

auscam

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Introduction

Thank you for choosing to consider advertising with AusCam Online. AusCam Online is the **ONLY** website in Australia dedicated solely to the camcorder and video enthusiast from beginner to Club Member, prosumer, professional and broadcast.

Our success since 2007 is primarily due to the expertise and enthusiasm of our stable of writers, who are not just journalists but are real life professionals in the field of TV, documentaries, advertising, travel, news, scripting, lighting, audio, acting, compositing, 3D, effects, directing, writing, short film creation, presenting and more.

And as all reviews are done 'in the field' and not just on a test bench, they can professionally evaluate, critique, suggest, promote, recommend, confirm and even evangelise a product or service with authority.

We know, their peers accept those views as a given. Readers from all walks of the video world treat AusCam as **THE** major authority for all things video in Australia.

For details of our writers/evaluators/featurists/columnists etc, please go to www.auscamonline.com and click on 'authors'.

Coverage

Being Internet based, our coverage is of course global; our major target market focus at present however is Australia and New Zealand. This does not preclude products though that are uniquely Australian (or NZ based) from getting global exposure as we have major affiliation with the largest online environment for all things video via www.digitalmedianet.com and have been their Australian correspondents for many years. We are also associated with www.creativecow.net with our close personal association with world renowned expert Douglas Spotted Eagle.

Advertising

Locations Available

The rates for AusCam Online are based around the value of various sections and products within the AusCam Online "universe". The scale of advertising costs has been made as simple as possible.

The sections and other areas available in this "universe" are:

- | | |
|--------------------------|--|
| • Beginners | • Press releases |
| • Professional/Broadcast | • Micro Cameras (Flip, Bloggie/Vado etc) |

VBtheDog Productions Pty Ltd | PO Box 1086 Mandurah WA 6210
Tel: 08 94674521 | 0413 632286 | Fax 08 95835425 | Skype: vbthedog
Email: david@auscamonline.com | Twitter: auscamonline

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- Media Centres
- Hardware Reviews
- Tutorials
- Audio & Music
- Events
- Consumer Newsletter
- Dealer Newsletter
- Features
- Software Reviews
- Editorial
- Editing Hot Tips
- Store (Online shop)

Of course new sections are added regularly as required eg we have just added the Media Centre section to cater for Blu-ray players and premium display/audio equipment for viewing video/film.

As you can see, this gives a very large scope for targeting your specific market(s) by individual or combinations of ads in various forms. These ads (slots) can be in the form of top banner, footer banner, major right column, minor right column or even placement ads inside content. Think newspaper/magazine, and our development system allows it as it, unlike most website development systems, is specifically designed to cater for online publications such as AusCam as against simply creating web pages.

On request, we can also do mailshots to our ever growing database of subscribers. Please check for prices at the time (currently AUD\$250 for a 1000 single 'shot' with material supplied).

Rates

Description	Banner/Ad Size (pixels)	Rate per month
Site-Wide Banner	728 x 90	\$5000
Site-Wide Footer	728 x 90	\$4000
Site-Wide Right Sidebar	300 x 250	\$5000
Site-Wide Right Sidebar	120 wide	\$2500

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Home Page Banner	728 x 90	\$1500
Home Page Footer	728 x 90	\$1300
Home Page Right Sidebar	300 x 250	\$700
Home Page Sidebar	120 wide	\$450
Section Home Page Banner	728 x 90	\$1000
Section Home Page Footer	728 x 90	\$750
Section Home Page Right Sidebar	300 x 250	\$500
Section Home Page Right Sidebar	120 wide	\$150
Article Banner	728 x 90	\$300
Article Footer	728 x 90	\$200
Article Right Sidebar	300 x 250	\$200
Article Right Sidebar	120 wide	\$100
Ad Slot Home Page	120 x 60	\$200
	125 x 125	\$200
	300 x 250	\$300
	160 x 600	\$300
Ad Slot Article	120 x 60	\$100
	125 x 125	\$100
	300 x 250	\$150
	160 x 600	\$200

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Weekly Newsletter Banner	728 x 90	\$400
Weekly Newsletter Footer	728 x 90	\$300
Weekly Newsletter Sidebar	300 x 250	\$400
Weekly Newsletter Sidebar	120 wide	\$250
Weekly Newsletter Ad Slot	120 x 60	\$200
	125 x 125	\$200
	300 x 250	\$300
	160 x 600	\$300

- Maximum lengths (depth) of sidebars (300 and 120) is 600 pixels
- For weekly rates, divide each of these values by 3.
- All rates are exclusive of GST.
- All rates are subject to change without notice.
- A signed booking order and / or purchase order needs to be received.
- Rates for the Weekly Newsletter apply equally to the vendor edition and the subscriber edition.
- For custom sizes, please contact David Hague on 08 9467 4521 | 0413 632286.
- Payment terms are 7 days from invoice date.
- Creative material can be designed for you at our normal hourly rate.

