



## Australian Made Campaign

# Digital Advertising Package

## Active Searcher

The Australian Made website is second only to Google® as the preferred site for those searching for genuine Australian products<sup>^</sup>. So promote your Aussie products on the pages of [australianmade.com.au](http://australianmade.com.au) where searches are made. Convert searchers to sales and drive them to your own website, ecommerce facility or shop front.

## PACKAGE INCLUDES

### 1 x MREC 300x600\*

The largest of the banner ads, the MREC 300x600 features on two of the most popular pages on the Australian Made website – the Recipes page and the Competitions page. This exposure translates to click-throughs to your website or ecommerce facility.

### 1 x Competition\*

Promoted to the thousands of Aussie Made Club members and receiving massive visitation, a competition on the Australian Made website provides a fantastic way to connect shoppers directly with your product.

### 1 x Product Search Page Featured Product Tile\*

Front and centre when consumers are searching for Aussie products, the Products Page Featured Product Tile is a prime position to engage with active searchers.

### 1 x MREC 300x125\*

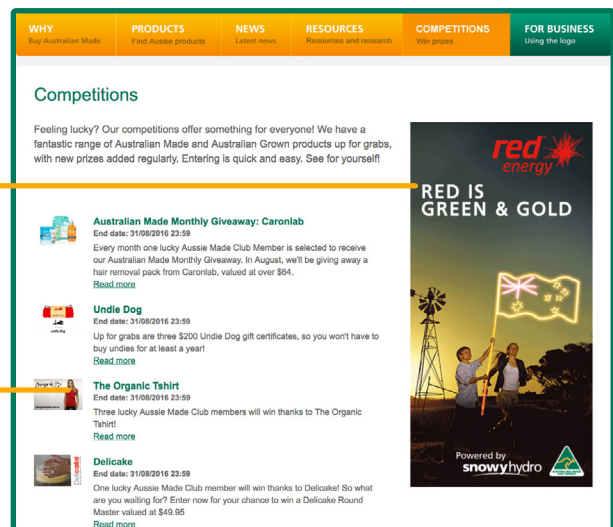
This MREC appears on all search results pages, which means it is highly visible when consumers are searching for Aussie products. A third of all visitors to the website conduct a search.

**TOTAL \$750 +GST**

**Rate Card \$880 +GST**

<sup>^</sup>Roy Morgan 2012

\*Package duration for 30 days  
Subject to availability



[www.australianmade.com.au](http://www.australianmade.com.au)