

**ADVERTISE
A JOB
FOR JUST**

\$50

(plus GST)

insuranceNEWS.com.au/jobs

| Advertising Kit

the most effective way to reach the insurance industry's jobseekers

Forty-five weeks each year, insuranceNEWS.com.au publishes the latest industry news to more than 13,000 individual insurance professionals. It's by far the biggest audience of any general insurance publication, and it's growing every day.

Now it's also the best place to go when looking for a job in the insurance and risk industry.

insuranceNEWS.com.au/jobs is the online meeting place where jobseekers and recruiters connect.

Available to jobseekers 24/7, it features all the latest industry-relevant appointments and the ability to search and apply for jobs without subscription or cost to jobseekers.

Advertising on insuranceNEWS.com.au/jobs puts you instantly in reach of a large, industry-specific professional audience – accessibility that no other online or print publication in the insurance industry can offer.

Along with a listing on our dedicated job site, every job advertisement posted will also feature prominently under "Latest Jobs" on the insuranceNEWS.com.au homepage at no extra cost.

And unlike many other employment sites, you're fully in control of the promotion, application and information processes associated with your vacancy.

We offer you direct access to:

- actuaries
- authorised representatives
- claims technicians
- clerical and support staff
- financial planners
- insurers
- insurance brokers
- lawyers
- loss adjusters
- risk assessors
- senior decision-makers
- superannuation advisers
- in fact, all risk insurance professionals

we're supported by some of the industry's
biggest corporations

Key Benefits

insuranceNEWS.com.au/jobs lets HR managers and recruiters capitalise on and build career and employment campaigns through:

- Guaranteed maximum exposure for your recruitment campaign across the entire insuranceNEWS.com.au community.
- A sophisticated and informative industry-specific platform that captures a highly skilled and in-demand workforce.
- A tailored recruitment solution targeting the people you want in this industry.
- insuranceNEWS.com.au/moves provides access to the latest appointments, while insuranceNEWS.com.au features employment news, including labour force trends and recruitment issues.



more than 110,000 unique users visited insuranceNEWS.com.au

generating over 2,719,345 page views

Statistics independently verified by Google Analytics Feb08-Dec09

Job Advertising

Create an immediate and memorable first impression on potential jobseekers. It's easy! Simply submit your vacancy and we'll create a job ad for you.

Here's how:

Go to insuranceNEWS.com.au/jobs

Create an Advertiser Account

Create an account by registering your details with us – you only need to do this once. In future, simply log in using your username and password.

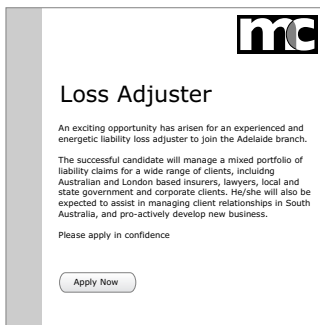
Purchase Job Credits

Whether you advertise one job or purchase a job pack, use our secure PayPal online payment system to buy job credits. PayPal is an independent external payment system with very high standards of security and easy payment options.

1 Job Advertisement = 1 Job Credit

Post a Job Vacancy

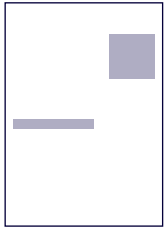
Submit your information in the required fields, upload your company logo, preview and publish your ad and it will be created for you. Within 24 hours your vacancy will feature on insuranceNEWS.com.au/jobs



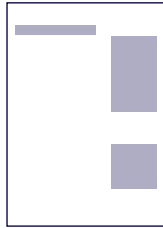
The image shows a sample job advertisement for a 'Loss Adjuster' position. It features the 'mc' logo in the top right corner. The text describes an exciting opportunity for an experienced and energetic liability loss adjuster to join the Adelaide branch. It details the responsibilities of the candidate, including managing a mixed portfolio of liability claims for a wide range of clients, such as Australian and London based insurers, lawyers, local and state government, and corporate clients. The advertisement also mentions that the candidate is expected to assist in managing client relationships in South Australia and pro-actively develop new business. At the bottom, there is a button labeled 'Apply Now'.

Sample job advertisement

insuranceNEWS.com.au grew its subscription base from
4,800 subscribers to more than 13,000
in less than two years



Homepage



Section Page

Display Advertising

Moves Advertising Pack

Build your company profile or promote a great job opportunity by sponsoring “moves” pages.

