

THE sharp airlines



advertising prospectus for
the Sharp Traveller and Sharp Airlines website.



THE sharp TRAVELLER

The SHARP Traveller is an innovative and exciting magazine, designed to cater to businesses by giving them the opportunity to reach a wide and captivated audience through advertising. Our goal is to provide our readers the most up-to-date, stimulating news from within their community and from across the nation. Our commitment is to ensure we provide a quality, comprehensive, reliable and entertaining publication.

Whether you are settling back into a long flight or searching for a quality publication to advertise your business, SHARP Traveller can cater to your every need. Through this cutting-edge and inventive new magazine, we offer a diverse range of industry information; including the best and most up-to-date contacts for a variety of travel needs, thought-provoking articles, and professional advice. As well, readers are able to view the latest in deals and specials on offer, exclusive to Sharp Airlines' customers.

SHARP is not a time-filler while taking a plane ride; it is a relevant and refreshing publication which passengers will still be reading long after they've left the hangar.

Magazine Overview

The SHARP Traveller is a professional magazine, built on the foundation of inspiring and entertaining readers by providing them with an interesting and informative publication they'll want to carry off the plane.

Distributed quarterly, The SHARP Traveller is a unique way of promoting your business to a wide target audience for minimal cost, whether in your local area or nation wide.

The SHARP Traveller is built on the reputation of providing world-class, relevant information to the most important people in our business – our customers. Our goal is to provide our readers with the most current and interesting information about the regional aviation industry and beyond. Our commitment is to ensure quality, reliability and customer satisfaction.

The SHARP Traveller Readership

The Sharp Traveller's customer base extends to people from all walks of life, from those accessing Sharp Airlines' scheduled commercial airline services, charter and FIFO services, professional pilot training, engineering services and specialist aerial work.

Sharp Airlines currently operate from seven locations within regional Victoria and South Australia. Ports include Essendon, Geelong, Portland, Hamilton, Port Augusta, Adelaide, Mildura.

Sharp Airlines provides services between three states - Victoria, South Australia and Tasmania. This year we will carry over 100,000 passengers between nine locations - Flinders Island, Launceston, Melbourne, Avalon, Hamilton, Portland, Adelaide, Port Augusta and Mildura. In most of the above mentioned locations we are the only air services operator.

Sharp Airlines' website currently has in excess of 20,000 subscribers, that will receive each edition of the SHARP Traveller magazine. Can your business afford to exclude a customer base this large?

Currently, Sharp Airlines' clients include:

- Alcoa Australia (primary customer)
- Ace Radio Network
- BHP Billiton
- Department of Primary Industry
- Federal Government
- GlaxoSmithKilne
- Healy Homes
- Iluka Mining Resources
- Incetec Pivot
- Keppel Prince Engineering
- Kitset Kitchens
- Midfield Meats International
- Pacific Hydro
- Port of Portland
- Roche Mining
- Southern Hydro
- State Government
- Timbercorp
- Tourism Victoria
- Warrnambool Cheese & Butter Factory
- Western District Health Services
- VFR passengers

No matter who your business appeals to, an advertisement in The SHARP Traveller is sure to be the sharpest thing to stick in their mind.

The SHARP Traveller

The SHARP Traveller is sleek, modern and reader-friendly. It is an attractive space for providing information and promoting your business' products and services. More importantly, it offers unique advantages absent from other advertising media.

The SHARP Traveller provides an opportunity for you to have a presence if you don't already have one - enabling you to gain a bigger slice of your potential market-share. Print advertising increases the familiarity and recall of brand awareness, your products, services and offers to readers who might not otherwise be aware.

Take advantage! Maximise your marketing plans through integrating your advertising activities in partnership with The SHARP Traveller. It's not an alternative, but the best option, for strategically targeting your primary or segmented audiences.



Maximum Exposure

People living in regional communities have as much disposable income to spend on life luxuries as those living in the cities. Print media, integrated with TV, web and public relations exposure, is the principle marketing and promotional means for any successful business.

Sharp Airlines' website is a highly-visible, frequently-visited, space for providing information and promoting brands, products and services. By advertising your business in the SHARP Traveller, you automatically receive a 40 per cent discount on all Sharp Airlines web advertising options.

Sharp Airlines operates on an international booking engine function. Indeed, more than 90% of passengers use the 24/7 access, on-line reservation system to make their bookings.

