



local news. local sport. community. opinion. classifieds. jobs. real estate. cars.



JANUARY 2012 V•II



**FAIRFAX
REGIONAL MEDIA**

Life is local

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Liberal
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The NEW Platinum Edge Credit Card

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Hot Topics: Locusts | Shane Warne | Floods of 2012 | Opsh in Australia

Local Weather: Dubbo 28°C 14°C

Crisis to cost council \$10m
The damage bill from the Dubbo foodwaters has been estimated to exceed \$10 million according to Dubbo City Council Director of Technical Services Stewart McLeod.

Farmers fall from riches to 'ruin'
Cotton farmers in the region are facing "ruin" as the much anticipated bumper harvest downgrades by the day. Cotton Australia predicted a bumper crop this year and upgraded its production ...

Floods? What floods? What happened to the 9.4m peak on Saturday morning?
From business owners to emergency services a communal sigh of relief went through Dubbo when the Macquarie River peaked one metre less than expected.

Supplies flown in to help hundreds of residents
Food and medical supplies are being flown into Waa Waa where hundreds of residents remain isolated.

Library flood damage yet to be valued
The damage caused to the Dubbo Visitors Information Centre and the Macquarie Regional Library still remains unknown.

Crackerjacks put back in their box

Macquarie Valley dominates Western Zone ...

Cricket team of ... with ...

Photo Galleries
Day Awards

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Advertisement
MYOB

Regional News Hub
Who were Bathurst's top performers?
Who was Bathurst's best sportsman in 2012? Given the huge amount of sporting talent that this city produces, coming up with an answer to that question is no easy task.

STRIKEFORCE Clean-up teams blitz city's stinking mess
In a war on silt, sludge and stink, hundreds of people mobilised at the weekend to bring Dubbo's CBD back from the brink.

Latest News
9:57 AM Bank remuneration: just vote no

FAIRFAX REGIONAL NETWORK

Reach an informed regional Australia with the Fairfax Digital Regional Network.

The Network is a unique network of over 180 lifestyle and directory sites from all over Australia.

You can find the latest local, national and world news, sport, weather and community information.

It also contains comprehensive listings of property, jobs and motor vehicle classifieds, entertainment, lifestyle, dining details and reviews.

lifeislocal.com.au

26.8m PIs per month

2.6m UBs per month

3:08 Session Duration (mins)

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network

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FAIRFAX REGIONAL DIGITAL NETWORK

Almost 27 million PIs of the most informed regional consumers online



Fairfax Regional Digital Network is much more than the newspapers online. It is the most comprehensive source of all things affecting the consumers in each regional community.

Our brand is our advantage

Each site is tailored to the needs of each individual community and builds on the the brand of each local newspaper in its community.

Comprehensive coverage within our niche

We cover every aspect of the reader's life from local news and sport through to consumer demand for cars, real estate and jobs.

Delivering a hard to reach audience

Offering access to a unique and highly targeted niche audience.

Fully integrated offering

By managing our online advertising the **Fairfax Regional Digital Network** now offers a fully integrated advertising solution across print and online.

*Life is local*TM

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JANUARY 2012 V•II

network

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Regional News | Rural News | Jobs | Real Estate | Cars | Classifieds | More

Bayside Bulletin THE Redland Times

Home News Sport Opinion Weather Community Classifieds About Us Jobs Real Estate Cars

Hot Topics: Shane Warne Floods of 2010 Oprah in Australia

Local Weather Cleveland 29°C 28°C

SHOP & WIN Shop Redlands and have a chance to win a Holden Cruze

Blondie concert cancelled
Sunday's Day on the Green concert featuring Blondie at Stronnet Winery has been cancelled due to bad weather.

Caution urged after local roads flooded
A number of Redland roads were closed on Saturday due to localised flooding.

Christmas by Starlight cancelled
Saturday's Redland City Council's Christmas by Starlight at Cleveland was cancelled because of heavy rain.

