



PPonline Web and PP News Advertising Opportunities

This document provides information regarding opportunities for online promotion to the professional procurement community in Australasia via www.pponline.com.au and It's fortnightly electronic newsletter, PP News.

Procurement Professional and www.PPonline.com.au

Brought to you by:

CIPS Australasia



and



About www.PPonline.com.au

PPonline is the only website in Australasia dedicated to serving the needs of the procurement profession. Complementing Procurement Professional, the official publication of CIPSA (the Chartered Institute of Purchasing and Supply Australasia), the peak body for the procurement profession in the region, PPOnline provides both CIPSA Members and Non-members with access to:

- A digital version of Procurement Professional and archive of back issues
- Latest Regional and International Procurement and CIPSA News
- The Buyers Blog
- Jobs noticeboard
- Events news
- A wide variety of professional resources
- The PPOnline Supplier Directory

PPonline was launched in February 2009 and has seen a rapid increase in traffic. As more news, information and resources are added, this traffic will continue to grow. The aim with PPOnline is to create a single gateway or portal for procurement practitioners, allowing them to access any information they require through one website. PPOnline is currently actively promoted to 3,000 CIPSA Members and 8,000 Non-Cipsa members actively engaged in the procurement community throughout the region.

Procurement Professional and PPOnline Fortnightly News

The PP News emails are designed to deliver the latest Procurement News, CIPSA News, Blogs and Procurement Jobs directly into the inboxes of almost 10,000 procurement professionals across the Australasian region. Sent out fortnightly, these emails have been developed to replace previous "news" emails that CIPSA used to communicate with their membership and to extend the reach of the CIPSA message regarding professional procurement to a significantly broader constituency.

Display Advertising Positions at www.pponline.com.au

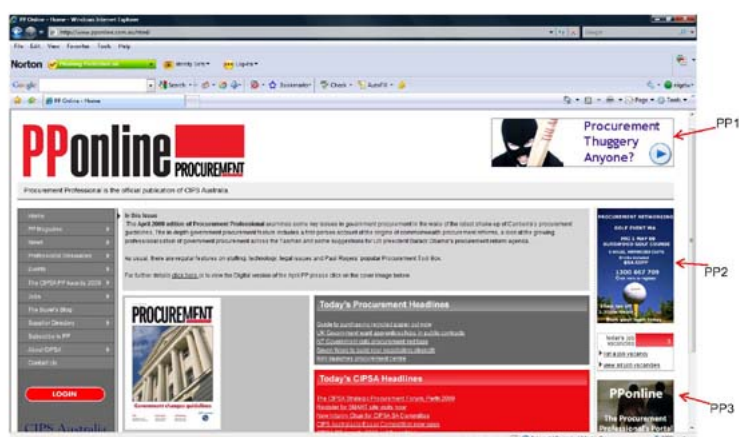
These advertisements appear on every page on the website.

There are currently three advertising positions available:

PP1 - Top Banner – Horizontal – 380w x 100h Pixels

PP2 - Right Top – Vertical – 160w x 240h Pixels

PP3 - Right Bottom – Horizontal – 160w x 120h Pixels



Frequency of Display Advertisements

PPOnline has currently been designed to accommodate up to four different adverts populating each of the three available spaces. These four adverts rotate each time a new page is opened.

Advertisers may therefore select to be:

- 1 of 4 advertisers sharing a position during the month
- 2 of 4 advertisers sharing a position during the month
- 4 of 4 Exclusive use of position during the month

Rate Grid

Prices quoted Per Calendar Month (pcm) in AUD\$ ex GST. (Discounts may be available subject to length of commitment and other promotional opportunities undertaken in Procurement Professional or the PPOnline Fortnightly Newsletter)

Advert	1 of 4 pcm.	2 of 4 pcm	Exclusive pcm
PP1	600	950	1500
PP2	550	850	1375
PP3	350	475	875

Advert Formats

Adverts may be supplied as Jpeg (Jpg), Gif (Gif) or Shockwave Flash (SWF).

Display advertising opportunities in PP News

There only **4 positions available** per fortnightly email:

1. **Main Body** of the PP News, **Top Position** - \$1,000 + GST (Horizontal – 380 x 100 Pixels)
2. **Main Body** of the PP News, **Bottom Position** - \$750 + GST (Horizontal – 380 x 100 Pixels)
3. **Left Column, Top Position** – \$750 + GST (Horizontal – 160 x 120 Pixels)
4. **Left Column, Bottom Position** - \$450 + GST (Horizontal – 160 x 120 Pixels)

As you will observe, we have made the advertising sizes available in the PP News the same size as those for www.pponline.com.au , thereby allowing clients to use the same advertisements across different media.



Volume Discounts

Discounts may be available for PP News advertising campaigns subject to length of commitment and other promotional opportunities being undertaken with Procurement Professional, PPonline or CIPSA Conferences. For further information please contact our Sales Manager as per below.

Advert Formats

Adverts may be supplied as Jpeg (Jpg), Gif (Gif) format (We are unable to run Shockwave Flash – SWF – files in the email). Our advice to clients would be to aim to use rotating GIF's in order to catch the eye and convey their message.

Hyperlinks

All online advertisements at www.pponline.com.au or the PP News can be hyperlinked to specific url's, such as dedicated landing pages, enabling clients to track the source of visitors to their website.

Schedule of PP News Emails

In order to assist you with planning of your media campaigns please see below the schedule of dates for the PP News. The emails are scheduled to go out fortnightly, on Wednesday mornings, just before lunchtime, as our tracking indicates that this is the time at which we get the best response.

3/11/2009	31/03/2010	18/08/2010
17/11/2009	14/04/2010	1/09/2010
1/12/2009	28/04/2010	15/09/2010
15/12/2009	12/05/2010	29/09/2010
6/01/2010	26/05/2010	13/10/2010
20/01/2010	9/06/2010	27/10/2010
3/02/2010	23/06/2010	10/11/2010
17/02/2010	7/07/2010	24/11/2010
3/03/2010	21/07/2010	8/12/2010
17/03/2010	4/08/2010	

Bookings

For further information or to reserve your space, please contact:

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