

THE SOURCE

YOUR VILLAGE & CARE DIRECTORY OF EXPERT SERVICES

THE SOURCE Village & Care Directory is your one stop complete marketing program to reach every retirement village and care decision maker for 12 months, from only \$520.

THE SOURCE is designed to get your brand and services in front of the key decision makers and keep it there all year round.

THE SOURCE is different, with new and dynamic, high quality and highly topical editorial on the challenging operational issues facing this exciting industry.

For one investment your directory listing (up to double page in size) appears in 3 issues in 12 months. Published and mailed March/June/October, **THE SOURCE** is your one stop complete marketing program to reach every decision maker in both the not-for-profit and private sector.

PLUS: You will be showcased in seven email bulletin distributions to over 5,500 decision makers over 12 months.



Every new developer and operator for the 200 villages being built each year will be added to **THE SOURCE** distribution as soon as they get DA approval – so you get exposed early as a respected supplier.

PRINT/WEB/EMAIL CROSS PROMOTION WHERE YOUR BUSINESS WILL BE SEEN 24/7 – THREE MEDIAS ONE PRICE!

THE SOURCE marketing program has been designed to get your brand and service in front of decision makers and keep it there all year round.

Rather than just one issue a year, a completely new edition of **THE SOURCE** is created every March, June and October and mailed out to the 3,500 people that make real purchasing decision for 1800+ villages and 3000 care facilities.

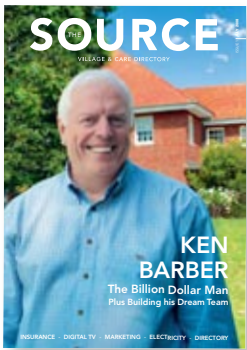


June Heinrich
The Quiet Achiever

- ✓ One directory listing guarantees you 3 issues/12 months exposure plus email bulletins plus a full web page
- ✓ Only **THE SOURCE** delivers to the not-for-profit and private operators
- ✓ March, June and October editions keeps your message and profile current in front of key decision makers/buyers/specifiers
- ✓ **THE SOURCE** is delivered to Head Office decision makers plus village and care managers
- ✓ Plus seven email distributions - a total of 10 contacts over 12 months
- ✓ **THE SOURCE** is a premium quality design and print directory
- ✓ Villages.com.au is Australia's number one web site with every village listed plus all care facilities

EXPERT SERVICES WEB PAGE – YEAR ROUND WEB EXPOSURE

Included in your twelve month package with **THE SOURCE** is a full Expert Services web page located on the Home Page of Villages.com.au which will be actively promoted every week in The Village Manager eNewsletter.



2009

DOUBLE PAGE \$8,000*

3 issues/12 months
+ full web page + 7 email bulletins
300 words copy

CHELSTONE
Specialising in high quality decorative poolcrete products which last for 20 years.

Superior new materials give a high strength and quality in the poolcrete product.

Our Cheilstone products are available in a wide range of colours and finishes, with the correct care being important to the long life of your poolcrete product.

Each year we invest in new materials and finishes to ensure our poolcrete products are the best available in the industry.

The beauty of Cheilstone is the complete system we offer. From poolcrete to pool maintenance and pool care, we have everything you need to ensure your pool is in the best of health.

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FULL PAGE \$6,000*

3 issues/12 months
+ full web page + 7 email bulletins
150 words copy

UMS - Urban Maintenance Systems

UMS provides the following services:

- Facilities Maintenance
- Plant Services - emergency plumbing, electrical, painting, gutter cleaning
- Chimney services
- Roofing
- Construction - specialist trade sub-contractors
- Clear Space Maintenance
- Building maintenance management
- Mechanical services

We have experienced management and technical staff, well trained, skilled and dedicated workforce.

UMS is a specialist provider of infrastructure maintenance services to Local Government, Private Sector organisations & Retirement Village communities throughout Australia.

We place great value & importance in fostering excellent working relationships with our clients. Added to this, UMS personnel are committed to working proactively with clients (valuing the goal to increase efficiency and profitability of your business).

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HALF PAGE \$4,000

3 issues/12 months
+ full web page + 7 email bulletins
150 words copy

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QUARTER PAGE \$2,000

3 issues/12 months
+ full web page + 7 email bulletins
80 words copy

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LOGO LISTING \$520

3 issues/12 months
+ full web page + 7 email bulletins
50 words copy

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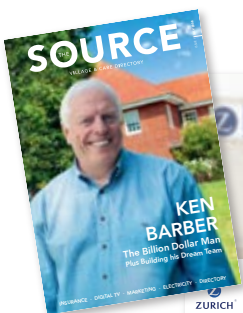
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COVER + DOUBLE PAGE PROFILE \$5,500

DOUBLE PAGE PROFILE \$3,500

FULL PAGE PROFILE \$3,000



MEDIA KIT

THE SOURCE CIRCULATION

3,500 copies mailed to personal addresses of the real decision makers: Three per year
5,500 personal emails: Seven times per year

NO ART COSTS - FIXED DIRECTORY TEMPLATE

All you have to do is supply the components, logo, images and copy.

