
- 'Learn More' button which links to your website article
- Will be labelled as *Sponsored Link*
- All content must be provided, and is subject to approval and amendment by PDCN

**EXAMPLE**

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## Your Sponsored Link Heading

*Sponsored Link*



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[Learn More](#)

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# Sponsored Story

\$349+gst

Includes:

- A single or double line heading
- 250 words of text
- Image no larger than 300x200 pixels
- You may include a link to your website
- Will be labelled as *Sponsored Story*
- Positioned immediately below the first newsletter story
- All content must be provided, and is subject to approval and amendment by PDCN

*EXAMPLE*

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## Your Sponsored Story Heading

*Sponsored Story*



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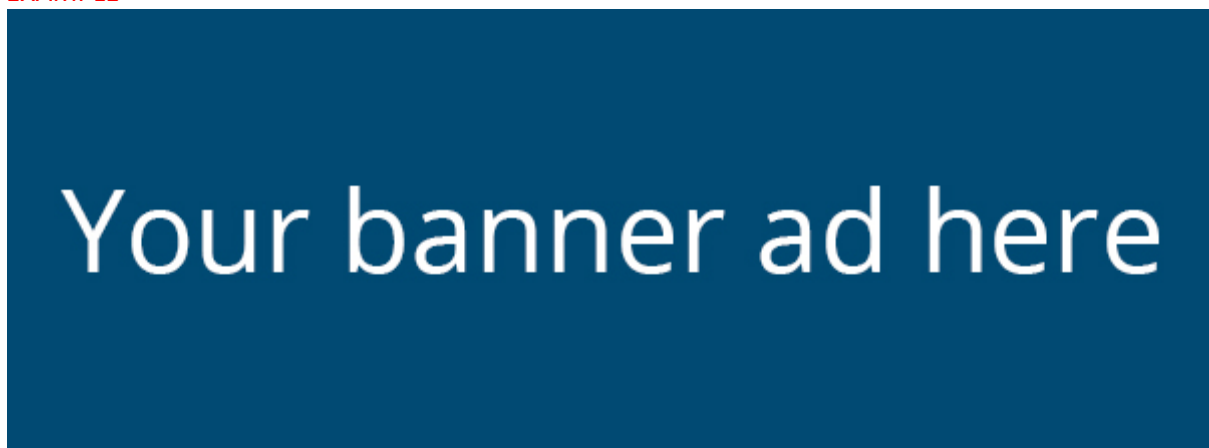
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## Banner Ad

|          |   |                  |
|----------|---|------------------|
| Premium  | Positioned below first newsletter item / introduction | <b>\$249+gst</b> |
| Standard | Positioned below second newsletter item               | <b>\$149+gst</b> |
| Basic    | Positioned at bottom of newsletter / above footer     | <b>\$99+gst</b>  |

- 600 x 220 pixels
- Clicking banner will link to your website
- Banner image must be .jpg or .png
- File not to exceed 200kb
- All content must be provided, and is subject to approval and amendment by PDCN

### *EXAMPLE*



\*Become a PDCN member today and get a 10% discount on all advertising.