

ProfessionalPA.com.au

2010 Media Kit. Rate Card. Deadlines



www.professionalPA.com.au

Company Profile.

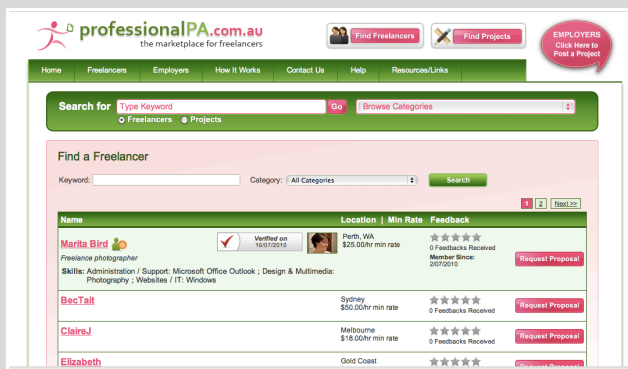
EMPLOYERS
Click Here to
Post a Project

Freelance Work - Outsource Projects – Work from Home

Launching in 2010, Professional PA is the brain child of Yvonne Cheong. Since it's inception the site has receive overwhelming support from those considering to start a freelance career and from mums wanting to working from home.

The site is also increasingly popular for businesses who understand the benefits of outsourcing, saving money on workspace, insurance, overtime and long winded recruitment process.

Professional PA is fast becoming the employment website of choice for women across Australia and will continue to grow from strength to strength in the future.



Visitor Profile & Stats.

Our members are naturally Professional PA's. They're mums.

Our members are generally mum, Australian mums who know how to run a tight ship. They manage their children's schedules, their partners needs and the household tasks on a daily basis. They are indeed, naturally Professional PA's. Based across the nation, members and employers not only understand the value of flexible work practices, they live by them.



Stereotypically...

Who	Women
Where	Across Australia
Age	29-52
Why	Flexible work



The ever important stats.

Visitors per month	3'500
Page Views	6.55
Avg time on site	3min 41 sec

* Google Analytics as at September 2010

Ad sizes.

The screenshot shows the ProfessionalPA.com.au website interface. A pink box highlights a leaderboard ad at the top with the text "Who is changing our world? Changemakers" and a "Help now." link. Below the navigation bar, a search bar and "Browse Categories" dropdown are visible. The main content area is divided into "FREELANCERS" and "EMPLOYERS" sections. A "Members Sign In" form is located on the right side. Two additional ads are highlighted in pink boxes: an E*TRADE account promotion and a UBank 6.51% P.A. savings promotion. The bottom of the page features "Featured Projects" and "Featured Freelancers" sections.

Leaderboard.

Appears on a rotational basis on all pages of the Professional PA website.

Banner	Width Pixels	Height Pixels	Max Size
Leaderboard	728px	90px	60KB
Short Rectangle	300px	100px	40KB
Medium Rectangle	300px	250px	60KB

Rectangles: two size options available. (Medium rectangles shown here)

Appears on a rotational basis on most pages of the Professional PA Website, excluding pages found under the Freelancers and Employers tabs.

Rates & Artwork.

Banner type	Size	Cost per month	Booking Deadline	Artwork Deadline	Acceptable file formats
Leaderboard	728 x 90 pixels	\$300	5pm, 7 days prior to live date	5pm, 5 days prior to live date	Gif, Jpeg, Png
Medium Rectangle	300 x 250 pixels	\$200	5pm, 7 days prior to live date	5pm, 5 days prior to live date	Gif, Jpeg, Png
Short Rectangle	300 x 100 pixels	\$150	5pm, 7 days prior to live date	5pm, 5 days prior to live date	Gif, Jpeg, Png

Prices listed are per month and are exclusive of GST. Artwork which exceeds the listed file size for the respective ad size can not be accepted.

Artwork Submission

Clearly label with Advertisers name & campaign booking info then:

Email: admin@professionalpa.com.au with "Banner artwork for (name)" in the subject line OR

Post: CD/DVD to: Professional PA Advertising
PO Box 3282 North Strathfield NSW 2137

Copyright.

It is the responsibility of the advertiser to ensure all copyright laws have been adhered to before submitting the artwork for publication.

Any material found to be in breach, will be removed from the site at the Advertisers expense.

Checklist.

- Ensure your files do not exceed the maximum file size allowed.
- Ensure you have supplied the correct url for which the banner is to be linked.
- Ensure the banner has been supplied with a border which will distinguish the ad from the Professional PA website.
- All sound files must be turned off and can only be initiated by the site visitor.
- Ensure Ad banner files are free from viruses and will not disable any files on the Professional PA website.
- Your ads are clear and concise and include an easy to understand call to action.



Contact Us.

To book or to discuss your advertising needs in more detail, contact:

Yvonne Cheong

Address PO Box 3282, North Strathfield NSW 2137

Email yvonne@professionalPA.com.au

Mobile 0438 323 828

Twitter @professPA

Facebook www.facebook.com/professionalPA

Website www.professionalPA.com.au