We use the latest technologies, marketing practices and search engine optimisation expertise to achieve results. We work constantly to achieve higher search-engine rankings and to increase visitor traffic to www.sharpairlines.com.au which translates into increased market share, brand awareness and sales.

Sharp Airlines search engine listing is No. 1 with:

- Ninemsn
- Google Australia
- Google Worldwide

Optimising key search phrases and key words, Sharp Airlines currently averages 22,000 monthly hits on the website, increasing its ranking each month across various national and international search engines. This, in conjunction with print advertisements in The SHARP Traveller, means your business will be receiving optimal exposure with Sharp Airlines – first when they make their online bookings and again when they're on the plane.

The Sharp Airlines site statistics are below:


| Month (2011) | Unique Visitors | Number of Visits | Pages | Hits | Bandwidth |
|--------------|-----------------|------------------|--------|---------|-----------|
| January | 7 427 | 10 852 | 21 278 | 455 031 | 5.30 GB |
| February | 6 792 | 10 377 | 19 346 | 429 151 | 5.09 BG |
| March | 7 764 | 12 113 | 24 781 | 485 969 | 5.4 GB |

Rate Card - May 2011

SHARP Traveller Advertising Rates

Rates are per issue and exclusive of GST. All ads must be prepaid prior to print.

| Size | Casual |
|---------------------|---------|
| Full Page | \$1,500 |
| Inside Front Cover | \$1,400 |
| Inside Cover Spread | \$2,600 |
| Double Page Spread | \$2,400 |
| Half Page | \$800 |
| 1/3 page | \$500 |
| Inside Back Cover | \$1,600 |
| Back Cover | \$1,800 |
| 1/6 page | \$300 |
| Brochure Insert | \$2,600 |



Multiple Bookings Discounts

- 2 Advertisements - **5% discount**
- 3 Advertisements - **10% discount**
- 4 Advertisements - **20% discount**

Advertisements do not need to be the same size, must be paid in advance and used within the next 18 months or the following 6 editions.

Specifications

| Size | Dimensions (w/h) | Bleed |
|------------|-----------------------|---|
| Double | 440mm (w) x 297mm (h) | |
| Full | 220mm (w) x 297mm (h) | 3mm bleed is required on all sides of supplied advertisements |
| Half Hor. | 208mm (w) x 140mm (h) | |
| Half Vert. | 102mm (w) x 270mm (h) | |
| Third | 208mm (w) x 95mm (h) | |
| Sixth | 102mm (w) x 95mm (h) | |

Technical data:

Trim Size: 297 mm deep x 220 mm wide
Printed ctp web offset: Full colour process

Double page spread to be supplied as two single Full pages

Advertising deadlines

Edition 5 - June

Edition 6 - September

Edition 7 - December

Edition 8 - March

Please email: marketing@sharppairlines.com.au for specific deadlines.

Payment required to secure booking

Website Advertising Options

Option 1 – LARGE Banner Advertisement

Key position on the home page

| Type/Size | Location/Position | Duration | Cost (ex GST) |
|------------------------|---|-----------|---------------|
| 300 pixels x 250pixels | Home page/ prime position on the right hand side. | 3 months | \$350 |
| | | 6 months | \$600 |
| | | 12 Months | \$1,100 |

Option 2 – small Banner Advertising

Key position on the home page, below the large banner

| Type/Size | Location/Position | Duration | Cost (ex GST) |
|----------------------|---|-----------|---------------|
| 300pixels x 78pixels | Home page/under large banner advert on right hand side. | 3 months | \$175 |
| | | 6 months | \$300 |
| | | 12 months | \$500 |

Option 3 – Text Listing

Text link to own website / will be listed as no larger than size 12 font

| Type/Size | Location/Position | Duration | Cost (ex GST) |
|------------------------------------|--|-----------|---------------|
| Text - no bigger than 12 font size | Relevant sub page- Accommodation or Car Hire/ Top of relevant page, listed as preferred supplier | 3 months | \$75 |
| | | 6 months | \$140 |
| | | 12 months | \$250 |

*All set up costs are to be met by the advertiser

Advertisement Format:

Static Banners - supply static banners in .jpg format
 Flash Banners – supply as a .swf format, size limit is - 80KB

Conditions:

Payment must be made prior to the advertisement going live on the website.

Advertisements will be placed on the website on the first day of the following month, advertisements must be supplied in the requested format.

