



# Business Member Directory

[www.ExplorOz.com](http://www.ExplorOz.com)

In just 3 easy steps you can create a Business Member profile on ExplorOz using our online self-setup system. Your business will appear next business day in the Directory.

- Step 1** Select the Business Member option that best suits your needs from the ExplorOz Shop. <http://www.exploroz.com/Shop/Membership/Default.aspx> (see below). We will assign your business into the most appropriate category, process your payment and send logon instructions to you via email by the next business day.
- Step 2** When you login, enter all text and link fields within your Advertiser Profile, and upload your logo for instant publication. Other photos and files can be added to your Gallery and Blog. Using profile tools.
- Step 3** Consider “Page Sponsoring”, “Custom Keywords” and “Newsletter Features” for further advertising. These cannot be setup online—please contact Michelle or Kerry.

## CHOOSE YOUR LEVEL OF BUSINESS MEMBERSHIP

### Standard Level

Introductory 3mth trial—\$60

Annual - \$200

- Instant display of your company logo, business name, address and phone number.
- One click access to your website from a search.
- One click access to your Advertiser Profile Page:
  - ✓ logo, contact details, links, text information (up to 2000 characters)
  - ✓ map of your location
  - ✓ one-click access to driving directions
  - ✓ photo gallery—use online tools to upload photos to enhance the promotion of your products/services.
  - ✓ Blog facility for you to promote news-worthy messages such as shows, events, trips and R&D activities in which you are involved.
- Automated logo and footer within all your Forum activity.
- Keyword “bubble” links on Your Business Name throughout the site (includes Forum).
- Online Profile Management—live process to create/edit how your Profile appears in the Directory.

### Premium Level

Introductory 3mth trial—\$180

Annual—\$660

Includes all the features of the Standard level **PLUS:**

these additional features:

- Premiums shown above Standard in all searches (Directory Search—by keyword, or by category and Site Searches by keyword).
- Premiums are highlighted with a Premium icon.
- Premiums gain extra promotion in the “Featured Business” box shown on every results page for the relevant category.

Business Members may procure additional advertising at any time.  
 Contact Michelle Martin (WA) on 08 9403 3737, or email [michelle@exploroz.com](mailto:michelle@exploroz.com)  
 Kerry Wynn (Qld) on 0410 539 557, or email [kerry@exploroz.com](mailto:kerry@exploroz.com)

# Additional Advertising

## Page Sponsoring

Page Sponsors are featured Business Members who appear on a page of their choice for a fixed period (monthly, quarterly or yearly). As a Sponsor, you secure two ad placements on the selected page.

- Your choice of Display advert size (2 options) shown in the right margin of the page. This image links through to your website.
- Your Profile (an extract) will be created automatically by our system and shown at the bottom of the page, including links.

Page Sponsoring is particularly effective because it is a targeted method of showing ads to the ExplorOz audience. The advantages of this are:

- Reduced costs to reach your target consumer
- Users are more likely to be engaged by relevant advertisements
- Ads will always be seen where you want them — no “random” cycle

## Display Advert Size Options

1. “Wide Tower” - size 160 pixels wide x 240 pixels height.
2. “Wide Skyscraper” - size 160 pixels wide x 600 pixels height.



## What you need

- Production Guidelines brochure (pdf). Your Account Manager can email this to you upon request.
- A graphic designer to product your display advert. If required, you can utilise the services of our designer for a flat fee of \$140 ex gst (includes swf and gif formats if necessary).
- You will need to make the selection of which pages you want to sponsor. It is not the responsibility of ExplorOz to advise which placement is best for you. We do suggest however that you target pages within the Topics section that most relate to your products/service. Please become familiar with the site by using the menu navigation, especially Topics.

## How to Book:

Page sponsoring is only available to active Business Members and is booked either by phone or email with Michelle Martin or Kerry Wynn.

We will provide you with a Quote on a “Schedule” showing rates for 3mth, 6mth and 12mth booking commitments for each page title/url you request. Rates generally fall within the range \$180—\$2400 for 12 months. Payments can be made in advance in full or we can offer you a payment plan for monthly or quarterly installments for which you will need to sign and return a contract (called an Insertion Order) prior to the commencement of any advertising. Images and Insertion Order need to be supplied to exact specifications by email 5 working days prior to start to [ads@exploroz.com](mailto:ads@exploroz.com)

# Additional Advertising cont..

## Newsletter Feature

ExplorOz distributes an e-Newsletter every fortnight. We are very proud to offer our clients this valuable off-site advertising opportunity:

- Over 37,000 active subscribers
- Over 60% open rate within first few days of distribution
- Sent via email and announced in Forum with link to online version
- 2 ad-format options
- Casual rate for 1 issue: \$825 (to full subscriber list). Discounts for additional bookings.
- Or \$400 per issue (filtered distribution to subscribers from one State only).

## Two Options

1. Advertorial—mostly textual. Clients supply 600 characters text, 1 image and the url link for publication. No graphics required. ExplorOz creates advertorial within body of newsletter.
2. Island Display advert—graphic only. Clients supply graphic image to exact specifications (300x250 pixels, <30kB, jpg or static gif) ready for publication. ExplorOz embeds graphic into newsletter and creates link association to client's website.

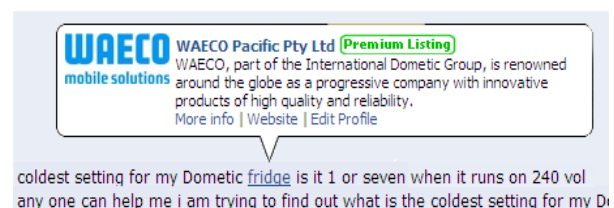
**How to Book:** Newsletter advertising is only available to active Business Members. Contact Michelle Martin or Kerry Wynn to check availability.



## Custom Keywords

ExplorOz offers Business Members an exclusive arrangement to “own” every occurrence of a nominated keyword/phrase on the ExplorOz site.

- As illustrated, the nominated keyword is flagged with a hyperlink and your business is promoted within a “bubble”.
- Our system automatically builds the hyperlink throughout the entire site and the bubble overlays the page when the mouse is moved over the hyperlink.
- Price from \$55—\$330 per month per keyword/phrase\*  
Maximum booking period is 3 months.
- \*In cases of multiple expressions of interest during the same time period, advertisers may agree to engage in a bidding process to secure the exclusive rights to own the keyword/phrase.



**How to Book:** Contact Michelle Martin (WA) or Kerry Wynn (Qld) to check availability and price.