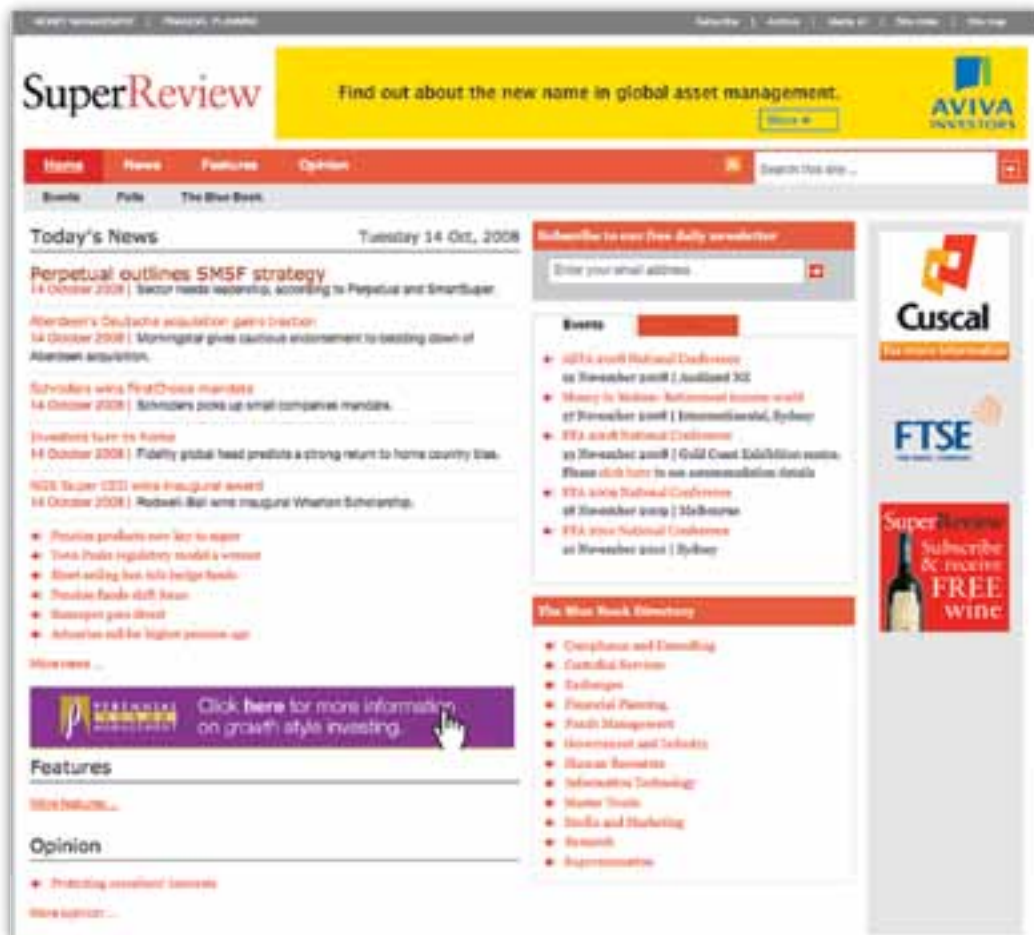


SuperReview.com.au

THE WEBSITE FOR THE SUPERANNUATION
AND INSTITUTIONAL FUNDS MANAGEMENT INDUSTRY

Online Media kit / Reed Business Information

2010



SuperReview.com.au

MORE THAN A WEB SITE - IT'S A SUPERANNUATION INFORMATION PORTAL.

Superreview.com.au is an interactive industry resource delivering breaking news via newsflashes and a twice-weekly news update directly aimed at superannuation fund executives, trustees, custodians, administrators and other institutional investment market professionals.

Why SuperReview.com.au?

superreview.com.au is able to give advertisers direct exposure of their products and services to industry professionals by extending their print campaigns into the online arena in an environment directly associated with Super Review - a CAB audited monthly news and issues magazine dedicated to all segments of Australia's superannuation and institutional funds management industry.