ADVERTISING OPPORTUNITIES AVAILABLE

Includes Email Bulletins and Web Page

Double page spread	(3 issues/12 months)	\$8000*
Full page	(3 issues/12 months)	\$6000*
Half page	(3 issues/12 months)	\$4000
Quarter page	(3 issues/12 months)	\$2000
Logo Listing	(3 issues/12 months)	\$ 520

**Separate State runs are available at \$750 extra per edition per state run.*

Preferred Position Loading – Full Page/Double page spread 15%

ADVERTORIALS

Now you can raise your profile with a high quality **THE SOURCE** advertorial. Choose from one of several packages that brings you to the front of the directory and creatively allows you to tell your story. Your story will be placed in with top quality **THE SOURCE** editorial on industry people and issues.

THE SOURCE ADVERTORIAL/PROFILE

Cover plus full page profile	\$5500
Full page profile (includes art/copy only)	\$3000
Double page profile	\$3500

THE SOURCE SPONSORSHIPS

You can also sponsor editorial sections with your own masthead banner. Choose a category for sponsorship or talk to us about creating a regular editorial page that suits your business.

CEO profiles	\$1000
New Village profile	\$500
Legal issues	\$500
Tax issues	\$500
Your suggestion	\$500 - \$1000

DIRECTORY LISTING BY CATEGORY OR WE WILL TAILOR A CATEGORY TO SUIT YOUR BUSINESS

- | | | |
|----------------------|----------------------|------------------------|
| ✓ Systems/Training | ✓ Healthcare | ✓ Electricity |
| ✓ Pay TV | ✓ Insurance | ✓ Communications |
| ✓ Wholesale Telco | ✓ Architects | ✓ Specialist Equipment |
| ✓ Material Handling | ✓ Construction | ✓ Attendant Support |
| ✓ Cleaning Services | ✓ Legal | ✓ Marketing |
| ✓ MGT Software | ✓ Project Management | ✓ Catering |
| ✓ Nurse Call Systems | | |



ASK ABOUT INNOVATIVE WAYS THE SOURCE CAN INCREASE YOUR PROFILE

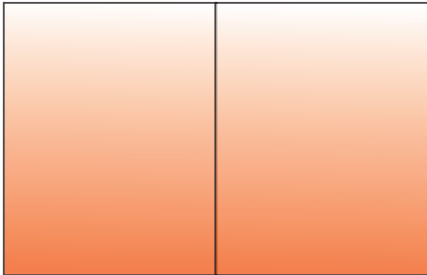


The Arbour, Berry NSW
Construction by Masterton Constructions

BOOKING DEADLINES & MATERIAL 2009

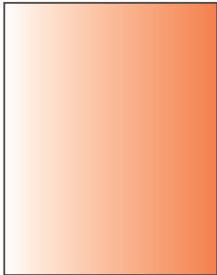
ISSUE DATE	MARCH	JUNE	OCTOBER
BOOKING & MATERIAL	1st March	11th May	15th September

ADVERTISING LAYOUT & AD SIZE



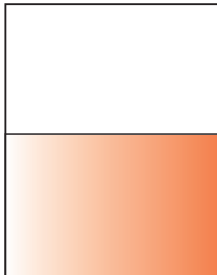
DOUBLE PAGE

- ✓ Logo
- ✓ 7 pictures
- ✓ 300 words



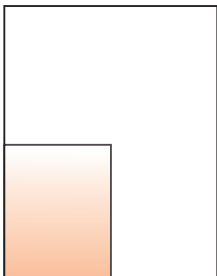
FULL PAGE

- ✓ Logo
- ✓ 4 pictures
- ✓ 150 words



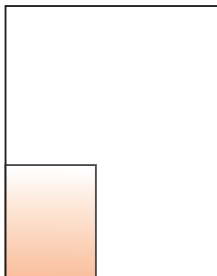
HALF PAGE

- ✓ Logo
- ✓ 3 pictures
- ✓ 150 words



QUARTER PAGE

- ✓ Logo
- ✓ 1 picture
- ✓ 80 words



LOGO LISTING - STANDARD ENTRY

- ✓ Logo
- ✓ 50 words



WEBPAGE

- ✓ Logo
- ✓ 2 pictures
- ✓ 200 words

CONTACT

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ALSO AVAILABLE
Villages.com.au Magazine

The Village Manager
Newsletter

The Weekly Source Newsletter