

2012 OFFICIAL WEBSITE ADVERTISING RATE CARD AND SPECIFICATIONS



MELBOURNE INTERNATIONAL
**COMEDY
FESTIVAL**
28 MAR — 22 APR 2012
COMEDYFESTIVAL.COM.AU

COMEDYFESTIVAL.COM.AU

The 2012 Melbourne International Comedy Festival Season website will be launched and functioning from mid February until late May 2012.

The website is one of the most powerful and direct ways of communication with potential audiences. 66% of visitors find out about the Comedy Festival through the website and 70% of all bookings take place online.

Website Activity*

- **788,991** visits to the website
- **6.5 million** page views
- **432,276** absolute unique visits
- **8** average pages viewed per visit to website
- **5** minutes average time spent on site

* website statistics from Google Analytics 16 Feb to end of 2011 Festival

Traffic on the website builds steadily from the launch date throughout the Festival. Because of this we have structured the rate card accordingly.

There are two advert spots per page, each functioning on a three ad rotation (a total of six advert spots available per page). Adverts run from 12pm Monday to 12pm Monday.

Adverts are to be submitted in jpeg format, and are due on the Friday prior to the booked date. Please complete the attached booking form and return it via fax on (03) 9245 3777 at least one week prior to your booked date.

Return by fax on (03) 9245 3777 or email to georgina@comedyfestival.com.au

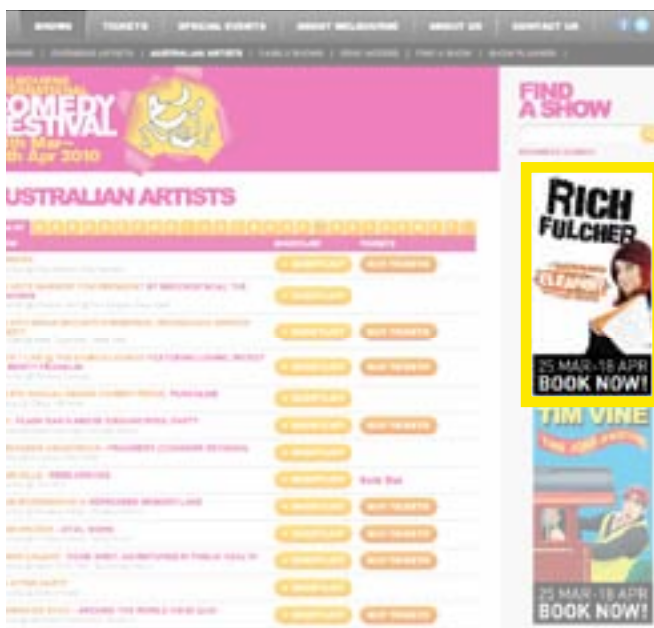
For enquiries, please contact, Georgina Ross (03) 9245 3700, georgina@comedyfestival.com.au

EXAMPLE WEBSITE ADVERTISEMENT PLACEMENT



Home Page x 2 ad spaces

1. David O'Doherty; 2. The Pajama Men
- 250 x 250 pixels per advertisement



Australian Artists x 2 ad spaces

1. Rich Fulcher; 2. Tim Vine
- 160 x 300 pixels per advertisement

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\$ per week	21 Feb - 14 Mar	14 Mar - 22 April	Size (pixels)
Home page	\$1,100	\$1,440	250 x 250
A - Z listing	\$720	\$830	160 x 300
Overseas artists	\$335	\$395	160 x 300
Local heroes	\$335	\$395	160 x 300
Find a show	\$330	\$390	160 x 300
Family show	\$170	\$225	160 x 300
Show planner	\$115	\$180	160 x 300
Special events	\$115	\$225	160 x 300

The above rates are based on a weekly rental fee and are not charged on a CPM or impression basis. All price levels are based on the activity/views of each page. **Prices ARE NOT inclusive of GST.**

2012 WEBSITE ADVERTISING BOOKING FORM



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Please return by fax to (03) 9245 3777 or georgina@comedyfestival.com.au
at least one week prior to your booked date

ADVERTISER DETAILS

Company Name

Contact

Address

Phone BH

Mobile

Email

Please insert the name of the show/s being advertised and your preferred booking week/s:

\$ per week	21 Feb - 27 Feb	27 Feb - 5 Mar	5 Mar - 12 Mar	12 Mar - 19 Mar
Home page \$1,100				
A - Z listing \$720				
Overseas artists \$335				
Local heroes \$335				
Find a show \$330				
Family show \$170				
Show planner \$115				
Special events \$115				
Total cost ex. GST	\$	\$	\$	\$

2012 WEBSITE ADVERTISING BOOKING FORM (CONTINUED)



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NB - Increased rates these weeks	19 Mar – 26 Mar	26 Mar – 2 Apr	2 Apr – 9 Apr	9 Apr – 16 Apr	16 Apr – 23 Apr
Home page \$1,440					
A - Z listing \$830					
Overseas artists \$395					
Local heroes \$395					
Find a show \$390					
Family show \$225					
Special events \$225					
Show planner \$180					
Total cost ex. GST	\$	\$	\$	\$	\$

PAYMENT METHOD

Total amount payable (Ex. Gst) \$

EFT

Account Name:
Melbourne International Comedy Festival Ltd
BSB: 063 212
Account No: 1001 8695

*Please use your company name as
payment reference

Personal Cheque/Bank Cheque

Payable to:
Melbourne International Comedy Festival Ltd
240 Exhibition Street
Melbourne Vic 3000

TERMS AND CONDITIONS

- I/We hereby make application to open a credit account with the Melbourne International Comedy Festival Ltd (MICF) of 240 Exhibition Street, Melbourne 3000.
- I/We understand and agree that:
 - The terms of trading with the MICF are 14 days net, unless otherwise agreed in writing by the MICF;
 - Payment shall be made within 14 days of receipt of invoice or by the payment deadline of January 30;
- If I/we do not pay the owing within the 14 day period, whichever is sooner, the advertisement WILL NOT appear in the guide – no payment, no ad!
- I/We hereby declare that all information that I/we have provided in the credit application is true and correct.
- By signing the acceptance below I/we accept and will abide by the terms and conditions set out herein.

ACCEPTANCE

Signed

Position in Company

Date