

# NEW EARTHMOVERS

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## BASIC WEB RATES & SPECS

### VISUAL GUIDE FOR AD SPACES

**LEADERBOARD**

**ISLAND**

**HERO SPOT X4**

**SPOTLIGHT 1**

**SPOTLIGHT 2**

**SPOTLIGHT 3**

**SPOTLIGHT 4**

**SPOTLIGHT 5**

New Earthmovers.com.au is Australia's newest online website for excavating, earthmoving, drilling and trenching equipment. We also have an extensive range of specs for Excavators, Loaders, Dozers, Dump Trucks, Graders and Road Construction Equipment.

Newearthmovers.com.au is the online partner of Australia's leading Earthmoving and Excavating Magazine and Plant and Equipment Magazine.

### IMPORTANT INFORMATION

Ad Submission – All creative's must be supplied as 72 dpi RGB files.

All jpg, gif, animated gif or swf files – must be supplied with a click thru URL

All flash creatives – must be supplied with a back up gif file  
Note: ALL Flash creatives must have clickTAGs. No URL is to be embedded in the flash file

Any Flash creative received without a back up gif file – will not be loaded and any delay in the start of a campaign due to incorrectly supplied creatives is a at the advertiser's risk.

Please send creative to:  
adcampaigns@traderclassifieds.com.au

AD SPACE	SPECS	RATES
Leaderboard	728 x 90 pixels	\$750 +GST
Island	300 x 250 pixels	\$600 +GST
Spotlight	300 x 100 pixels	\$300 +GST
Hero Spot	450 x 248 pixels	\$250 +GST

All rates quoted are based per month. The Leaderboard, Island and Hero positions are also based on a 25% share of voice. The Leaderboard and Island positions are run of site positions and the Spotlight and Hero positions are only for the home page.

### CONTACT DETAILS

For more information please contact your Trader Classifieds Representative or alternatively you may contact  
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