Who reads superreview.com.au?

- Superannuation professionals
- Trustees and fund secretaries
- Fund managers
- Custodians
- Asset consultants

Please talk to one of our sales managers regarding more comprehensive website data, including site visits, page views, pages viewed per visit and visitor numbers.



SuperReview.com.au

PRODUCT NEWS

Product News allows companies to have both their own eNewsletter send and their own dedicated page to explain to our readers the benefits of their new products.

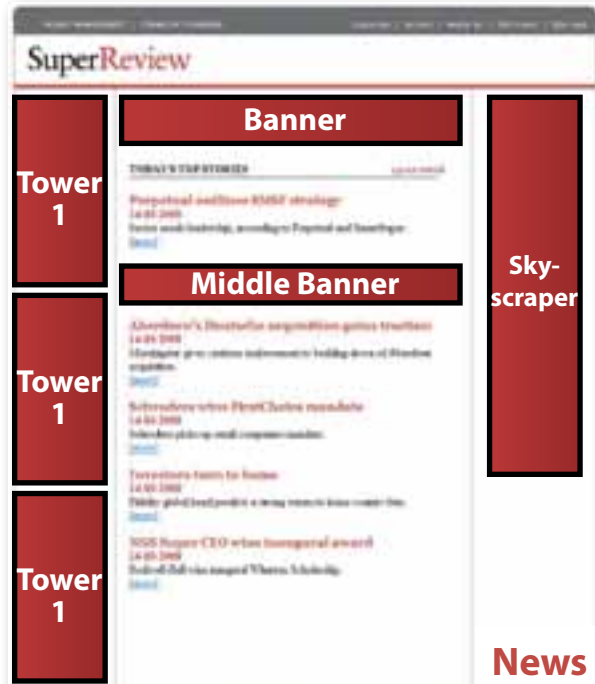
This section has returned extremely positive results for the companies that have used this service.

There will be a maximum of 2 product news alerts per week, sent on a Tuesday or Thursday.

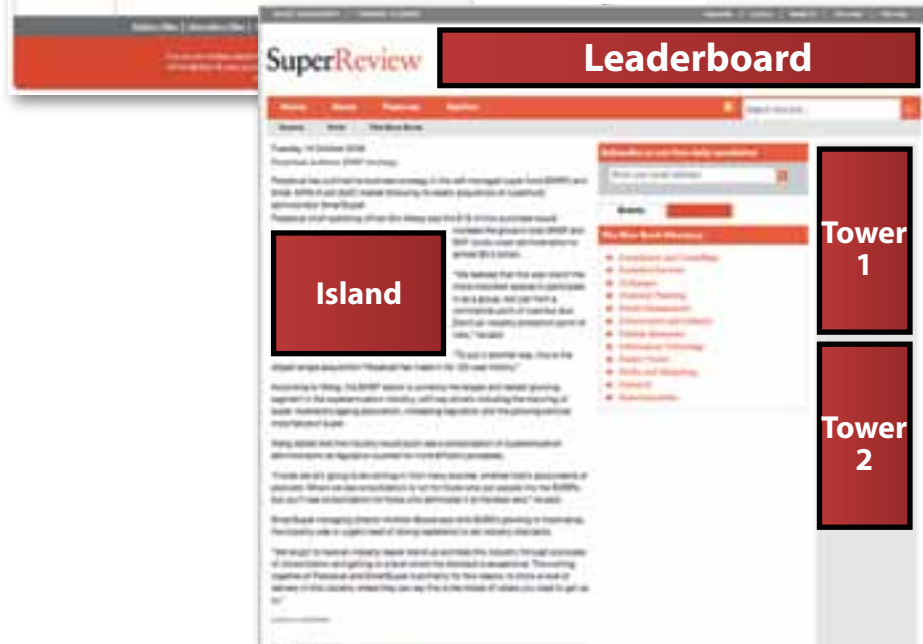
Features:

- An email blast to our subscribers
- A presence on our Product News page for four weeks
 - superreview.com.au/productnews.asp
- Your own extended page which details the benefits of your new product

Newsletter



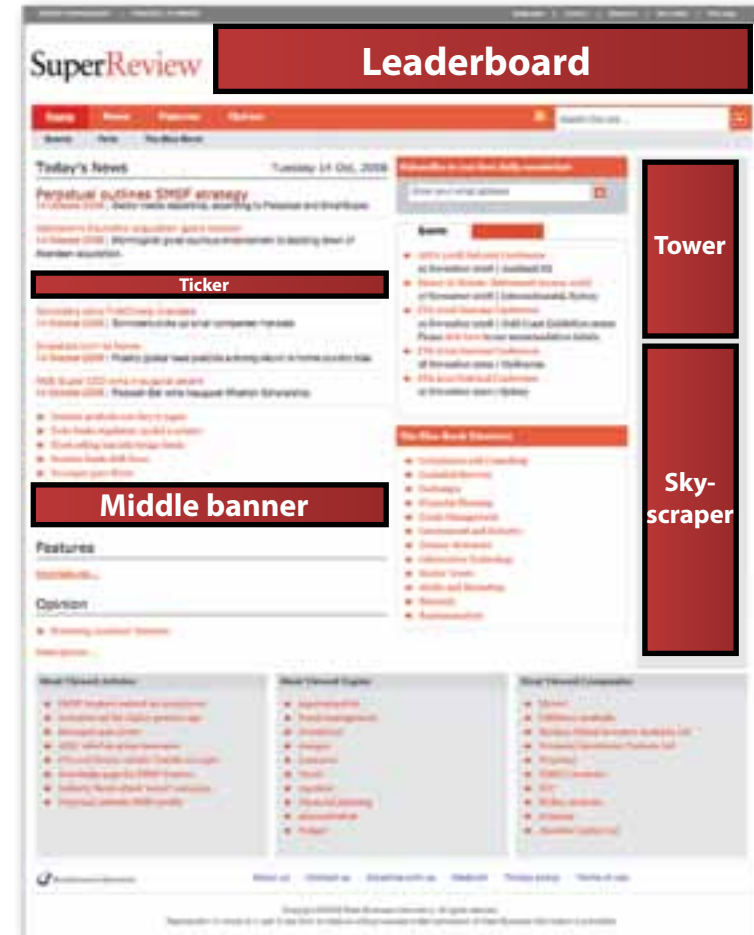
News page



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BANNER AND TILE POSITIONS

Home page



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Ad dimensions

Leaderboard - 728 x 90 pixels Max 40k
Banner - 468 x 60 pixels Max 30k
Tile - 125 x 125 pixels Max 25k
Ticker - 468 x 30 pixels Max 30k
Tower - 125 x 250 pixels Max 30k
Island - 300 x 250 pixels Max 30k
Skyscraper - 125 x 600 pixels Max 40k

- Acceptable files .GIF, .JPG or .SWF (we do not accept .SWF from SWISH)
- SWF or HTML tags cannot be used on html newsletters.
- Any creative received in HTML format can not be ad-served.
- No more than two different creatives will be uploaded per monthly booking.
- No more than 4 rotations recommended for animations. No looping restrictions.
- All creative MUST be supplied with a click through URL unless you are tracking the user details from your end.

***Please note that Outlook 2007 does not currently support .gif animations. We suggest that all important information/call to action is included in the first frame of your image.**

Flash creative

We do not accept flash files for the eNewsletter
You must follow and supply the following 3 components:

1. SWF file must contain the exact Action code below*:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

2. An alternate GIF file

3. The click-through URL.

* The Action code can only be modified by the designer/creator of the .SWF file.
The specifications above do not apply to .SWF that is served via HTML redirect tags.