Island's tourism transition
ABORIGINAL elders on North Stradbroke Island have told Sustainability Minister Kate Jones of their concerns about a State Government plan to turn 80 per cent of the island into national park. BR

SES controller warns on flood safety
REDLAND City State Emergency Service (SES) controller Tom Short is calling on Redlanders to educate themselves on flooding, after the wet weather put some areas of the city under water this week.

New water meters ensure accuracy
WATER distributor Alconnex is pushing ahead with a water meter replacement plan in Redlands.

Latest News

- Narnia stars return for charity screening
- Koalas return to rehabilitated inns sites

Photo Galleries More Photos

AFI Awards 2010

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Advertisement

You're the best Chef
It's the Best
Nominate, Vote & Win!
www.yourethebest.com.au

Regional News Hub

Slam town
COMMUNITIES which risk being turned into "rural slums" by the Murray-Darling Basin Plan won't have too far to look for the person to blame.
Goondiwindi

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FAIRFAX DIGITAL AUDIENCE

THE FACTS

The Fairfax Digital network delivers the most engaged and valuable audience of all online publishers in Australia.

Male	56 %
Female	44 %
ABs	35 %
Big spenders	50 %
Married	60 %
Have children	37 %

	PI	UB
NSW	12,227,977	1,214,784
VIC	6,105,235	662,878
ACT	4,543,151	507,347
TAS	2,313,986	149,497
SA	463,525	73,130
QLD	517,974	62,299
WA	399,239	77,607
NT	67,335	7,110
TOTAL	26,818,709	2,569,819

JANUARY 2012 V411

audience

Life is local

MREC



BANNER



GUTTERS & MREC



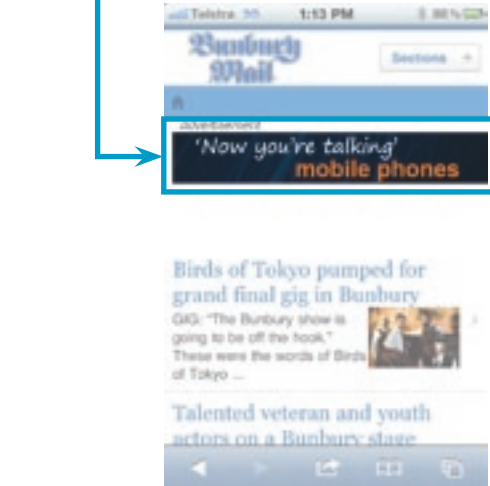
NEWS SECTION



LOCAL SPORT SECTION



MOBILE WEB SITE





BANNER

Dimensions: 468x60
File Size: 20KB GIF, 40KB Std Flash, 100KB Rich Flash

CPM

Single Site	\$30.00
Multi Site	\$25.00
Regional Bundled Sites	\$20.00
State Buy	\$17.50
Total Network	\$15.00

Monthly	PIs	UBs
Fairfax RDN	26,818,709	2,569,819
Mobile Devices	4,170,120	745,786
Homepages	5,793,976	1,053,460
Local News	8,808,648	2,034,848
Local Sport	1,501,405	385,660

SPECIFICATIONS

Dimensions: 468x60

File Size: 20KB GIF, 40KB Std Flash, 100KB Rich Flash

Rules: GIF, standard flash and rich flash accepted.

Continuous looping. Click thru URL to be provided. Testing Creative(s) must follow the general rules set out by Fairfax Digital Ad Operations. Creative larger than accepted file sizes must be revised. Creative(s) and URL(s) must be received 3 business days prior to live date for standard ads and 5 business days prior to live date for rich ads.

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banners

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KI finally wins birthplace status

State parliament has officially recognised Kangaroo Island as the first settlement in SA.

Tuna ring in Pt Lincoln practice run

Swin With The Tuna has christened its new tuna pen and viewing platform in Port Lincoln. The platform, destined for Kangaroo Island, has had two trial runs in Boston Bay and passed with flying ...

Heli Experiences clears hurdle

Heli Experiences has cleared one hurdle on its way to providing helicopter joyflights from Hanson Bay Sanctuary.

Chinese buyers eye island wool

Kangaroo Island wool producers had done a remarkable job in the past decade in improving the quality of their wool and were ready to take the next step to develop their own brand.

