

# Australia's **No.1** village communities destination

## \$520p.a. delivers web & print audience

**Info Library**  
Over 150 articles  
and fact sheets

**Village Life**  
Articles on village  
residents and events

**Village Search**  
Enhanced multiple  
search functionalities  
by location and radius  
from location, villages,  
serviced apartments  
  
All aged care  
facilities listed

Downloadable  
eBooks



Banner advertising

**Expert Services**  
Industry advisors  
and suppliers

**Feature Editorial**  
New resident case  
study every fortnight

Banner advertising

**Advertorials**  
Promotional  
opportunities

Expert advice and  
editorial content  
updated twice a week

The  
only website  
with in-house  
journalists  
updating content  
with real resident  
case studies

**\$520 delivers 200,000 readers**

**Exclusive:** paid web listings also receive a free Directory Listing in 4 editions (50,000 circ. each) of villages.com.au Magazine over 12 months - with map references.

**Living Choice**  
www.livingchoice.com.au

**Twin Waters**  
**Twin Waters 121 Baywater Drive** **5448 7288**

estab 2003 • 90 dwellings • 2-4 beds • 1-2 car • apmts • houses • onsite mgr • medical alert • storage • hairdresser • gym • private gardens • BBQ area • indoor & outdoor pools  
Operator: Living Choice No Wait List



# villages.com.au hits the target - comprehensively

## Villages.com.au is Australia's No.1 village and continuing care search site.

Villages.com.au is Australia's largest and most informative listing of Retirement Villages, Serviced apartments, Rental communities, Resort parks, Over 55's developments and Aged care facilities.

### Clients want to know every option

Moving to a village is perhaps the last big decision for prospective clients. They want one location to search and every option in their region and what 'care' facilities and services are either on site or close by for their longer term. Only villages.com.au delivers with over 1,800 villages plus an expanding 'care' information base.

### Unrivalled, enhanced search functions

Search can now be done by region, suburb, postcode, radius, village name, operator, type of village (retirement/serviced apartments/resort/rental/park/Over 55's/care on site/care close by/facilities and more).

### Just 8 listings per search view with promotional listings highlighted

Just 8 listings per screen view ensures all listings seen in each snapshot. Impactful layout promotes villages that have paid promotional listings.

### Unrivalled news, case studies and editorial library

Villages.com.au is the only village web service that has salaried journalists generating up to the minute content plus an unrivalled archive of over 150 educational papers available for download.



### \$520/\$420 for 12 months plus 4 free print directory listings

A base listing is free. A promotional listing is \$520 for 12 months for your first village and \$420 for each additional village. Paid web listing includes up to 10 photos including logo, corporate profile, 200+ words, email alert, web link. Paid listings include a free Print Directory listing in 4 editions of Villages.com.au Magazine over 12 months, delivering 50,000 circulation each (see magazine page opposite). Co-located aged care facility listings can be added for \$220 p.a

### Automated reports

Advertisers receive automated reports detailing the number of unique visitors that searched your region plus how many clicked your page, printed your page, emailed you and clicked on your website link.

### Book and update web listings online

New advertisers email to listings@villages.com.au for an email return link. Existing advertisers can update on line. Or call 02 9810 5555.

### Banner & sponsored link opportunities on every page

The following banner ads can be placed on any page, space permitting, e.g. regional pages like Sunshine Coast. Sponsored Links are placed beneath banners (link description up to 20 characters).

Minimum banner/listing charge: 1 month

Skyscraper has exclusive Right Hand positioning – no other banner ads listed

POSITION	HOME PAGE PER MONTH	STATE PAGE PER MONTH	REGIONAL PAGE PER MONTH	EDITORIAL PAGE PER MONTH
<b>Leaderboard (across top of page)</b> 728 x 92 px; max file size: 25kb				
1 Month	\$750	\$500	\$600	\$400
2 Months	\$700	\$400	\$550	\$350
3 + Months	\$600	\$450	\$400	\$300
<b>Vertical Banner (Right Hand top)</b> 120 x 240 px; max file size: 15kb				
1 Month	\$400	\$400	\$400	\$400
2 Months	\$350	\$300	\$350	\$350
3 + Months	\$300	\$250	\$300	\$300
<b>Vertical Banner (Right Hand middle)</b> 120 x 240 px; max file size: 15kb				
1 Month	\$350	\$300	\$350	\$350
2 Months	\$300	\$250	\$300	\$300
3 + Months	\$250	\$200	\$250	\$250
<b>Vertical Banner (Right Hand bottom)</b> 120 x 240 px; max file size: 15kb				
1 Month	\$300	\$250	\$300	\$300
2 Months	\$250	\$200	\$250	\$250
3 + Months	\$200	\$150	\$200	\$200
<b>Skyscraper Banner (exclusive Right Hand position)</b> 160 x 600 px, max file size 20kb				
1 Month	\$1200	\$1100	\$1150	\$1150
2 Months	\$1050	\$1000	\$1050	\$1050
3 + Months	\$800	\$700	\$800	\$800

Format: jpeg, gif or flash swf with max 3 loops, text links, max 20 characters