

Rail Express

.com.au

RailExpress.com.au is Australia's leading rail industry news source, reporting the latest news and industry analysis on key areas of infrastructure and investment, government policy, regulatory issues, technical innovation as well as international news and views.

RailExpress.com.au breaks the news as it happens, via both our redesigned website and new email newswire, servicing over 8000 decision and policy makers, key rail associations and thousands of rail industry employees across all the rail sectors.

RailExpress.com.au, with its direct association to Australia's largest rail event, AusRAIL and affiliations with key rail industry organisations, is the definitive source of on-line news and content creating targeted advertising opportunities for those looking to expand their brand or promote their product within the Australian rail industry.

The stats in brief:

| | | | |
|---------------------------|------------------|--------------------------|--------|
| Website Page Impressions: | 53,523 per month | New Visitor Growth Rate: | 41.31% |
| Website Visitors: | 21,679 per month | Newswire Subscribers: | 8,316* |

**As of November 1st, 2009.

READERSHIP BREAKDOWN



- Management: 31%
- Engineers/Technicians: 21%
- Infrastructure/Signal/Track: 19%
- Directors/MDs/CEOs: 15%
- Other: 14%

ADVERTISING OPPORTUNITIES



Masthead Advertisement

The premium opportunity to promote your product or service, the masthead banner appears in the most prominent position and remains static no matter where users navigate within the website, ensuring maximum exposure for your brand. Bookings three months or longer in the masthead position also receive a bonus featured product space for one month as an extra promotional vehicle for your product or service.

Banner Advertisement

For those looking to have a high-impact advertisement on a low budget, we offer five alternate advertising spaces on the front page of our website: Large Skyscrapers (140x340), Small Skyscrapers (140x170), Standard Banners (300x90) and advertisements within the news article itself (200x53). All of these ads are in prominent positions – right next to our featured articles or underneath the menu, directly in the eyeline of people navigating our website.

Featured Product

RailExpress.com.au promotes two featured products or services per month. Our featured products are given a prime viewing platform, directly next to the latest news, ensuring that your product is seen by everyone visiting the website. An image and text is also placed on the main page, which then clicks through to a product page on our website or, if you prefer, directly to your own website.

CONTACT

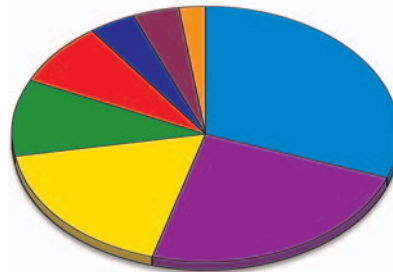
Denise Wyer, Regional Sales Manager | +61 (0) 2 9080 4419 | denise.wyer@informa.com.au



NEWSWIRE

The newest addition to our publishing portfolio, our weekly **RailExpress.com.au** newswire services over 8000 industry professionals each and every week. With our subscriber base completely sourced by online registrations, rail industry bodies and the delegates and visitors from premium industry events, such as **AusRAIL**, you can be certain that by advertising in our newswire that your advertisement will be landing in the inbox prime decision makers in the Australian rail industry – ensuring your advertisement yields maximum return.

Newswire Distribution



ADVERTISEMENT TYPES AND RATES

- All advertisement sizes are shown in pixels, width by height
- Prices quoted in Australian dollars (\$AUD)

WEBSITE ADVERTISING RATES

| | Size | Weekly | Monthly | Quarterly |
|------------------|-----------|--------|---------|-----------|
| Leaderboard | 600 x 90 | 1000 | 2880 | 5400 |
| Standard Banner | 300 x 90 | 750 | 2160 | 4050 |
| Large Skyscraper | 140 x 340 | 750 | 2160 | 4050 |
| Small Skyscraper | 140 x 170 | 650 | 1875 | 3510 |
| News Article Ad | 200 x 53 | 800 | 2100 | 3300 |

*All rates displayed are weekly rates. Plus 10% GST for Australian advertisers

WEEKLY NEWSWIRE ADVERTISING RATES

| | Size | Weekly | Monthly | Quarterly |
|---------------------|----------|--------|---------|-----------|
| Leaderboard Banner: | 320 x 47 | 900 | 3000 | POA |
| Standard Banner: | 200 x 53 | 700 | 2400 | POA |
| Large Skyscraper: | 350 x 63 | 700 | 2400 | POA |
| Small Skyscraper: | 110 x 90 | 500 | 1000 | POA |

*All rates displayed are weekly rates. Plus 10% GST for Australian advertisers



Terms & Conditions

Bookings must be finalized & suitable artwork supplied no later than 48 hours prior to booking commencement. Payment terms are strictly 30 days from the first date of publication. Cancellations can only be accepted in writing when received six weeks prior to initial publishing date. Further terms & conditions apply; please visit www.railexpress.com.au/termsandconditions for more information.