

RATE CARD

EFFECTIVE ► JANUARY 2006

Good! = Returns

YOUR COMPLETE ONLINE MONEY MANAGEMENT MAGAZINE

www.goodreturns.co.nz



Advertising Rates

Ad Size	Position	Weekly	3mth	6mth	12mth
HOME PAGES					
Standard banner	Top of page	\$300	\$285	\$270	\$255
Skyscraper	Right hand side	\$350	\$333	\$315	\$298
Tile	Top left/right	\$150	\$143	\$135	\$128
Standard banner	bottom of page	\$150	\$143	\$135	\$128
MORTGAGE CENTRE PAGE					
Jumbo banner	Top of page	\$350	\$333	\$315	\$298
Island ad	Top left/right	\$200	\$190	\$180	\$170
Section sponsorship	by neg				
Logo's embedded	Top and bottom				\$1,000
OTHER PAGES					
Jumbo banner	Top of page	\$200	\$190	\$180	\$170
Standard banner	Top and bottom	\$150	\$143	\$135	\$128
Find a broker listing with region					\$120
JOBLINE	\$150 per month				
E-NEWSLETTER SPONSORSHIP					
Weekly wrap	Weekly	300	\$285	\$270	\$255
Mortgage rates	Weekly/daily	n/a	n/a	n/a	n/a
No Financial Mortgage rates	Weekly - TUES	300	\$285	\$270	\$255
Property news	Weekly - FRI	300	\$285	\$270	\$255
Deposit rates	Fortnightly	300	\$285	\$270	\$255
SuperTalk	Weekly	n/a	n/a	n/a	n/a
Bookstore	Monthly	300	\$285	\$270	\$255

All rates quoted are GST exclusive and are non-commission bearing. Standard booking confirmations need to be signed prior to advertising.

About the Publisher

Good Returns is produced by Tarawera Publishing Ltd (TPL).

TPL is a leading publisher in the financial services industry in New Zealand. It produces a stable of magazines including *Asset*, *The New Zealand Mortgage Mag* and *The New Zealand Property Magazine*.

TPL also produces the popular sharemarket information website ShareChat (www.sharechat.co.nz).

tarawera publishing limited

Asset | Good Returns | Sharechat | NZ Mortgage Mag | NZ Property Magazine

For more information contact **Samantha Edge**

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See next page for file specifications ...

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Formats and Ad Sizes

Because Good Returns is a wide and deep site we offer advertisers fixed placement and fixed term locations. However TPL will also offer advertisers positions on a CPM basis. We also offer a number of tailored services to meet specific requirements.

Exclusive Sponsorship

Various sections of the Good Returns site, such as SuperTalk, are available for sponsorship on an exclusive site.

Special Reports

Special Reports are premium advertising packages available to promote products and services.

They are made up of editorial, advertorial and display advertising. The material runs on Good Returns in the Special Report section of the site and also as a double-page spread in ASSET magazine.

Special Reports are available at \$2995 plus gst a month.

For more details see the specific rate card.

Newsletter Sponsorship

Good Returns runs a number of newsletters which have display and text-based advertising options.

The newsletters include:

Newsletter	Frequency
Weekly Wrap (summary of the week's news)	Weekly
Mortgage Rates	Weekly and daily
No Financial Mortgage Rates	Weekly – Tuesday
Property News	Weekly – Friday
Deposit Rates	Fortnightly
SuperTalk	Weekly
Bookstore	Monthly

All the newsletters are html-formatted, and are built through a double-opt-in process.

Jobline

Jobline is a specific classified advertising section specialising in situations vacant in the financial services industry.

The cost of an ad in this section is \$150 plus gst a month.

An additional benefit is that Jobline ads are also included in www.jobstuff.co.nz - the second largest employment site in New Zealand – FREE of charge.

Mortgages and Deposit rate advertisers

A range of special options are available to advertisers in the Mortgage Rate and Deposit rate pages of the site. Ranging from a logo embedded in the rates table, Newsletter sponsorship, exclusive section sponsorship and banner options.

Our goal is to tailor a package to meet your needs and budget.

Find a broker

Good Returns offers a 'Find a broker' service to help Mortgage Brokers prospect for new clients within their regions. This is under our Mortgage Centre section of the site and is \$120 + gst per year.

Formats and ad sizes

Good Returns can display gif and rich media files such as Flash.

It is the responsibility of the advertiser or its agency to supply all tags and link URLs.

Three files should be supplied with Flash ads (SWF, HTML detect and GIF back-up version of Flash ad)

Ad sizes are standard IAB dimensions. Incorrectly sized ads cannot be displayed on the site.

Description	Dimensions	Max size
Standard banner	468x60	15KB
Jumbo banner or leaderboard	760x120	20KB
Skyscraper	160x600	20KB
Island ad	150x180	20KB

Some unique sizes can be run in various sections. For instance:

A logo in the Mortgage and Deposit rate tables is generally up to 31 pixels high and as wide as necessary to maintain the logos ratios.

The Top left tile is 125 x 133 The Top right tile is 150 x 80



Full advertising terms and conditions are available on request.

Contact

For more information or to reserve your space, please contact Samantha Edge.

Phone 07 345 6869 Mobile 0274 303 023 Email sales@tarawera.co.nz

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