

Media Kit:

Masonic Diary

www.MasonicDiary.com.au





Who to Contact

Email: innerguard@MasonicDiary.com.au

Website: www.MasonicDiary.com.au



Advertising Medium

Online Website Presence within our Popular Lodge Locator on:

www.MasonicDiary.com.au

Internet Statistics and Figures:

- 15,300,000 Internet users as of December 2007, 74.3% of the population, according to ITU.
- At the end of December quarter 2007, there were 7.10 million subscribers to the Internet in Australia. This comprised 964,000 business and government subscribers and 6.14 million household subscribers.*

Market:

- Freemasons throughout Australia
- International Freemasons wishing to visit Australia.
- General Website Visitors
- Currently throughout NSW alone, there are approximately 14 500 freemasons.
- Businesses that advertise within the Masonic Dairy Website are directing their efforts, products and services to a niche market.

*Source ABS: 8153.0 - Internet Activity, Australia, Dec 2007



Advertising

Advertising Within the Masonic Diary

- You are directing your products and or services to a niche market.
- Use of the internet is constantly growing and specific websites that are directed at a particular group is ensuring that your message is received.
- The internet is proving far more cost effective than Print Publications and you have complete exposure of your products and services 24 hours a day / 7 days a week for a fraction of the cost of other media.
- We promote and advertise your products and or services on our emails, thereby giving you additional exposure on general correspondence.
- All Advertising Prices are for One Calendar Year from commencement date.



Advertising Packages

Advertising Packages within the Lodge Locator of our www.MasonicDiary.com.au Website.

Diamond:

- 1 x **Main Page Advertising on Lodge Locator**
www.MasonicDiary.com.au/lodges - Prime Advertising Position (Size: 480 x 200 Pixels)
- 1 Static **HTML Webpage** advertising your Specials, Discounts and or Offers linking from Banner Advertising within the Masonic Diary Website. You have a complete Static HTML webpage to highlight your special offers, products and or services and this remains on the website for the duration of your association with us. Additionally, this page can be updated once a month, by Our Staff, with the information, pictures and or graphics that you provide.
- 1 x Rotational Advertising Banner within the **Vertical Rotation Banner** (Website Wide) (Size: 120 x 600 Pixels)
- 1 x Rotational Advertising Banner within the **Horizontal Rotation Banner** (Website Wide) (Size: 350 x 100 Pixels)
- 1 x Static Advertising Banner in 1 **Geographical State** of Choice ie: New South Wales. (Size: 300 x 250 Pixels)
<http://www.masonicdiary.com.au/lodges/index.php?cPath=121>
- 1 x Advertising Banner on all outgoing email correspondence from www.MasonicDiary.com.au
- 1 x Business Listing within the **New Masonic Business Directory**
- Sponsor Link on Lodge Locator either to the static HTML webpage as highlighted above or your existing Website.
- 1 x Rotational Advertising Link on our Masonic Chat Room System. This chat room service will be open and available to all Masons, World Wide. The Masonic Chat Room Service will be launched shortly. After every 10th chat statement, a rotational ad link automatically appears. This remains active for the entire 12 Months.
- Total Cost **\$3 500.00 GST Inclusive** for Twelve (12) Months



Advertising Packages

Advertising Packages within the Lodge Locator of our www.MasonicDiary.com.au Website.

Geographical Gold:

- 1 x Static Advertising Banner in 1 **Geographical State** of Choice ie: New South Wales. (Size: 300 x 250 Pixels)
<http://www.masonicdiary.com.au/lodges/index.php?cPath=121>
- 1 Static **HTML Webpage** advertising your Specials, Discounts and or Offers linking from Banner Advertising within the Masonic Diary Website. You have a complete Static HTML webpage to highlight your special offers, products and or services and this remains on the website for the duration of your association with us. Additionally, this page can be updated once a month, by Our Staff, with the information, pictures and or graphics that you provide.
- 1 x Rotational Advertising Banner within the **Horizontal Rotation Banner** (Website Wide) (Size: 350 x 100 Pixels)
- 1 x Rotational Advertising Banner within the **Vertical Rotation Banner** (Website Wide) (Size: 120 x 600 Pixels)
- 1 x Static Advertising Banner in 1 **Geographical Region** of Choice ie: Newcastle / Hunter. (Size: 300 x 250 Pixels)
eg:
http://www.masonicdiary.com.au/lodges/index.php?cPath=121_122_161&osCsid=8a631f6b1791451cffd4332b1cba9c0c
- 1 x Rotational Advertising Link on our Masonic Chat Room System. This chat room service will be open and available to all Masons, World Wide. The Masonic Chat Room Service will be launched shortly. After every 10th chat statement, a rotational ad link automatically appears. This remains active for the entire 12 Months.
- 1 x Business Listing within the **New Masonic Business Directory**
- Total Cost **\$1 800.00 GST Inclusive** for Twelve (12) Months.



