




# bartercard

## 2020 MEDIA KIT



The Magazine Publishing Company  
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HOME

PROFILE / RATES & SPECS

PRINT

EXIT

# WELCOME TO BARTECARD ONLINE

With more than 1,000,000 page impressions each month and features like auctions, an e-market place and online transactions, The Bartercard members trading portal is quickly becoming the one stop shop for everything Bartercard. Companies can also tap into the website's popularity with onsite banner advertising.

Also within the members trading portal is the online directory which allows members to search for and access businesses both within Australia and internationally. Here it is also possible to upgrade a business listing to a featured or display advertisement, guaranteeing a high ranking within the online directory.

Your ability to access a larger Bartercard market audience has never been easier.

## ARTWORK SPECS

FILES ACCEPTED: PDF, JPG, GIF or PNG files

Please supply your advertisement to correct specifications or we can design it for you with images and text you supply. (see artwork charges).

## BILLING

To make paying easier, all advertising will be debited to your Bartercard statement each month, or part thereof, that you advertise. All prices are Trade Dollars and include GST.

## CANCELLATIONS

Online advertising is updated on a monthly basis. Up to one month's notice to cancel may be necessary.

# MTP BANNER ADS SIZES & RATES

- Over 1,100,000 page views per month
- 53,119 visits per month
- Direct link through your website
- Banners appear on 1/7 rotation

**MTP HOME PAGE BANNER**

W 780px X H 180 px

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**RATE PER MONTH:**  
T\$400

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**ARTWORK CHARGE:**  
T\$130

**MTP MULTI PAGE BANNER**

W 410px X H 55px

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**RATE PER MONTH:**  
T\$400

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**ARTWORK CHARGE:**  
T\$100

# ONLINE DIRECTORY ADS SIZES & RATES

- Over 34,000 searches per month
- Automatically brings your listing to the top of each search

**DISPLAY AD**

With image preview  
(Highest ranking search)

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**RATE PER MONTH:**  
T\$50

**FEATURED AD**

**RATE PER MONTH:**  
T\$30