



2011-12

- ESSENTIAL PNG INDUSTRY NEWS
- TECHNICALLY SOUND AND HIGHLY RESPECTED EDITORIAL CONTENT
- PROVEN INDUSTRY CREDIBILITY

## contact

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**Aspermont**  
Information for Industry

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

MEDIA KIT

## PNGIndustryNews.net

### Why advertise with PNGIndustryNews.net

**PNGIndustryNews.net (PNG)** is a regional resources news service specialising in **PNG** and neighbouring countries in the Asia/Pacific rim, incorporating news and analysis of national and international projects, companies, technology issues and trends, with a focus on energy and resources sectors. With comprehensive exposure into the **PNG** and Asia/Pacific rim, you can access key decision makers with an interest in the region.

Every Wednesday and Friday via a personalised email, **PNGIndustryNews.net** delivers quality, timely **PNG** specific news and information. We provide our readers with breaking stories across such topics as oil and gas, mining, regulatory issues, doing business in **PNG**, compliance framework, finance and legal, Asian political risk, trade issues, safety and environment, economic outlook, Government, and much more.

**PNGIndustryNews.net** provides information no other source can.

If you have a message you would like communicated to the key industry players in **PNG** and Asia/Pacific rim, we can help you deliver it. Here are some compelling reasons why you should consider **PNGIndustryNews.net** as your preferred advertising medium:

1. As **PNGIndustryNews.net** is a niche product, specific to industries related to **PNG**, advertisers benefit from its targeted approach. Its readers are the buyers of your products and services – the decision makers. Whether it is brand positioning you are seeking or to launch new products, we have an approach to suit.
2. Results are tracked. Web-based advertising is one of the few advertising methods where you can easily and quickly track the success of your advertisement.
3. By way of a link to your own website, prospects have immediate access to your services, products and contact information. With just a few clicks, a prospective user, buyer or existing customer can be 'surfing' in your company's website.
4. This advertising medium offers flexibility. As your marketing strategy changes focus you are able to tweak your message by refreshing the online graphics, perhaps to focus attention on a new product release.
5. World Wide Web advertising is just that – world wide. Through advertising with **PNGIndustryNews.net** you will reach global markets.

# PNGIndustryNews.net

## Home page content and layout

### Top Banner (1)

Fixed in a prime position at the top of the page. Appears on all site pages in rotation.  
(468 pixels wide by 60 pixels high – maximum file size 20kb)

### Square Button (2)

Embedded next to the news. Six buttons appear on the home page and all unsponsored pages in rotation.  
(125 pixels wide by 125 pixels high – maximum file size 40kb)

### Focus Feature Sponsorship Set (3)

#### Premier Sponsorship receives

- A static Sponsor Logo on the website and newsletter next to the feature article of your choice “Story Sponsored by...”  
(123 pixels wide by 40 pixels high – 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)  
(468 pixels wide by 60 pixels high – maximum file size 20kb)

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

#### Standard Sponsorship receives

- 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  
(125 pixels wide by 125 pixels high – maximum file size 40kb)

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

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



# PNGIndustryNews.net

## Newsletter content and layout

**PNGIndustryNews.net's** twice-weekly newsletter is the only regular publication tracking the shares of key public companies operating in Papua New Guinea.

Delivered straight to the in-trays of **PNGIndustryNews.net** subscribers every Wednesday and Friday, it provides a comprehensive wrap of the previous week's trading by PNG-focused companies listed on the Australian Stock Exchange, the Toronto Stock Exchange, and London's Alternative Investment Market.

What this means to you as an advertiser is that you have an audience of PNG-focused readers with a keen eye on financial and investment opportunities. An ideal advertising proposition for:

- Banks
- Stock brokers
- Venture capital companies
- Financial institutions

### Top Banner (1)

Fixed in a prime position at the top of the page.  
(468 pixels wide by 60 pixels high – maximum file size 20kb)

### Sidebar (2)

Located on the right hand side next to the content in the newsletter.  
(100 pixels wide by 281 pixels high – maximum file size 15kb)



For **editorial** queries or submissions, contact:

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## PNGIndustryNews.net Rates

### Home page advertising rates

SIZE OPTION	1 month	3 months	6 months	12 months
Top Banner	\$690	\$1,570	\$2,830	\$4,930
Square Button	\$690	\$1,570	\$2,830	\$4,930

### Home page sponsorship

SIZE OPTIONS	6 months	12 months
Search	\$4,720	\$8,080
Events	\$3,775	\$6,295
Section	\$4,195	\$7,030
	1 month	
Professional Placements	\$1,990	
General Appointments	\$1,040	

### Newsletter advertising rates

SIZE OPTIONS	1 month
Top Banner	\$2,725
Side Bar	\$1,990

### Focus Feature Sponsorship

SIZE OPTIONS	1 month
Premier Sponsorship	\$2,042
Standard Sponsorship	\$520

All above prices are in Australian dollars and include GST.

Details of other advertising and sponsorship opportunities available upon request.

Advertisement copy can be submitted in several formats or we can make up and design an advertisement for you at a cost of \$415. For further information please refer to the advertisement sizes and production specification sheet enclosed.

If you do not have a website or are not happy with its content, we are able to make up a single web page designed (supply no more than one A4 page of text) and hosted by PNGIndustryNews.net (**PNG**). If you would like to see an example, please ask your **PNG** advertising sales executive.

To ensure maximum exposure through **PNG** we would also welcome your editorial contributions. Please forward any articles you may have regarding new products, contracts won or any other newsworthy piece to: [editorial@pngindustrynews.net](mailto:editorial@pngindustrynews.net).

### Cancellation Fees

- A cancellation fee of 25% will apply if your **online booking** is cancelled 30 days prior to the **“go live” date** (loading of ad) for the online advertising.
- A cancellation fee of 25% will apply if your **print booking** is cancelled 14 days or less before the scheduled booking deadline (refer note 1).
- A cancellation fee of 50% will apply if your **print booking** is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1).
- A cancellation fee of 100% will apply if your **print booking** is cancelled after the scheduled production deadline (refer note 1).

For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Aspermont Sales Executive.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.