

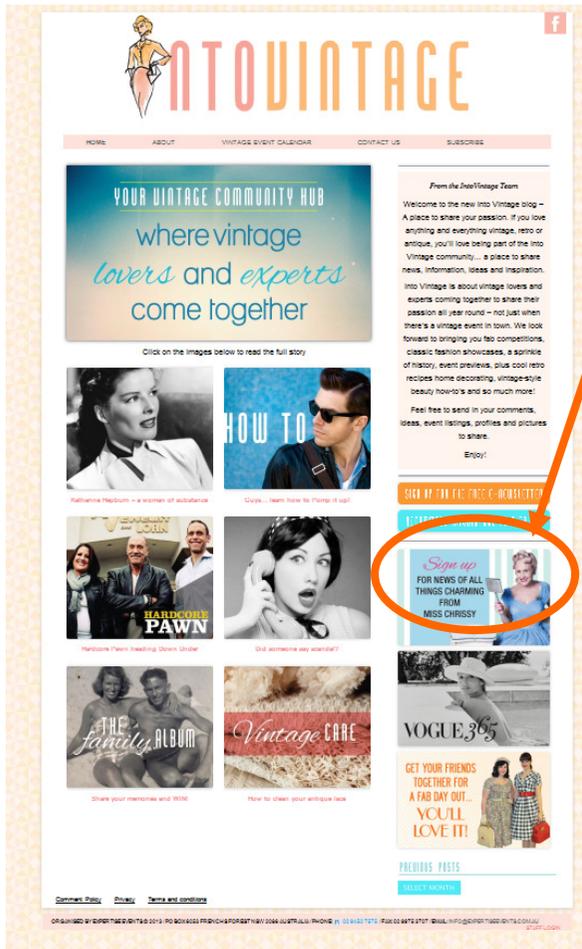
Advertising on the Into Vintage Blog

ABOUT INTO VINTAGE

The Into Vintage blog is produced by Expertise Events, the organisers of the popular Love Vintage Shows and now The Vintage Fairs. During the six vintage events we run each year we are privileged to work with amazing collectors, wonderful and generous vintage experts and sellers, and meet thousands of passionate vintage lovers.

Now, Into Vintage is about distilling this passion and knowledge into an online blog, creating a community where vintage lovers and experts can come together to share their passion all year round – not just when there's a vintage event in town.

With specialist contributors and writers drawn from the world of vintage, antiques and retro both in Australia and abroad, we hope to create an interesting, informative, amusing and entertaining selection of posts each month.



ADVERTISING

Each month, the blog newsletter will be emailed to more than 10,000 subscribers (as at Feb 2013), promoted to more than 5,000 facebook fans, and promoted on the Love Vintage Show and The Vintage Fair websites where traffic peaks at and average of 40,000 per day around show time.

1. Sidebar Button Ads

These buttons are shown on each and every page of the website, they measure 280 X 175 pixels and can display gif, jpg, or flash ads. There are three positions available on a first come first served basis. You can see where these ads are positioned by taking a look at the image below. (There will be a maximum of 3 ads rotating per ad spot)

Size (width x height): 280 x 175 pixels

File type: .jpg .png .gif .swf (no sound). All artwork is subject to our approval before publishing.

2. Blog Article Banner Ads

Banners can be placed on the top of any single blog article. There is an opportunity for you to target articles that are tightly focussed on your area of business.

Size (width x height): 560 x 130 pixels

File type: .jpg .png .gif .swf (no sound). All artwork is subject to our approval before publishing.

3. Blog Newsletter Banner Ads

Banner will be placed at the bottom of the Into Vintage newsletter. (There will be a maximum of 3 ads rotating per newsletter)

Size (width x height): 560 x 130 pixels

File type: .jpg .png .gif .swf (no sound). All artwork is subject to our approval before publishing.

INTRODUCTORY ADVERTISING RATES

Ad booking period is four weeks, and will per calendar month

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Sidebar Button Ad	280 x 175 pixels (width x height)	\$75 per month (incl gst)
Blog Article Banner Ad	560 x 130 pixels (width x height)	\$35 per month (incl gst)
Blog Newsletter Banner Ad	560 x 130 pixels (width x height)	\$25 per newsletter (incl gst)

WANT TO ADVERTISE?

Then please contact Into Vintage Coordinator Nicole McLennan [via email](#) or phone (0402 930 850) and we can hold a spot for you. We can also design your ad at a very reasonable rate. Please note that all advertising is subject to our full approval of artwork and payment must be received prior to your ad appearing.