

# ASIAL Webpage Advertising Opportunities



## Key Statistics

(average per month)

Unique Browsers

9,400

Page Views

40,000

Avg Page Views (per browser)

4.35

Time spent (minutes/browser)

4.14

Source: Google Analytics

'The online portal to the Security Industry'

## Overview

The ASIAL website has developed to become the industry portal for the security industry in Australia and offers advertisers a full range of online creative options.

Traffic to the ASIAL website is driven through a range of channels including regular electronic newsletters and occasional radio and TV consumer awareness campaigns.

Extensive search engine optimisation means the ASIAL site regularly features at the top of relevant searches in Google.

## Advertising Opportunities

Page	Position	Frequency	Price per month
Home	Leaderboard RHS (3 positions)	On rotation or exclusive On rotation only	\$1895 (rotation) \$2895 (exclusive) \$1100 each
Member directory	Leaderboard RHS (3 positions)	On rotation or exclusive On rotation only	\$1695 (rotation) \$2695 (exclusive) \$1100 each
Jobs	Leaderboard RHS (3 positions)	On rotation or exclusive On rotation only	\$1495 (rotation) \$2495 (exclusive) \$1100 each
First Alert	Leaderboard RHS (3 positions)	On rotation or exclusive On rotation only	\$1095 (rotation) \$1895 (exclusive) \$895 each

Acceptable file formats: GIF, Animated GIF, JPEG

## Sizing

Leaderboard: 634 x 76 pixels

RHS Rectangle: 214 x 107 pixels



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