

# TREE CROP DIGITAL RATES & SPECS

The screenshot shows the Australian Tree Crop website. At the top is a navigation menu with links for Home, Tree Crop News, Tree Crop Magazine, E-Newsletter, About, and Contact. Below the menu is a green header with the 'AUSTRALIAN TREE CROP' logo and a graphic of trees and a tractor. A central box displays 'Leaderboard 728 x 90 pixels \$350 per month + GST'. Below this is a green newsletter sign-up box with the text 'TREE CROP Get the latest Australian Tree Crop news in your inbox each week. Sign up Today'. To the right is a 'Latest News' section with a photo of a woman in a field and the headline 'How to double your mango tree yields', dated 'Mangoes - Oct. 15, 2018'. Below the news is a 'Tree Crop TV' box with '\$500 per month + GST'. At the bottom left is a blue Facebook social media button. At the bottom right is a 'Medrec 300 x 250 pixels \$250 per month + GST' box. A small image of a mango is visible at the bottom right of the page.

## Material Specifications

- Advertising material should be supplied as a .jpg, .gif HTML5 or .png.
- Website homepage, TV advertisements run as 25% share of voice
- Agency booking fee +10%
- Treecrop can arrange to build your ad. Call for details.
- Please note: Admin fees may apply if files supplied incorrectly
- Booking commence first day of month
- Newsletter banner \$250 per month. 100% share of voice.

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