



the financial arena.  
advertising overview.

## the financial arena – advertising overview

### unique and functional online financial services define our business.

The Financial Arena (TFA) is an online publisher of unique business and finance information with a strong collection of interactive sites including sharecafe.com.au, ozestock.com.au and annualreportsunlimited.com.au.

Each site provides distinct features that deliver authentic content experiences to an affluent, educated and influential audience.

The TFA network of sites offers an effective & efficient platform for advertisers to communicate with an audience of active share traders who are difficult to reach in other media. Our users are constantly seeking to invest in and learn about individual companies as well as investing practice. This atmosphere provides the perfect complimentary messaging environment for advertisers.

### our audience.

The provision of financial information is still a predominantly male environment, although the amount of women taking an interest is growing. On the basis of our 2007 survey, we can conclude that 9.5% of users are female, almost exactly one in ten users.

Only 6% of users are located outside Australia, most of them are in New Zealand and Australian expats abroad. Within Australia, 61% of users live and work in New South Wales, Queensland and Victoria.

Our users are affluent, educated and older than the average Australian. 81% are above 40. 61% are between 40 and 60. A third of our members earn over 90K a year and almost two thirds over 70K a year.

Not only are these individuals better off than the average Australian, they are also frequent share traders. Almost 50% of users trade shares four or more times every month. Moreover 80% of all trades are made using an online broker.

Not surprisingly 85% of users consider themselves active investors, mostly in domestic equities (98%) and property. 21.5% invest in derivatives, while 4.5% in dabble in currencies.

64% of users have indicated their investment portfolios are higher than \$100,000, 73.5% are higher than \$70,000 and 81.5% are at least \$40,000.

28% of TFA users have a Self Managed Super Fund.

Finally 79% of TFA users have a broadband internet connection. 15% use dial-up, mostly because they don't have access to broadband outside the big cities, while 6% have gone wireless.

## member profile

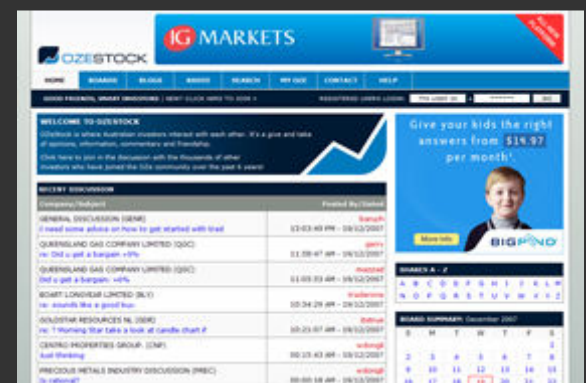
### 30,000 opt-in email database

- + Higher than average income demographic
- + 94% own a share portfolio
- + They are frequent share traders
- + 34% are self employed/business owners
- + 28% trade more than once per week
- + 49% trade 4 or more times per month
- + 80% use an online broker
- + 90% Male
- + 81% aged 40 yrs+



### share cafe – monthly statistics

Unique Browsers: 24,827  
Page impressions: 510,000



### ozestock – monthly statistics

Unique Browsers: 11,112  
Page impressions: 310,000

## ad products.

The TFA network supports all standard ad formats built from Flash, GIF or HTML. I FRAME AD Tags have been set up in our site pages to accept the following sizes – Leader Board (728x90, 30K), Banner (468x60, 20K), Island (300x250, 25K) & Tower (120x240, 30K).

Approximately 30,000 subscribers have opted to receive e-mail communication from the financial arena. With our e-direct marketing system you can reach this unique client base be it using your own dedicated email creative or within our e-newsletter.

## some of our clients



## notes for direct mail products

Subject line – There are no restrictions to the length of the subject line. However, we recommend that you restrict it to no more than 50 characters in order to assure that your message is received well with most email browsers. Subject lines are required to accurately reflect the content of the body message and must not be misleading in order to comply with the Australian Spam Act and the U.S Can Spam Act.

Email size – Your HTML message should be between 550 and 600 pixels wide. This size will look best in most email browsers including web-mail like hotmail and yahoo. Remember that many email readers will see your message first in the preview pane of their email browser. Your message needs to be formatted to look good in this sized space. We recommend the HTML content should be around 40K with a maximum of 60K.

Style Sheets – Avoid the use of Cascading Style Sheets (CSS) in email as some of the most common web-mail applications apply their own style sheets. Wherever possible apply font tags and style sheets within the body of the email.



## annual reports – monthly statistics

Unique Visitors: 4,117  
Page impressions: 71,000

## Onsite products.

Format	Size
Leader Board	728x90
Standard Banner	468x60
Island	300x250
Tower	120x240

## Direct mail products.

Format	Records
Standalone Email	30,000
Newsletter Placement *	30,000
Email Alerts Sponsorship*	12,000

\* Consists of a 468x60 Banner (GIF / JPEG only) and a text blurb containing no more than 40 words.

+ All prices exclusive of GST.

Layers - Avoid the use of layers in your HTML email as many commonly used browsers are still unable to read them. Tables are the best way to position images and text.

Multi Media Content - Because different email programs have widely varying capabilities, we recommend using only standard HTML. Embedded JavaScript and Java can be used but should be kept to a minimum.

File Size - Limit messages to around 40K of HTML coding. This includes only the actual HTML code. Graphics files that are linked will remain on our / your server and be loaded when the recipient opens the message.

Attachments - We do not allow the use of attachments with commercial broadcasts. Suspicion is high around attachments because of the proliferation of email viruses on the Internet.

### notes for onsite products

For flash creative, click tags should be written as -

```
on (release) {  
  getURL (clickTAG, "_blank");  
}
```

Creative should not contain strobing effects.

Creative should not alter any site functionality e.g. disabling back / forward buttons.

No sound - unless click initiated.