



OfficeProfessional.com.au

Weekly news for the Office Professional

Media Kit 2009





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OP puts at its readers' fingertips a unique level of analysis and updates for the Office Professionals within all industry sectors.

OP is a weekly news service containing detailed coverage of the latest trends, issues and developments affecting the often challenging and changing role of the office professional.

OP presents an exclusive opportunity for you to promote direct to your target audience through OP's readers.

Regular Features include:

- career development
- career tips
- health and lifestyle
- professional placements
- technology trends and developments
- upcoming industry events
- finance

Bulletin



1 Top Banner

Fixed in a prime position at the top of the bulletin. (Static .gif or .jpg, 466 pixels wide by 58 pixels high, maximum file size - 20kb)

2 Side Bar

Located on the right hand side next to the content in the bulletin. (Static .gif or .jpg, 100 pixels wide by 281 pixels high, maximum file size - 15kb)

Who to contact...

To advertise on OP contact:

T: +61 8 6263 9100 F: +61 8 6263 9148 E: advertising@officeprofessional.com.au

For editorial queries or submissions contact:

Amanda Ellis (Editor)

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For subscriptions contact:

T: +61 8 6263 9100 F: +61 8 6263 9186 E: subscriptions@officeprofessional.com.au





3 Top Banner

Fixed in a prime position at the top of the bulletin (Animated gif, 466 pixels wide by 58 pixels high)

4 Square Button

Embedded next to the news buttons appear on the home page and all unsponsored pages in rotation. (Animated gif, 123 pixels wide by 123 pixels high)

5 Section/Story Sponsorship

Sections and stories can be sponsored. This priority sponsorship includes:

Section/Story Logo

Appears in side columns on the main page. (static gif, 123 pixels by 40 pixels, maximum file size - 6kb)

Section/Story Logo Button

Appears at the top of the side column on relevant articles, even when archived. (Animated gif, 123 pixels by 123 pixels)

6 Search Sponsor

Embedded inside the search archive box on every page of the website and all bulletins.

Search Logo: Appears inside columns on each page, including sponsored pages. (static gif or jpg 121 pixels x 38 pixels, maximum file size - 6kb)

7 Focus Feature Sponsorship Set

Premier Sponsorship

A static Sponsor Logo on the website and bulletin next to the feature article of your choice "Story Sponsored by..." (static gif, 123 pixels by 40 pixels, maximum file size - 6kb)

A Top Banner advert located at the top of every story in the feature month which is sponsored. (This links to your website) (static gif, 468 pixels by 58 pixels)

All adverts can link to a web address of your choice, this includes the static advert on the bulletin and website.

Standard Sponsorship

One of six button adverts embedded next to the news on the feature story page. Adverts can link to a web address of your choice. (Animated gif, 123 pixels by 123 pixels,)

Note: All animated advertisements must not exceed an overall file size of 40kb.

File Types: Animated or static gif, jpg or swf (flash)

Website



Section Sponsor



Focus Feature

