

Rate Card – 2011

Standard Display Units

	Dimensions	Cpm(\$)
Leaderboards / Banners	728x90 / 468x60	15
Skyscraper	160x600 / 120x600	15
Medium Rectangle	300x250	20
<hr/>		
Search Results in-search Ad	348x152 (25K) static, saved for web optimisation	20
Photo Pop Up Leaderboard / Banner	728x90 / 468x60	15

Sponsorships

	Dimensions	Cost(\$)	Comments
Expandable Ads	Varied	1500 / day	Loading on top of CPM rate.
Property Alert Email	Banner 468x60	1500 / week	Daily & weekly sends, enquire for reach & open rates.
SMS Alert Sponsorship	130 character limit	1000 / month	Include message from sponsor on tail of every sms sent from site.