

SYDNEY INTERNATIONAL WINE COMPETITION

ABN 52 514 735 651 · Registered Office · 47 Somme Avenue · Wentworth Falls · NSW · 2782 · Australia



Australian Based Wine Show. European Union Accredited.

Only Major International Wine Show to Judge Finalists Alongside Appropriate Food.

P: +61 (0)2 4757 4400 · F: +61 (0)2 4757 4499 · e: info@top100wines.com

HOW TO ADVERTISE ON THE COMPETITION'S WEBSITE

[1] PLACEMENT & ACCEPTABILITY

The product or service you wish to advertise must be relevant to our website's audience and acceptable to Competition Management. If so, it will appear, randomly, at the top of most pages of our website.

[2] TRAFFIC VOLUME

The Competition's website's current web statistics and history are freely available via the link on the Home Page's Welcome Panel. Annual log-on Site Visitors currently (April 2012) exceed 500,000.

[3] APPEARANCE FREQUENCY

There will be a banner change every 12 seconds whilst a site visitor remains on any particular page. The banners will be drawn randomly from the banner database. To ensure you of regular exposure, only 30 banners will be accepted for appearance on our website at any given time.

[4] STYLE

Banners are usually created as a teaser with the invitation for the visitor to click the Banner to be taken to more comprehensive information about the advertiser. Very commonly, the link will take the visitor to the advertiser's own website.

[5] TECHNICAL

Size - a maximum width and height of 468 pixels x 60 pixels, limited to not more than 40 KB.

Time - a maximum duration of 12 seconds for each banner.

Panels - a maximum of three panels, each panel to be timed for equal exposure of 4 seconds.

Changes - Creative may be changed every three months, as above, without additional charge.

[6] BANNER ADVERTISING FEES

3 Months AU\$120.00. 6 Months AU\$180.00. 12 Months AU\$240.00,

Equivalent to AU\$20 per month. (All include 10% GST).

A Tax Invoice will be issued upon proposed Banner's style and content being accepted, payable pre-launch.

[7] FIRST STEP

Your first step will be to phone or email as above to check

[a] if the product or service you wish to advertise is likely to be acceptable and

[b] that there is space available.

If so, your advertising banner can then be created either by your own Graphic Studio.

We can recommend a Graphic Studio if requested.

- **Print a Hardcopy of this page.**