

TO ADVERTISE

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BEST ADS
ontv.com

ADVERTISE ON BESTADSONTV.COM

BESTADS IS THE WORLD'S BEST GLOBAL AD INDUSTRY WEBSITE, the only site showcasing the world's best in every medium: TV, Web, Print, Outdoor, Ambient, Interactive and Radio ads. The site is updated daily and can be searched by any criteria, including by medium and by category (eg: Automotive).

Bestads has become the industry site to keep pace with the latest ads from around the world. Our key registered users are; creative directors, writers, art directors, account directors/strategy

planners, designers, TVC directors and producers plus interactive design, post production, sound design/music and major marketers.

Bestads provides the only international platform to showcase your company to the movers and shakers of the worldwide advertising and production industries. Feedback from our loyal advertisers, many of whom have been with us for several years, is they're receiving strong growth on hits on their websites.

AT A GLANCE

VISITS

ALL VISITS: 179,684
UNIQUE VISITORS: 132,804
PAGE VIEWS: 448,863
REGISTERED USERS: 64,486
E-NEWS SUBSCRIBERS: 55,161

MOST POPULAR 6 COUNTRIES

AUSTRALIA: 39,681
UNITED STATES: 27,772
UNITED KINGDOM: 16,351
INDIA: 10,558
NEW ZEALAND: 7,872

The screenshot shows the Best Ads on TV website interface. At the top, there's a navigation bar with links like Home, Submit work, Rankings, My profile, Bestads app, Bestads on Twitter, RSS, Advertise, Contact, and Login. Below this is a search bar and a category filter set to 'TV'. The main content area is divided into several sections: 'This week's best' featuring Cosmo Campbell as the guest judge; 'Best TV', 'Best print', 'Best outdoor', and 'Best interactive' categories with various ad examples; 'Seen and noted' with a 'Big Rock: Karma Pest Control' ad; and 'Best Ads App' with a 'Nutralite: Health Cha Shree Ganesh' ad. On the right side, there's a 'BestAdsOnTV Members' login section and a 'Gold sponsors' section featuring logos for mr.smith, CANOPY, PHOTOPLAY, and N. At the bottom, there's a 'RANKINGS SPONSORED BY PLAZA FILMS' section.

1

LEADERBOARD 728 X 90
NORTH + SOUTH AMERICA \$530
ASIA PACIFIC \$900 UK + EU \$530
AU + NZ \$900 GLOBAL \$2,100
MAX FILE SIZE 40K FILE FORMAT FLASH, JPG, GIF OR PNG

2

GOLD MEDIUM RECTANGLE 300 X 250
NORTH + SOUTH AMERICA \$670
ASIA PACIFIC \$1200 UK + EU \$670
AU + NZ \$1200 GLOBAL \$2,600
MAX FILE SIZE 40K FILE FORMAT FLASH, JPG, GIF OR PNG

3

GOLD SQUARE BUTTON 125 X 125
NORTH + SOUTH AMERICA \$330
ASIA PACIFIC \$600 UK + EU \$330
AU + NZ \$600 GLOBAL \$1,300
MAX FILE SIZE 30K FILE FORMAT JPG, GIF OR PNG

4

SILVER MEDIUM RECTANGLE (ISLAND) 300 X 250
NORTH + SOUTH AMERICA \$530
ASIA PACIFIC \$900 UK + EU \$530
AU + NZ \$900 GLOBAL \$2,100
MAX FILE SIZE 40K FILE FORMAT FLASH, JPG, GIF OR PNG

5

SILVER SQUARE BUTTON 125 X 125
NORTH + SOUTH AMERICA \$250
ASIA PACIFIC \$450 UK + EU \$250
AU + NZ \$450 GLOBAL \$1,000
MAX FILE SIZE 30K FILE FORMAT JPG, GIF OR PNG

The above rates are per 30 days, in Australian Dollars + GST. (unless out of Australia)

