**accomnews** is the leading industry-wide portal providing all of the critical information needed by Accommodation Industry Management, Suppliers and Professionals.

**accomnews** has a twice weekly e-newsletter that delivers the latest industry updates direct to the inboxes of over 7,800 industry professionals.

**accomnews** delivers the latest industry news, specialist articles, industry forums, product releases, statistics, archives, product and industry profiles and the industry Preferred Supplier’s directory.

Keeping Accommodation Industry Professionals Informed.

Incorporating leading industry journals
The no.1 online resource for accommodation industry professionals.

### Rates & Material Requirements

#### Email & Website HomePage + Run of Site

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>728x90</td>
<td>2450</td>
<td>2330</td>
<td>2205</td>
<td>1960</td>
<td>1715</td>
</tr>
<tr>
<td>Header</td>
<td>468 x 60</td>
<td>1400</td>
<td>1330</td>
<td>1260</td>
<td>1120</td>
<td>980</td>
</tr>
<tr>
<td>Panel</td>
<td>300x250</td>
<td>1250</td>
<td>1190</td>
<td>1125</td>
<td>1000</td>
<td>875</td>
</tr>
</tbody>
</table>

#### Website Only

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel</td>
<td>300 x 250</td>
<td>875</td>
<td>830</td>
<td>785</td>
<td>700</td>
<td>610</td>
</tr>
<tr>
<td>Large Panel</td>
<td>300 x 500</td>
<td>1450</td>
<td>1375</td>
<td>1300</td>
<td>1150</td>
<td>1010</td>
</tr>
<tr>
<td>Off Network Targeted* (50,000 Impressions)</td>
<td>300x250 / 728x90</td>
<td>1600</td>
<td>1520</td>
<td>1440</td>
<td>1280</td>
<td>1120</td>
</tr>
<tr>
<td>Mid Article Panel Banner* (20,000 Impressions by section)</td>
<td>300x250</td>
<td>1000</td>
<td>950</td>
<td>900</td>
<td>800</td>
<td>700</td>
</tr>
<tr>
<td>HomePage Skins Left &amp; Right (1 Week only)</td>
<td>Custom</td>
<td>750</td>
<td>710</td>
<td>675</td>
<td>600</td>
<td>525</td>
</tr>
</tbody>
</table>

*Off Network Targeted banners deliver banners to accomnews users on other websites they visit based on the content they view on accomnews.com.au – An example of this is when a user views an article in the management section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

* Mid Article Panel Banners target specific section articles, appearing mid article - Example only management articles

#### Electronic Direct Marketing Package

EDM sends limited to only 2 per month

1x EDM blast to 7,800+ accommodation industry professionals throughout Australia, panel banner 300 x 250 on the Accomnews website and newsletter for 4 weeks. Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter. Plus 50,000 off-network impressions (300x250 banner)

**Total Package $5,000 excl. GST**

#### Supplier News

<table>
<thead>
<tr>
<th>Supplier/Product Profile (Up to 800 words + 4 images)</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>750</td>
<td>715</td>
<td>675</td>
<td>600</td>
<td>525</td>
</tr>
<tr>
<td>Supplier/Product Profile + Weekly Newsletter</td>
<td>900</td>
<td>855</td>
<td>810</td>
<td>720</td>
<td>630</td>
</tr>
</tbody>
</table>

Material Requirements

Banner Specifications:

All banners are in ‘pixels’ at 72dpi. Maximum file size of all banners is 120kb. Hyperlinks to be supplied with banner files. Files can be supplied as GIF, JPG, or HTML5. (only GIF/JPG can be used for newsletter and animation of banners subject to client email capability). Banners may be compressed to reduce size if required.

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**Regular Sections:**
- Industry
- Management
- Tourism
- Events
- Appointments
- Developments
- Profiles
- Housekeeping
- Safety & Security
- Refurbishment
- Human Resources
- Marketing
- Guest Facilities
- Food & Beverage
- Technology
- Energy & Resources
- Maintenance

**Supplier News**

- hotels • motels • resorts • apartments • student • time share • budget • holiday parks • retirement • management rights

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