

Rail Express

RailExpress.com.au

Rail Express, Australia's leading rail industry news source, is re-launching online – delivering news and expert analysis to the Australian rail industry in a fresh, easy to navigate format. **RailExpress.com.au** will be the news hub for the industry reporting on key areas of infrastructure and investment, government policy, regulatory issues, technical innovation as well as international news and views.

RailExpress.com.au will break the news as it happens, via both our redesigned website and new email newswire, servicing the 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, will be 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.

READERSHIP BREAKDOWN



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

ADVERTISING OPPORTUNITIES



Launch Partner

The premium opportunity to be involved in our re-launch, our launch partner will have the masthead banner (*\$90px) on our website and newswire for three months, ensuring maximum brand exposure. Our launch partner will also be entitled to one place in our featured product space for one month for our launch partner as well as a featured article, which can be an editorial or, if you prefer, an advertorial piece about your company.

Online Advertising

For those looking to have a high-impact advertisement on a low budget, we offer alternate advertising spaces on the front page of our website: six 300x80px advertisements, two 140x170px and one 140x340px advertising spaces. 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

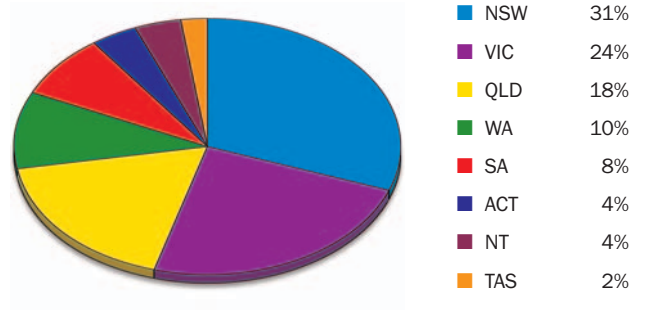
RailExpress.com.au will be promoting two featured products per month. Our featured products are given a prime viewing platform, directly next to the latest news, ensuring that your product is seen by everyone visiting the website. An image and text is also placed on the main page, which then clicks through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



NEWSWIRE

Our newest addition to our publishing portfolio, our weekly **RailExpress.com.au** newswire will service thousands of people every week. With a confirmed launch list of over 5,000 emails sourced from our leading rail publications and events, you can be certain that by advertising in our newswire that your advertisement will be landing in the inbox of the prime decision makers in the Australian rail industry - ensuring your advertisement yields maximum return.

Newswire Distribution



WEBSITE ADVERTISEMENT TYPES

	Website	Newswire
Leaderboard (Main Banner)	600 x 90	320 x 47
Standard Banner	300 x 80	200 x 53
Large Skyscraper	140 x 340	115 x 150
Small Skyscraper	140 x 170	70 x 85

WEBSITE ADVERTISING RATES

	Monthly	Quarterly	6 months
Featured Product	1500	1440	1350
Leaderboard (Main Banner)	1000	960	900
Standard Banner	750	720	675
Large Skyscraper	750	720	675
Small Skyscraper	650	625	585

- Leaderboard (Main Banner) 728 x 90
- Large Skyscraper 140 x 340
- Small Skyscraper 140 x 170
- Standard Banner 380 x 80
- Featured Product

NEWSWIRE ADVERTISING RATES

	Monthly	Quarterly	6 months
Leaderboard (Main Banner)	1250	1200	1125
Large Skyscraper	1000	960	900
Small Skyscraper	750	720	675

- All advertisement sizes are shown in pixels, width by height
- All prices quoted in Australian dollars (\$AUD) and are subject to 10% GST for Australian customers

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. All prices quoted are on a weekly basis and are subject to change. Further terms & conditions apply; please visit www.railexpress.com.au/termsandconditions for more information.