The package includes:

- Homepage “moves” banner and large tile advertising
- Exclusive advertising on all “moves” sub-pages
- Naming rights (eg. “Brought to you by...”) to the “moves” section
- Unlimited insuranceNEWS.com.au/jobs job advertisements for the month
- Free links to your website or other designated URL

* Minimum contract one month. No cancellations accepted after the booking deadline.

Advertising Rates

Advertising your first job is FREE

Standard Job Ad	\$50
Valid for 30 days	
Logo included	

Standard Job Packs

Purchase 5... save over 5%	\$235
Purchase 10... save 10%	\$450
Purchase 20... save 20%	\$800

Display Advertising

Moves Advertising Pack	\$2000/month
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Note: Prices do not include GST.

Recruiters' Contract Pack

Recruitment agencies and large national firms with high demand will find our Recruiters' Contract Pack provides the best value.

This allows you to place as many job advertisements as you require each month over a 12-month period. Contact us to discuss pricing.

Production Charges – Design and layout by McMullan Conway

- Accurate copy and design brief must be supplied
- One digital proof will be provided for checking
- Any additional design changes will attract an extra charge of \$25 each

Advertisement size	GIF	Flash
Banner	\$90	\$POA
Tower	\$90	\$POA
Large Tile	\$90	\$POA

Note: Prices do not include GST. The cost of purchasing images if required is additional.

Display Advertising Deadlines

Month	Booking Deadline	Material Deadline	Available
January	December 1	December 22	January 1
February	January 4	January 22	February 1
March	February 1	February 19	March 1
April	March 1	March 22	April 1
May	April 1	April 22	May 3
June	May 3	May 21	June 1
July	June 1	June 22	July 1
August	July 1	July 23	August 2
September	August 2	August 23	September 1
October	September 1	September 22	October 1
November	October 1	October 22	November 1
December	November 1	November 22	December 1

Note: No cancellations accepted after the booking deadline*

General Conditions

The positioning or placement of a display advertisement is at the discretion of McMullan Conway Communications Pty Ltd (MCC) except where expressly agreed in writing.

Each job advertisement will only contain one vacancy unless otherwise agreed. MCC reserves the right to charge on a "per job" basis for any multiple job listings that appear within the same advertisement. We also reserve the right to remove any advertisements that are in breach of this condition.

Advertisers agree to not perform any cosmetic refreshing or reposting of advertisements purely for the purpose of restoring those ads to the top of any search listings.

Unless otherwise agreed, advertisers may only include branding on insuranceNEWS.com.au/jobs that represents the company with whom MCC has a contractual arrangement.

Advertisers may only use an external application link and email address that is agreed by MCC.

To view the full terms and conditions go to [Conditions of Use](#).

Cancellations*

Cancellations will not be accepted by McMullan Conway unless received in writing.

Advertisements will be removed from insuranceNEWS.com.au/jobs within 48 hours.

Advertising Contacts

Job Advertising

Karin Brawn
Tel: 03 9499 5538
Fax: 03 9499 5535

Email: jobs@insurancenews.com.au

Display Advertising

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Supplying Display Artwork

Artwork must be supplied as either animated or static image (GIF) or animated Flash (SWF) file to jobs@insurancenews.com.au.

We ask that:

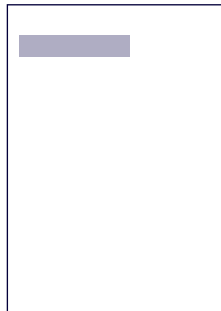
Artwork containing moving animation be limited to 1-2 advertisements to minimise distraction to users.

To enable readers without Flash to view all advertising, please supply static GIF files along with animated Flash files.

Flash file links must be embedded in the final Flash file and coded to open in a new window.

Artwork file should not exceed 30K.

Mechanical Data



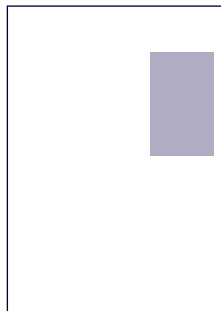
Banner

Size – 620x45pixels

File – GIF or SWF

Rotation – unlimited

External links embedded



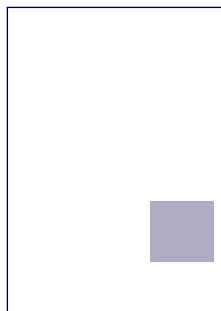
Tower

Size – 300x500pixels

File – GIF or SWF

Rotation – unlimited

External links embedded



Large Tile

Size – 300x250pixels

File – GIF or SWF

Rotation – unlimited

External links embedded