RICH-MEDIA ADVERTISING RATES

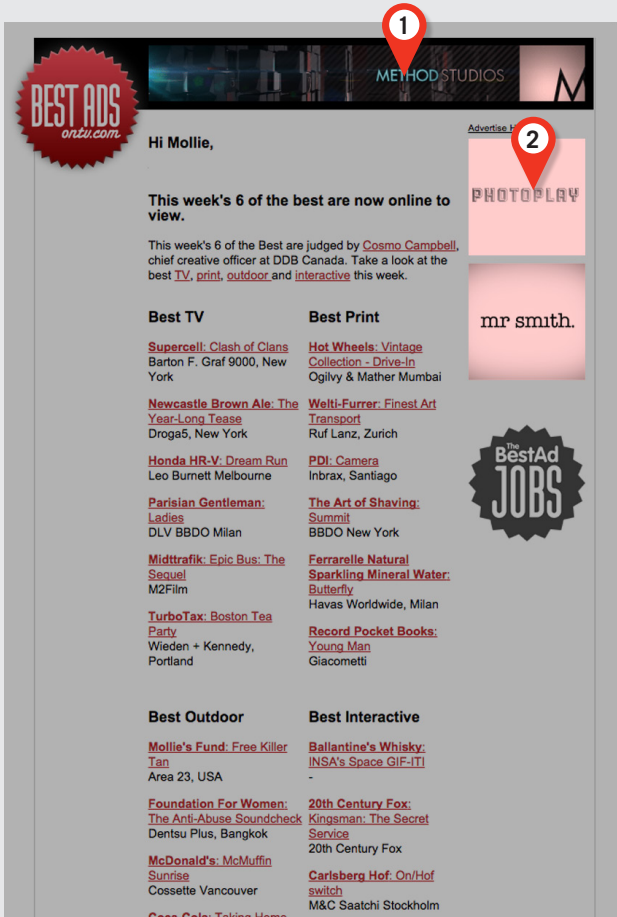
Campaign Brief supports video and polite rich-media advertising without the need for a third-party ad serving supplier. Video ads or ads over the 40K file size limit are served using 'polite loading' and can be up to 1MB. Rich-media ads attract a one-off surcharge of \$700 to cover bandwidth, and rich-media ad serving costs.

PLEASE NOTE

Please also note that Gold MREC, Silver MREC and Leaderboards are on rotation (up to a maximum of 14 advertisers at any one time)

SPECS & RATES

BEST ADS ON TV BLOG



Bestads Email goes out once a week to over 51,000 subscribers globally.

1

EMAIL BANNER 468 X 60

GLOBAL \$2,200

MAX FILE SIZE 30K FILE FORMAT JPG OR GIF

2

EMAIL BUTTON 125 X 125

GLOBAL \$1,000

MAX FILE SIZE 30K FILE FORMAT JPG, GIF OR PNG

EMAIL YOUR SALES MESSAGE TO 51,000 BESTADS READERS FROM AROUND THE WORLD (OR TARGET BY REGION)

51,000 registered Bestads users opt-in to receive emails from Bestads. Reach this engaged worldwide audience of advertising and marketing professionals with a partner email broadcast, limited to two per month.

Customise subject line, layout and email content to your requirements (within a 600 pixel width) and supply HTML to us. We add a simple header explaining to recipients why they have received the email, and we broadcast your message to the Bestads email subscriber list. If required, we can produce HTML based on your design layout (additional cost).

