

Brokernews

KEY MEDIA is pleased to introduce Broker News, a free online information resource for all Australian mortgage professionals.

Broker News is a new website that will engage the users with compelling well-written content, innovative functionality such as industry forums and real-time loan finders, as well as timely news pieces – all put together by the industry professionals that have been bringing you magazines such as *Australian Broker*, *Mortgage Professional Australia (MPA)* and *MPA Lender* for over six years. Broker News will be the perfect online support vehicle for any company looking to market their products to the broker channel.

www.brokernews.com.au

Broker News functionality

Key features:

At the centre of the brokernews.com.au site is LOAN FINDER – an interactive tool specially designed for brokers who need a centralised database to provide instant service solutions to their clients. This is particularly helpful for those clients who have difficult or unusual loan requirements. Our comprehensive database contains daily updated interest rates, fees and charges, and product information from over 100 institutions.

News:

Updated regularly, www.brokernews.com.au delivers up-to-date articles and developments on the mortgage broking and financial services sector with all the latest facts, statistics, surveys and industry news.

E-Newsletter:

The online newsletter is distributed regularly to a growing subscriber base of 8,000 industry professionals. It highlights all the latest news in the broking and finance industry.

Industry knowledge:

Our online team aims to deliver the latest, most up-to-date and accurate information for Australian brokers. Our sections on product and industry news, business strategies and broker profiles aim to set a new benchmark in the delivery of industry information.

Industry Forum:

This online discussion forum allows registered brokernews.com.au users free access to exchange ideas, information and industry developments with like-minded professionals. Monitored by our online team, the forum allows users to interact with each other and a 'question of the day' ensures fresh ideas are generated through the facilitation of a variety of online topics.

Industry Directory:

A comprehensive list of industry contact information outlining lenders, aggregators, franchisers, IT services, insurance information, education, training and recruitment resources.

Interactive calculators:

These cover a range of scenarios designed to take the guesswork out of buying, borrowing and investing.

Job listings:

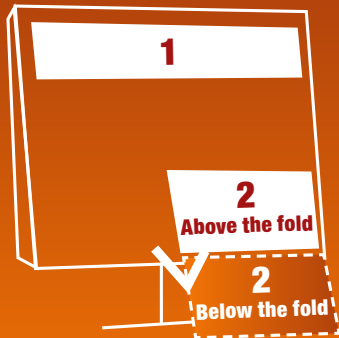
Finding qualified employees in an increasingly competitive marketplace can be time consuming. The brokernews.com.au site allows industry professionals to list any mortgage industry-related job opportunities on offer.

Dynamic customised newsletter:

A ready-made, fully-formatted newsletter for brokers to send directly to clients. Branded with their company logo and corporate information, the newsletter includes the latest industry information.

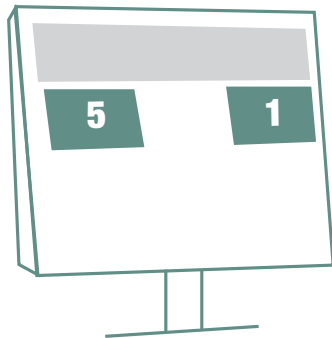
Advertising Opportunities:

HOME PAGE ADVERTISING OPTIONS



- 1) LEADERBOARD** – \$1,500 per month
3 x opportunities exist
- 2) EDITORIAL PANELS** – \$2,500 per month – Above the fold
2 x opportunities exist
- EDITORIAL PANELS** – \$1,750 per month – Below the fold
2 x opportunities exist
- 3) NEW PRODUCT LINKS** – \$1,500 per month
120 X 120 pixels
- 4) TICKER** – \$1,250 per month
2 x opportunities exist

SECTION SPONSORSHIP



Section sponsorship provides the opportunity for your company to take ownership of a certain section of brokernews.com.au. Once you have selected your section, your leaderboard and tower will run in that section for the length of the contract.

- 1) LOAN FINDER**
– \$7,500 per month
- 2) NEWS**
– \$3,000 per month
- 3) INDUSTRY FORUM**
– \$2,500 per month
- 4) JOB LISTINGS**
– \$2,000 per month
- 5) CALCULATORS**
– \$10,000 per month
- 6) DIRECTORIES**
– \$4,000 per month – Provides complete sponsorship of this section, or sponsor individual sections for \$1,000 per month

The following advertising placements are available on brokernews.com.au

A) EDITORIAL PANELS

Location: 4 x modules on home page

Size per panel:

Logo – image
width="206"
height="53"

Heading

Maximum bold characters – 30ch

Description

Maximum characters for two lines – 60ch

Bullet points

Maximum 4 bullet points

Max character for each line is – 35ch

B) LEADERBOARD

Size: 728 x 90

Location: Run of site

C) TOWER

Size: 125 x 345

Location: Section specific

D) ISLAND

Size: 300 x 250

Location: Jobs page

E) INDUSTRY DIRECTORY

Priority listing

F) VIDEO STREAMING

Online interviews/awards/infomercials

G) E-NEWSLETTER

H) CALCULATORS

I) TICKERS

Rotating text with the option to include images

Location: Ticker is positioned near the top of the home page

Size: 80 x 20 pixels

25 characters maximum (excluding spaces, including punctuation, which must include a full stop after the text item)

J) LINKS

Rate table

Contacts

Sales

Russell Stephenson

☎ - 02 8437 4774

russell.stephenson@keymedia.com.au

Jim Hall

☎ - 02 8437 4777

jim.hall@keymedia.com.au

Rajan Khatak

☎ - 02 8437 4772

rajan.khatak@keymedia.com.au

Editor

Larry Schlesinger

☎ - 02 8437 4790

larry.schlesinger@keymedia.com.au

AUSTRALIAN BROKER

Australian Broker is the only fortnightly publication available to the mortgage and finance broking industry and is firmly established as the most reliable independent news source for industry professionals nationwide.

Australian Broker is written for and distributed to a targeted audience of mortgage brokers and financial professionals across the country. Each fortnight over 11,000 industry figures turn to *Australian Broker* as their reliable news source and business tool.

Australian Broker is the only magazine to be voted number one for 'best value' and 'most enjoyable read' three years running.

(CSA Independent Survey, 2004, 2005 & 2006)

MPA

Mortgage Professional Australia (MPA) is a monthly magazine dedicated to serving the needs and interests of mortgage brokers. The key focus of *MPA*'s editorial is to delve beyond the headlines and provide analysis of the issues that matter. With distribution of over 11,000, *MPA* is your comprehensive marketing solution to reaching mortgage professionals nationwide.

Now in its sixth year, *MPA* is the magazine mortgage brokers and industry professionals alike turn to for an in-depth look at the industry issues that matter. From news analysis articles through to features on mortgage brokers and key industry decision makers, *MPA* is an easy to use, comprehensive source of information.

MPA LENDER

MPA Lender, an exciting new bi-monthly magazine, continues the highly successful and respected *MPA* franchise that has dominated the market for the last six years. It is the first specialised print publication for the non-bank & mortgage management sector.

MPA Lender will provide a sophisticated, focused advertising opportunity for those companies looking to reach:

- mortgage originators
- non-bank lenders
- brokerages
- mortgage managers
- aggregators

In-depth editorial tailored to this highly influential market segment will constitute an essential information channel that plays an integral role in their ongoing decision making. A team of in-house writers and consultants will contribute fresh new ideas while drawing on the impressive experience, resources and industry knowledge of the established *MPA* team.

MPA Lender has the backing of a large and highly successful international publisher with solid support systems and industry alliances in place.