World-class shearers light up town

World champion shearer David Pagan was back this year for the 2010 West End Brewery/ Pamdana Hotel Speed Shears on Saturday November 27 at the Pamdana Hotel. The KI Speed Shears now attracts some of the best shearers in the world. ...

- Historical bonus for Pineshaw
- First fire a timely reminder
- Fishermen facing uncertain future
- Palliative care support
- Razorbacks fall short
- More Local News

Fishermen facing uncertain future

Fourth-generation net fisherman George Edwards grimly predicts the end of net fishing on Kangaroo Island under the proposed Marine Parks sanctuary zones. The father of three young men has discouraged them from carrying on the family business.

Latest News

8:27 AM Workman killed by fridge thrown from apartment

Photo Galleries



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Regional News Hub



MREC

Dimensions:	300x250
File Size:	35KB GIF, 40KB Std Flash, 100KB Rich Flash
	CPM
Single Site	\$30.00
Multi Site	\$25.00
Regional Bundled Sites	\$20.00
State Buy	\$17.50
Total Network	\$15.00

Monthly	PIs	UBs
Fairfax RDN	26,818,709	2,569,819
Mobile Devices	4,170,120	745,786
Homepages	5,793,976	1,053,460
Local News	8,808,648	2,034,848
Local Sport	1,501,405	385,660

SPECIFICATIONS

Dimensions: 300x250
File Size: 35KB GIF, 40KB Standard Flash 100KB Rich Flash
Rules: GIF and Standard Flash accepted.
 Continuous looping. Flash files must implement the click tag code as specified in Flash Specs. Flash files must be accompanied by a back-up gif (standard specs apply). Click through URL must be supplied separately in your email. Testing Creative(s) must follow the general rules set out by Fairfax Digital Ad Operations. Creative larger than accepted file sizes must be revised. Creative(s) and URL(s) must be received 3 business days prior to live date for standard ads and 5 business days prior to live date for rich ads.

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MREC & GUTTERS

Dimensions: 2 x 125x700 & 300x250
File Size Gutter: 2 x 30KB GIF, JPG, PNG
File Size MREC: 1 x 35KB GIF,
 40KB Std Flash,
 100KB Rich Flash

CPM \$40.00

	Pls	UBs
Monthly Fairfax RDN	26,818,709	2,569,819
Mobile Devices	4,170,120	745,786
Homepages	5,793,976	1,053,460
Local News	8,808,648	2,034,848
Local Sport	1,501,405	385,660

SPECIFICATIONS

Gutter Dimensions: 125x700

Gutter File Size: 2 x 30KB GIF, JPG, PNG

Gutter Rules: Only gutter-image and coloured gutter area may contain click action. Gutter images must include a logo or other form of client identification. The images must be clearly expressing their nature as advertisement in order not to deceive users. Gutter treatments require pre-approval. Images are static, animation is not allowed. Typically the top of Gutter Images are positioned in-line with the top of the main navigation bar. The left and right sides should be designed in such a way as to blend with the background colour. A 5px fade around the edges is recommended.

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As a general rule, advertising creative materials:

- should not contain strobing effects or rapid image sequences
- must not disable form fields or other site functionality
- must not contain program calls to another site or executable file
- must not disable browser back buttons
- click through must open a new browser window
- form submission should use the GET method
- may only contain click initiated sound
- should be submitted for trafficking 3 business days in advance in case of standard and 5 business days prior to launch date in case of rich media content

Please note that ads within the Fairfax Digital Network are served in to iframe adtags. The majority of ads will work in this environment, however a member of the Ad Operations team will inform you if amendments are required.

RICH MEDIA CONTENT: CPU load limitations apply – In contrast to file size, the complexity of drawings, gradients, slow moving animation & detailed moving elements may affect the number of calculations the CPU must action on each frame. Creatives posing unreasonable load on the end user's computer will be rejected. Such load may be caused by some of the following reasons:
Animated sequences set to be translucent and animate on top of imported graphics (e.g. JPG, PNG etc.) ActionScript generated events set to randomly generate fog, rain etc. Imported graphics set to scale up over an extended period of time

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MELBOURNE

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