



**THE POOL
PLANNER**
.com.au

ADVERTISING PACK



WHY ADVERTISE ON THEPOOLPLANNER.COM.AU

The Pool Planner is revolutionising the way in which the Pool & Spa Industry connects with its clients. We are the only service provider of this kind in Australia.

With 20 years of industry experience, we realise there is a significant opportunity to enhance the way in which you can provide **your clients** with information and inspiration about your quality products, services and solutions.

By aligning with www.thepoolplanner.com.au, you will have access to a "Platform Solution" – enabling you to get your message out, quickly and easily, to a broader client base.

The Pool Planner:

- is the only service provider of this kind in Australia
- has over 20 years experience in the industry
- provides a customer service second to none
- is 100% Australian owned and operated
- has a trusted relationship with your clients
- can bring you more business!

[Advertising with us will result in more qualified customers coming to your website.]



OUR CLIENTS

Your clients are our clients. They are busy executives, mums and dads, Gen X, Gen Y, busy people, retired people, internet savvy people. People who realise that a pool or spa is an investment in their lifestyle. People looking for a “one-stop” approach to all of their pool and spa needs; they don’t have the time, energy or interest in going from site to site or store to store, looking for the perfect product, service or solution.

Our clients encompass all aspects of the Pool & Spa Industry – from those who are looking to build a new pool, spa or outdoor entertainment space, right through to those who are ready for an “old to new” approach.

We are proud to be involved in an Industry that is thriving, innovative and constantly evolving. We are committed to providing a high quality service for all clients.

Your clients deserve to be kept up to date with the latest enhancements to products and solutions, and we can help you ensure this happens.

Please take some time to review the opportunities, which are now available for you at www.thepoolplanner.com.au.

Contact us to obtain more information on additional value added packages to deliver a high profile, front of mind exposure for your business, via access to our online audience and alignment with our premiere brand.

The team at The Pool Planner are dedicated to developing a tailored solution that directly meets the needs of our business partners and look forward to working with you to achieve this for your business.



Online Advertising Opportunities

Have you been looking for an online solution to enable you to amplify your existing brand awareness and increase your client base?

You now have the ideal opportunity to promote your quality products, services and solutions at www.thepoolplanner.com.au.

Online marketing is the most efficient and cost effective means of getting your message in front of your clients. Promotions, sales or targeted campaigns are easily refreshed and updated onto our website for you.

There is no better place to advertise your products, services and solutions to a targeted audience of thousands of people wanting to build, renovate or maintain their swimming pool, spa and outdoor living space.

Advertising Specifications

Directory Listing Premium

All premium listings are ranked above standard and basic listings. Premium listings are displayed in alphabetical order.

Dimensions:
585(w) x 150(h) pixels

Directory Listing Standard

All standard listings are ranked above basic listings and below premium listings. Standard listings are displayed in alphabetical order.

Dimensions:
112(w) x 112(h) pixels

Directory Page Static Ad Space 5

Ad space is static with a maximum of three (3) ads per page running vertical down the page. Positions are allocated on first in, first served basis.

Dimensions:
274(w) x 200(h) pixels

Directory Listing Basic

All basic listings are ranked below premium and standard listings.

No image available.



Advertising Specifications



Home Page Hero Ad Space 1

Ad space is high exposure and static.

Dimensions:
636(w) x 112(h) pixels

Home Page Cycle Ad Space 2

Ad space is animated with a maximum of four (4) advertisers in the sequence. Random load for even exposure.

Dimensions:
274(w) x 200(h) pixels



Core Page Hero Ad Space 3

Ad space is high exposure and static.

Dimensions:
636(w) x 112(h) pixels

Core Page Static Ad Space 4

Ad space is static with a maximum of three (3) ads per page running vertical down the page. Positions are allocated on first in, first served basis.

