



AdviserVoice Pty Limited
Media Kit
October 2010

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WHAT IS ADVISERVOICE?

AdviserVoice is the ultimate community for Financial Advisers. It is an information hub and conversation facilitator, providing advisers with the interaction and feedback that they have been missing from the financial services industry. The financial services industry is often an isolated place for financial advisers and this is where AdviserVoice steps in.

AdviserVoice aims to be independent, interactive and entertaining. It is also completely unique to anything else available in the Australian financial services market, connecting all facets of the market and encouraging conversation between them.

AdviserVoice interacts with Financial Advisers using a range of strategies, including a targeted electronic direct mail to an opt out database and enabling sign up using an existing Facebook account.

AdviserVoice has a wide range of content on the website with varied topics, including those directly related to the financial services industry and those not so directly related but interesting eg. small business marketing or amusing anecdotes from around the world.

THE ADVISERVOICE VALUE PROPOSITION

AdviserVoice is an independent, interactive information hub for Financial Advisers. Promoting best practice principles through its forums and via its rich, industry related content it will be thought provoking, entertaining, controversial and above all deeply engaging.

AdviserVoice is different to anything currently available in the Australian financial services market. It solely exists to provide an environment that is:

INDEPENDENT

AdviserVoice acts as a conduit for advisers to discuss industry issues in a one-to-one or one-to-many format. It does not have its own agenda to push nor will it act as a "mouth piece" for any one industry body, manufacturer or dealer group. The aim is to have a broad range of voices and opinions and to provide a place where they can be heard.

INTERACTIVE

The creation of a community space is the raison d'être of AdviserVoice.

Site functionality will encourage dialogue between members and enable them to express their opinions, share experiences and question processes. AdviserVoice content will be shaped and formed by its users and consequently will be at the forefront of emerging trends and industry issues. It will offer the opportunity for each member of the advisory community to be an active 'expert' or a passive 'student'. It also offers external content providers the chance to interact and get feedback directly from an active community of Australian financial advisers.

ENTERTAINING

AdviserVoice will make communication easy and comfortable and will allow the lighter side of the individual to come out. By their very nature, communities encourage a freedom of expression and often present a more humorous side of the issues of the day. This is totally in keeping with the 'spirit' of AdviserVoice.

WHAT CONTENT WILL ADVISERVOICE SERVE

- Discussion Forums
 - anonymous & disclosed content
- Best Practice Articles and Content
- AdviserVoice 'From the Source' (press release server)
- Jobs/Careers - find a job, find staff
- Fund Manager commentary
- Technical / White Papers
- Thought Leadership Pieces
- Technology Section
- Dealer Group Directory
- Research/Ratings headlines
- Industry Events calendar
- Marketing, compliance, standard communications

TARGET AUDIENCE

The target audiences of AdviserVoice are:

- Financial Advisers
- Dealer Groups
- Industry Suppliers
- Product Suppliers

AdviserVoice offers multiple access points for advisers to interact with the content on its primary destination – the AdviserVoice website.

MULTI-TIERED MEDIA VEHICLE

- AdviserVoice will continue to be platform “agnostic” i.e. as new technologies emerge we will embrace them as further proof of the relevance of AdviserVoice

OPERATING STRATEGY

- Adviser opt out email database
- Partner/supplier databases and links
- Member engagement programmes via Electronic Direct Mail (EDM)
- Content development and contribution – industry notables – internal resources
- Traffic and member “Pull” strategy
- User generated content
- Affiliate traffic relationships
- Sign-up through website and facebook.

AD SIZES (W x H) AND POSITIONS

LEADERBOARD

Position all pages

Dimensions 768px x 90px

Size Max 40k

TILE

Position Home Page and The Directory

Dimensions 250px x 250px

Size Max 30k

DIRECTORY LOGO

Position The Directory and a company listing

Dimensions 150px x 150px with 10px inset margin

Size Max 5-10k

Note The file supplied must be company your logo only. No other messaging should appear on this tile. Depending on your brand guidelines you may provide your logo on a white or solid coloured background. No Transparent backgrounds can be accepted.

SKYSCRAPER

Position Discuss, Explore, Achieve

Dimensions 130px 600px

Size Max 40k

BANNER

Position Home Page, Discuss, Explore, Achieve

Dimensions 468px x 60px

Size Max 30k

PLEASE SEE THE FOLLOWING PAGES FOR EXAMPLES OF AD SIZES AND POSITIONS.

HOME PAGE

ADISERVICE

home | about us | advertise

Search Everything GO

Join AdviserVoice

Sign In



The Ranks of the Wealthy Grow in Australia

According to Merrill Lynch Global Wealth Management and Capgemini's latest World Wealth Report, the HNWI population has grown by 17.1 per cent to 10 million, with a combined wealth of US\$39 trillion.

