



## Advertiser Information

PO Box 119  
Brunswick  
Victoria, 3056  
Australia

[www.greenrenters.org](http://www.greenrenters.org)  
[contact@greenrenters.org](mailto:contact@greenrenters.org)  
+61(0)383 000 233  
+61(0)433 584 889

Green Renters started in 2009 as a small blog with the intention of providing time and money efficient advice to those living in rental properties who wish to live more sustainably. After a year of operation, over 150 articles and a rapidly increasing global audience the organisation started moving into providing workshops and appearing at festivals, community events, conferences and expos around Australia. The past year has also seen an increase in high profile press coverage of Green Renters' work, with features in publications such as Frankie magazine, The Age, ABC radio, Fairfax local magazines and many more. Whilst the organisation undertakes a lot of not for profit and grant driven work around Australia, the website (along side the facebook pages and twitter account) is still a commercial and popular venture that helps fund other operations.

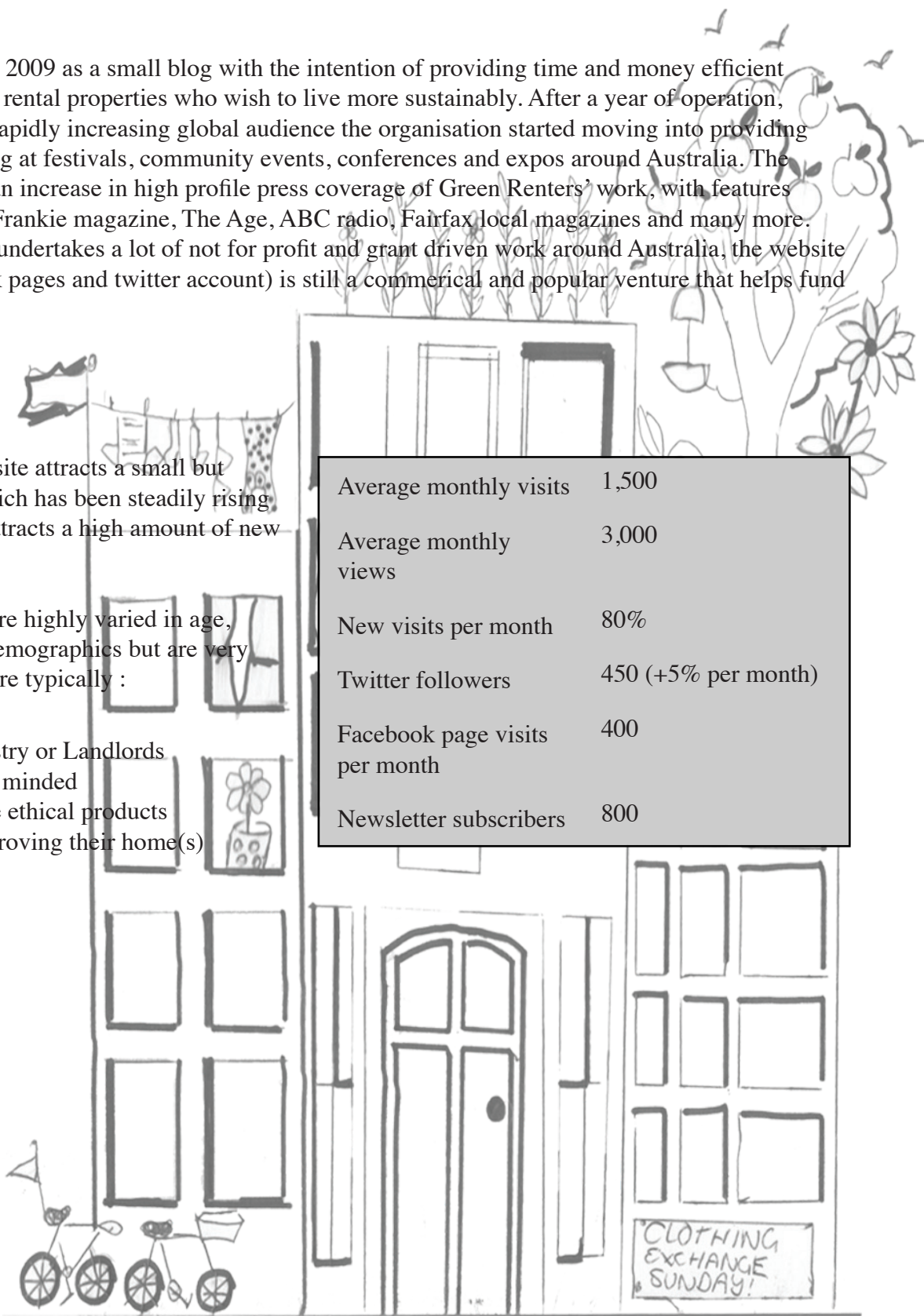
## Profile

The Green Renters website attracts a small but active flow of traffic which has been steadily rising over the past year and attracts a high amount of new visitors every month.

Green Renters visitors are highly varied in age, background and other demographics but are very specific in others, they are typically :

- Renters
- Real Estate industry or Landlords
- Environmentally minded
- Keen to purchase ethical products
- Interested in improving their home(s)

Average monthly visits	1,500
Average monthly views	3,000
New visits per month	80%
Twitter followers	450 (+5% per month)
Facebook page visits per month	400
Newsletter subscribers	800





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## Rates

Green Renters' standard ad package includes :

- A 120 x 240 website ad block
- A 120 x 240 newsletter ad block
- A mention on our facebook page
- A mention on our twitter feed

Aside from this standard package Green Renters is open to discussions on a package that might work for you such as sponsorship of the site, giveaways, an event or workshop.

Standard per month	\$50
Standard 3 months	\$125
Standard 6 months	\$250
Standard 12 months	\$450
Custom	P.O.A.

## Specifications

The table to the right indicates ideal specifications, however almost any format and size is accepted if you are willing to allow it to be resized to fit into the site. If you have a concept but no designs the skills of a designer are available to polish your campaign for you.

Size	120 x 240 pixels
Resolution	72dpi
Format	jpeg, gif or png
Design fee (per campaign)	\$50

## Deadlines

Booking	1st of the month
Artwork due	10th of the month
Ad live	14th of the month
Payment due	28th of the month