Advertising Packages

Advertising Packages within the Lodge Locator of our www.MasonicDiary.com.au Website.

Geographical Silver:

- 1 x Static Advertising Banner in 1 **Geographical Region** of Choice ie: Newcastle / Hunter. (Size: 300 x 250 Pixels)
eg:
http://www.masonicdiary.com.au/lodges/index.php?cPath=121_122_161&osCsId=8a631f6b1791451cffd4332b1cba9c0c
- 1 x Rotational Advertising Banner within the **Horizontal Rotation Banner** (Website Wide) (Size: 350 x 100 Pixels)
- 1 x Static Advertising Banner in 1 **Geographical Suburb** of Choice ie: Belmont NSW. (Size: 300 x 250 Pixels)
eg:
http://www.masonicdiary.com.au/lodges/index.php?cPath=121_122_167_168&osCsId=8a631f6b1791451cffd4332b1cba9c0c
- 1 x Rotational Advertising Link on our Masonic Chat Room System. This chat room service will be open and available to all Masons, World Wide. The Masonic Chat Room Service will be launched shortly. After every 10th chat statement, a rotational ad link automatically appears. This remains active for the entire 12 Months.
- 1 x Business Listing within the **New Masonic Business Directory**
- Total Cost **\$899.00 GST Inclusive** for Twelve (12) Months.



Advertising Packages

Advertising Packages within the Lodge Locator of our www.MasonicDiary.com.au Website.

Geographical Bronze:

- 1 x Static Advertising Banner in 1 **Geographical Suburb** of Choice ie: Belmont NSW. (Size: 300 x 250 Pixels)
eg:
http://www.masonicdiary.com.au/lodges/index.php?cPath=121_122_167_168&osCsid=8a631f6b1791451cffd4332b1cba9c0c
- 1 x Business Listing within the **New Masonic Business Directory**
- Total Cost **\$399.00 GST Inclusive** for Twelve (12) Months.



Advertising Packages

Advertising Packages within the Lodge Locator of our www.MasonicDiary.com.au Website.

Rotating Vertical Site Wide Banner:

- 1 x Rotational Advertising Banner within the **Vertical Rotation Banner** (Website Wide) (Size: 120 x 600 Pixels)
- 1 x Business Listing within the **New Masonic Business Directory**
- Total Cost **\$299.00 GST Inclusive** for Twelve (12) Months.

Rotating Horizontal Site Wide Banner:

- 1 x Rotational Advertising Banner within the **Horizontal Rotation Banner** (Website Wide) (Size: 350 x 100 Pixels)
- 1 x Business Listing within the **New Masonic Business Directory**
- Total Cost **\$199.00 GST Inclusive** for Twelve (12) Months.

Business Directory Listing:

- 1 x Business Listing within the **New Masonic Business Directory**
- **Includes email Address**
- **Website Link**
- Business Description (500 Words)
- Logo
- Business Address
- Telephone Contact
- Eg:
http://www.masonicdiary.com.au/directory/product_info.php?cPath=121_122&products_id=1783
- Total Cost **\$99.00 GST Inclusive** for Twelve (12) Months.



Terms and Conditions

We provide basic banner design and creation, based upon the information supplied by the customer. You may supply the entire banner yourself, providing that it falls within the size of the Advertising Package that you have purchased.

Please contact us prior to ordering your nominated Advertising Package to ensure that your Business is suitable for our Website Visitors. All Business applications will need to be approved prior to final acceptance of business services.

No guarantee is made or implied that you will increase your sales and or exposure by advertising within the Masonic Diary Website.

Masonic Diary understands the importance of cash flow to Business and for some Advertising Packages, we now offer a 12 Month Payment Plan Option. You pay 12 equal payments per month. No Interest, No Extra Charges. Please contact us to arrange accordingly.

All Advertising Packages can be tailored made to suit your specific requirements, please contact us today.

Disclaimer: Masonic Diary is a Registered Australian Business and is owned and operated as such. A portion of the Net Profits may go towards Masonic Charities and purposes at the sole discretion of the owners of Masonic Diary. The Masonic Diary is an independent project professionally designed by Masons to assist Masons of all Regions throughout Australia to locate Lodges and provide relevant Masonic information and links. Being of an independent initiative, the Masonic Diary Website Project is not an official product nor is it related with any Grand Lodge within Australia.