Industry Man reports [Read Article](#)

The mission of AdviserVoice is to provide thought leadership to financial advisers. This will include industry-best education and training, panel discussions, forums, blogs, latest'n'greatest product information and one-on-one discussion opportunities.

[FOLLOW US ON TWITTER](#)

[CONNECT WITH US ON FACEBOOK](#)

[SUBSCRIBE TO RSS FEEDS](#)

CONNECT
with the adviser community

DISCUSS
what is happening in the industry

EXPLORE
a myriad of resources, thought leadership & best practice principles

ACHIEVE
business growth and professional development

Leaderboard

STATE OF PLAY

ISSUE feed
Read more articles

Headline 1

Headline 2

Headline 3

Headline 4

MANAGERS CORNER

Suspendisse congue varius blandit. Phasellus aliquam.

17th February 2011

Nulla sodales pharetra metus eget pharetra. Maecenas quis dolor eu augue consequat tristique. Nunc laconia, sem at hendrerit sagittis, neque erat imperdiet orci, id imperdiet diam purus sed neque. Sed dolor lectus, cursus non Nunc laconia, sem at. [Read Release](#)

View other Product Showcases

PRACTICE SUCCESS

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📄

📅

★

💬

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23 October 2010

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23 October 2010

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23 October 2010

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23 October 2010

View other Resources

Banner

EVENTS

aug 29

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Hilton Hotel, Sydney

aug 29

Suspendisse congue varius blandit. Phasellus...

(location) (City)

aug 29

Suspendisse congue varius blandit. Phasellus...

(location) (City)

aug 29

Suspendisse congue varius blandit. Phasellus...

(location) (City)

Get your event on AdviserVoice

LATEST VOICES

Article title (truncated...) by member name (time stamp) news centre

member name commented on article title

"GMSF is still all about choice and flexibility. These innovations are designed to simplify administration and to quickly provide meaningful info to trustees, and only if applicable, to their various advisers."

(time stamp) news centre

new resource uploaded resource name (time stamp) resources

10 new event added event title 1 (time stamp) events

Article title (truncated...) by member name (time stamp) news centre

welcome to new member name (time stamp) people

Join AdviserVoice to contribute

Twitter

"Lorem ipsum dolor sit amet, conset adipiscing elit. Phasellus augue eros, ornare ut laoreet et, accumsan ut nisi. Suspendisse volutpat tunc."

(time stamp) via web follow us

BLIND FORUM

new and best anonymously

(time stamp) new response to blind forum topic 1

(time stamp) new response to blind forum topic 1

(time stamp) new response to blind forum topic 1

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Join AdviserVoice to contribute

Sponsored Links

Google AdSense title

Nulla a felis vitae lectus eleifend venenatis in non dui. Nulla id nunc ante. Aenean non tortor leo.

www.linkurl.com.au

Google AdSense title

Nulla a felis vitae lectus eleifend venenatis in non dui. Nulla id nunc ante. Aenean non tortor leo.

www.linkurl.com.au

Google AdSense title

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www.linkurl.com.au

Hear and be Heard

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DISCUSS, EXPLORE, ACHIEVE

ADISERVICE

home | about us | advertise

Search Everything GO

Join AdviserVoice

Sign In

CONNECT
with the adviser
community

DISCUSS
what is happening
in the industry

EXPLORE
a myriad of resources, thought
leadership & best practice principles

ACHIEVE
business growth and
professional development

Leaderboard

DISCUSS

29
Aug

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comments

Tweet 6,314

Recommend XX

Filed under (category)

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comments

Tweet 6,314

Recommend XX

Filed under (category)

