

ADVISER VOICE

adviservoice.com.au



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WHAT IS ADVISERVOICE?

The financial services industry is often an isolated place for financial advisers and it is the aim of AdviserVoice to break down the geographical and communication barriers so that they no longer feel that isolation. AdviserVoice is the ultimate community for Financial Advisers. It is an information hub, a conversation facilitator and an education centre providing advisers with market news, a place for interaction and feedback and ongoing continued professional development all in one place.

AdviserVoice promotes best practice principles through its forums and via its rich industry related content, it is thought provoking, educational and deeply engaging.

Membership of the community comprises Financial Advisers and members of the wider retail financial services market. The forum environment is open to all members with a select group of “industry luminaries” who have been capped as AdviserVoice “Guru’s” and who seed discussion and create an open platform which encourages controversial and educational discussion.

THE ADVISERVOICE VALUE PROPOSITION

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.

- **Interactive**

The creation of a community space is the raison d’etre of AdviserVoice. Site functionality encourages dialogue between members and enables them to express their opinions, share experiences and question processes. AdviserVoice content is ‘all-inclusive’ and designed to ensure that the site is a ‘one-stop shop’. AdviserVoice has no ‘editorial platform’ which allows us to serve all reports, white papers and trends analysis in full – thereby ensuring that the adviser gets the full un-editorialised view of his environment, enabling him to make up his own mind on issues facing him in his world. Through its forums, AdviserVoice offers the opportunity for each member of the advisory community to be an active ‘expert’ or a passive ‘student’.

- **Educational**

AdviserVoice serves CPD assessments which are available free for all members, these assessments are served across the entire site and can be attached to any content deemed to be of a high technical standard, thereby removing the traditional psychological barriers which often exist in relation to ongoing professional development whilst also entrenching the AdviserVoice brand as a trusted education provider.

These CPD assessments can be used as a key brand support mechanism for product manufactures who can build trust with the advice community by supplying technical content to us and having us apply assessment for the FPA to accredit the content and serve it in a dynamic independent environment.

WHAT CONTENT DOES ADVISERVOICE SERVE

- Discussion Forums
- anonymous and disclosed content
- CPD articles served across the full site
- Business administration content geared specifically to the financial planner
- AdviserVoice 'From the Source' (press release server)
- Jobs/Careers
- Fund Manager commentary
- Technical / White Papers
- Thought Leadership Pieces
- Technology Section
- 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

INFORMATION DELIVERY MODEL

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

Small extracts are also shared through external sources so advisers can keep up with, and make use of, the information and knowledge on the site when they are pressed for time. Mediums such as Twitter are used for every article published and Advisers can share with friends/followers in an instant, positioning both the adviser and AdviserVoice as market current. This is the ‘see and be seen’ benefit of AdviserVoice.

MULTI-TIERED MEDIA VEHICLE OPERATING STRATEGY

- AdviserVoice.com.au
- Twitter.com/AdviserVoice
- Facebook.com/AdviserVoice
- AdviserVoice/LinkedIn group & profile
- AdviserVoice/Google/yahoo/Bing presence/seo

AdviserVoice is platform “agnostic” i.e. as new technologies emerge we will embrace them to continue to increase the relevance of AdviserVoice in the social media landscape.

AdviserVoice communicates with financial advisers in the following ways:

- 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

AD SIZES (W x H) AND POSITIONS

LEADERBOARD

Position all pages

Dimensions 768px x 90px

Size Max 40k

TILE

Position Home Page

Dimensions 250px x 250px

Size Max 30k

SKY SCRAPER

Position: Client Technical, Business Administration, Toolbox

Dimensions 130px 600px

Size Max 40k

BANNER

Position Home Page, Client Technical, Business Administration, Toolbox

Dimensions 468px x 60px

Size Max 30k

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

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) {
 getURL (_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/iPads. 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 9037 9770

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