Broadcast to the whole worldwide list: AUD\$4,990

To target a specific geographic region, request a quote from mollie@bestadsonstv.com

1

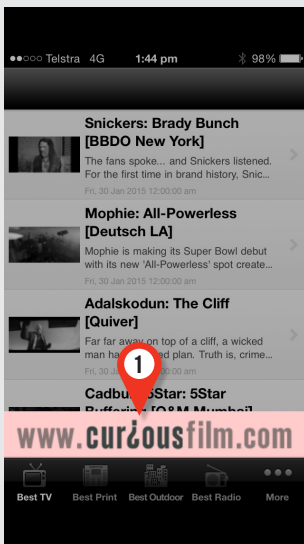
IPHONE APP

BANNER 320 X 50

GLOBAL \$800

MAX FILE SIZE 15K FILE FORMAT JPG, GIF OR PNG

The above rates are per 30 days, in Australian Dollars + GST. (unless out of Australia)



SPECS & RATES

BEST ADS ON TV NEWSLETTER / MOBILE

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ONLINE AD PRODUCTION SPECS

Requirements for all banners:

- When supplying banners, specify the target URL
- For animated banners:
 - Keep animation simple - no distracting strobing effects
 - Looping is permitted
- Material deadline: 2 business days prior to live
- Creative with a white or light coloured background must have a border

Square button (Gold, Silver or Bronze) and iPhone ads can be JPG, PNG or GIF (static or animated) only. No Flash creative.

Email ads can be JPG or GIF (static recommended) only. No Flash creative.

FLASH AD SPECS

- SWF files must be published as Flash 8 or 9, ActionScript 2 only, no AS3.
- Any audio must be user initiated by click and must have a visible mute control.
- Flash banners must not have the target URL hardcoded in the banner. They should use clickTAG Actionscript (details below).
- Maximum frame rate is 24 frames per second. Recommended frame rate is 18fps.
- A back-up image (JPEG, GIF or PNG) to be presented to visitors without Flash on their browsers is not compulsory, but advisable. While the majority of visitors will have the Flash plug-in, iPhone visitors for example will not be able to view your Flash ad.

CLICKTAG SCRIPT

Flash banners must use the following clickTAG code:

```
on (release) {
  if (clickTAG.substr(0,5) == "http:") {
    getURL(clickTAG, "_blank");
  }
}
```

For further information on clickTAGs, refer to: www.adobe.com/resources/richmedia/tracking/designers_guide/

RICH-MEDIA SPECS

Campaign Briefs supports popular rich-media ad formats without requiring third-party ad serving.

VIDEO BANNER

Video banners can be booked in Medium Rectangle (Island) placements. Advertisers may supply their video in any file format and Campaign Brief ad operations will process it for placement.

Requirements:

- Maximum 30 seconds video
- Audio permitted. Sound will be muted by default and only activated by user click on a mute control
- Supply with 'safe-area' trimmed and video sized to 300 pixels wide by 250 pixels high
- Specify target URL for the banner when supplying video file
- Supply a static image (JPG, GIF or PNG, maximum 20K) to be displayed in the lightweight banner while page loads
- A back-up image is recommended (JPG, GIF or PNG, maximum 20K), to be displayed to visitors without Flash
- Video will be played in a loop. If you wish to optimise video yourself, supply video in FLV file format with maximum file size 1MB.

Video banners use polite loading, which means that a lightweight banner (maximum 40K) is served into the ad space and waits until the page finishes loading, then streams video. If you wish to customise the appearance of the lightweight banner (including mute control), contact ad sales and a banner template will be supplied.

POLITE BANNER

Heavyweight banners (up to 1MB) can be booked in any Flash placements. A lightweight banner (maximum 40K) is served into the ad space and waits until the page finishes loading, then loads the heavy Flash file. If you wish to customise the appearance of the lightweight banner, contact ad sales and a banner template will be supplied.

Requirements:

- Maximum 1MB SWF file
- 18 frames per second recommended
- Audio permitted. Sound must be muted by default and only activated by user click.
- Specify target URL for the banner when supplying Flash file
- Supply a static image (JPG, GIF or PNG, maximum 20K) to be displayed in the lightweight banner while page loads
- A back-up image is recommended (JPG, GIF or PNG, maximum 20K), to be displayed to visitors without Flash

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