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Page Example

Press Publisher Demo
A Sample Online Magazine

SEARCH
Type keywords and hit enter

Home Sections Blogs Events Authors Past Issues Log In Styles

Vol. 9 July 2007 - Print the July 2007 Issue

RSS 2.0 Feed Podcast Feed Podcasts

Welcome to a demonstration of the Press Publisher Magazine Publishing system. This is a fictional demonstration of the features and structure of the current system managed completely with the Press Publisher System. We are constantly updating this demo with newly added features.

COVER STORY TITLE

This is the Cover Story Summary.

MY FIRST JUNE 2009 ARTICLE

This is the short intro.

FEATURED STORIES

Another Featured Article
You can have as many Featured articles as you desire and they will show in the Featured Articles block on the home page.

Flickr Gallery Sample
One of the great features of Flickr is the ability to organize your Photos into "Sets". Copy the set ID number and paste it into the "Flickr Set Number" field on your Articles page in the CMS. Its that easy.

First Featured Article
This is an intro for the First Featured Article

LEAD STORIES

Video Embed Sample From YouTube
This is the Second Lead Story Intro.

Video Sample
This is the introduction for a "Normal" or just your ordinary article in a department.

Banner AD. Press Publisher integrates with Google Ad Manager. Click Here to Register. It's FREE too.

DIRECTORY

- Publishing

MAIN SECTIONS

- Departments
- Columns
- News
- Conversations With Adam

FEATURED STORIES

- Another Featured Article
- Flickr Gallery Sample
- First Featured Article

LEAD ARTICLES

- Video Embed Sample From YouTube
- Video Sample

RECENT ARTICLES

- Test Podcast
- Conversations With Adam 2
- Conversations With Adam 1
- Conversations With Adam 2
- Another Article Test

EVENT CATEGORIES

- Fun

ISSUES

- July 2007
- June 2007

ARCHIVES

- Cover Archives
- Featured Story Archives
- Section Archives

RESOURCES

- About Us

120 pixel wide sidebar

Ad Slot

Footer

DO NOT Self-Publish
Library Agency Submits Writers to Publishers. They Pay You.

Lookin To Get Published?
Get published quick & easy. Keep your rights. Free Publishing Guide!

Ads to Google

Book Publishing Jobs
Publish Your Book Without an Agent
Get Your Free Publishing Guide Now!
www.writebooks.com
Be on the lookout for
FREE releases
written and sent to
Australia's #22
publisher
www.writebooks.com

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Thank you for taking the time for reading this Fact Sheet / Press Kit. We look forward to doing business with you in the very near future. Please don't hesitate to go to www.auscamonline.com and have a look around. Some material is behind a pay-wall for subscribers only to view or non-subscribers to obtain by paying a small fee.

Statistics

Since launch in January 2010, the traffic at AusCam Online has increased in leaps and bounds as can be seen from the below graph from Google Analytics.



Total unique visitors over this period has exceeded 12,000 and page views is over 26,000. Advertisers who have already taken advantage of these numbers include Sony Professional (2 x 6 week campaigns run of site), GDB International (3 months run of site), Rode Microphone (ongoing run of site since February), Corel (Newsletter sponsorship and banner), Ben Longden Video Productions, ProDAD (Germany) Juanita Grayson (Actress) and we have future arrangements with many others including another GDB campaign, Boris FX and associations with Lynda, Xobni, ProDAD, Adobe and VASST. We are also in discussion with a number of retail organisations regarding some sponsored areas for video equipment, hire and broadcast supply.

Thanks Heidi, hope this information is of use? I look forward to chatting and of course, we can 'bend' anything to suit Videocraft's marketing needs!

If you require a login / password please don't hesitate to ask and I'll be happy to create one and get it to you, *gratis* of course.

Kind regards,

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A handwritten signature in black ink, appearing to be 'David Hague', written in a cursive style.

David Hague
Publisher / Managing Editor