



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[^]. So promote your Aussie products on the pages of 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*

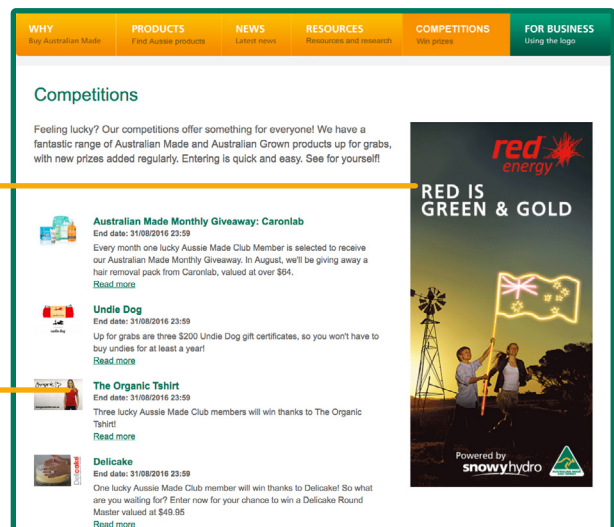
This MREC appears on all search results pages, which means it is highly visible when consumers are searching for Aussie products. A third of all visitors to the website conduct a search.

TOTAL \$750 +GST

Rate Card \$880 +GST

[^]Roy Morgan 2012

*Package duration for 30 days
Subject to availability



www.australianmade.com.au