SECTIONS

Opinions

Trends

Industry Bodies

Gurus

From the Source

OUT OF OFFICE

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Twitter

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Banner

ADISERVICE

About us | Contact us | Privacy policy | Feedback & Suggestions | Media Kit

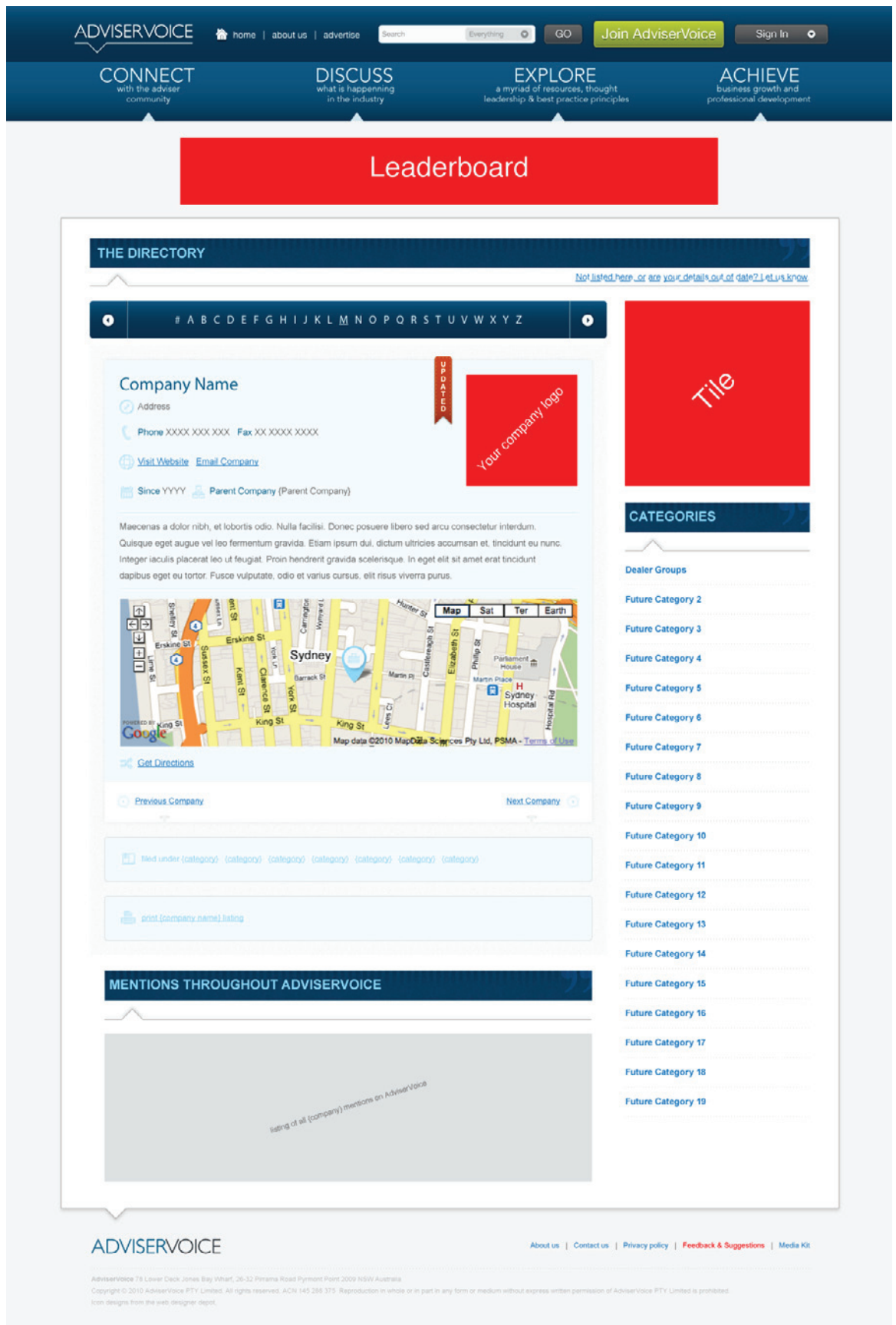
AdviserVoice 78 Lower Deck Jones Bay Wharf, 20-22 Pirrama Road Pyrmont Point 2009 NSW Australia
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Icon designs from the web designer depot.

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10

AdviserVoice_Media-Kit OCT2010_v*

THE DIRECTORY - ENTRY



Hear and be Heard

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SUPPLYING FILES

You must supply the following components with all flash (.SWF) files

- SWF click through
- GIF file (or static JPEG) – To be used as an alternative image when the user's browser does not support flash (See below)
- Click-through URL – The URL where the ad will redirect to.
- SWF file must contain the exact Action code below*:

```
on (release) {  
    gotoURL (_level0.clickTag, "_blank");  
}
```
- You may supply an animated GIF file or static JPEG if you do not have the facilities to output flash (.SWF) files.

ADOBE FLASH MATERIAL

To ensure that your ad can be viewed in a browser that doesn't support flash, we ask that you provide us with an animated-gif or static jpg version of your advert as a backup. When your ad is served, our system will work out whether or not the browser accessing the site is flash enabled, then show the correct version of the ad accordingly. This will also ensure that there is always a version of your ad shown, rather than an empty block.

The majority of visitors to the site that are using non flash enabled browsers will be using handheld devices such as Blackberrys or iPhones. Since these usually have a low bandwidth connection, we also recommend that the alternative advert that is provided be as small as possible to speed up the load time for the website. **Our recommendation would be 10-20k.**

CONTACT DETAILS

To discuss advertising on AdviserVoice please contact:

Susie Newham

susie.newham@adviservoice.com.au

02 9692 8640

If you have any queries regarding the supply of files please contact Susie Newham on the above details or:

Brad Clark

brad.clark@adviservoice.com.au

02 9692 8640