Dimensions:
274(w) x 200(h) pixels



DIRECTORY LISTING

Directory listings are available in three levels:

Premium

- Contact information including a link to your website
- Paragraph describing your products/ services
- Large image (refer to dimensions on page 5) to be supplied

Standard

- Contact information including a link to your website
- Paragraph describing your products/ services
- Small logo/image (refer to dimensions on page 5) to be supplied

Basic

- Contact information including a link to your website
- Paragraph describing your products/ services

IMAGE SUPPLY

- ALL IMAGES should be static and supplied as a web optimised JPG or GIF.
- File size should be no larger than 500Kb.
- We will only accept images and ads that are correctly sized. Please take care to ensure your artwork matches the pixel dimensions displayed on pages 4-5.
- Artwork handling fees may be charged if we are required to alter your artwork to fit specifications (refer to our extra services should you require us to create your design).

If you have any questions please call on 1300 544 393 or email advertise@thepoolplanner.com.au.

Please send photos, graphics and logos to advertise@thepoolplanner.com.au.

Hero Ad Space

All prices include GST.

Description	Monthly	Quarterly	Six Monthly	Annual
Hero Ad Space (1) Home Page	440	1,188	2,112	POA
Hero Ad Space (3) Core Page	220	594	1,056	POA

Static and Cycle Ad Space

All prices include GST.

Description	Monthly	Quarterly	Six Monthly	Annual
Cycle Ad Space (2) Home Page	220	594	1,056	POA
Static Ad Space (4) Core Page	165	445.50	792	POA
Static Ad Space (5) Directory Page	88	237.60	442.40	POA

Directory Listing

All prices include GST.

Description	Monthly	Quarterly	Six Monthly	Annual
Premium	99	237.60	475.20	831.60
Standard	N/A	60	100	160
Basic	FREE	FREE	FREE	FREE

INTRODUCTORY OFFER

For a strictly limited time only

**Buy One,
Get the Next
One Free***

Ads must be booked and paid for by 15 November 2010.

*excludes annual packages.

BUNDLED PACKAGES

Receive a further **15% discount** off our special introductory pricing, when you select both a hero ad and a core/directory page ad.

Contact us for more information on the right package for your business.





GET NOTICED WITH PROFESSIONAL DESIGNS

AD DESIGN

If you'd like us to develop your ads for you, we are pleased to be able to provide you with access to a professional design service, available at an hourly rate.

COPYWRITING

For ads with real punch, we can put you in touch with a professional copywriter, available at an hourly rate.

WEBSITE DESIGN

To develop your business further, we are pleased to be able to provide you with access to a Website Design Service, available at very competitive rates.

ADVERTISING ORDER FORM

Please complete the form below (can also be completed at www.thepoolplanner.com.au) and fax to 07 3892 4296 or post back to PO Box 3087, Tarragindi QLD 4121.

Company _____

Contact Name _____

Position _____

Phone (_____) _____

Mobile _____ Fax (_____) _____

Address _____

_____ State _____ P/C _____

Email _____

Website _____

Please tick the product(s) you wish to purchase, remember to indicate the duration you want to commit to.

Description	Monthly	Quarterly	Six Monthly	Annual
Hero Ad Space (1) Home Page	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Hero Ad Space (3) Core Page	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Cycle Ad Space (2) Home Page	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Static Ad Space (4) Core Page	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Static Ad Space (5) Directory Page	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Directory - Premium	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Directory - Standard	n/a	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$
Directory - Basic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Preferred Start Date _____ Completion/Renewal Date _____

I have read and agree to the terms and conditions set by The Pool Planner. (Please tick.)

Total Payment Due \$ _____

*Note: Once your booking has been confirmed an invoice will be issued with the final total.
Once paid your listing will be activated.*

See over page to complete form.

ADVERTISING ORDER FORM CONTINUED

Specify ad location preference (if applicable) number 1-3 in order of preference:

- | | | |
|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> About Us | <input type="checkbox"/> New Pool | <input type="checkbox"/> Renovations |
| <input type="checkbox"/> Maintenance | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Directory |
| <input type="checkbox"/> Contact | <input type="checkbox"/> FAQ | |

Directory Page(s) - refer to listing below: _____

Directory Page(s) - refer to listing below: _____

Directory Page(s) - refer to listing below: _____

Directory Categories (you can select up to 3) please tick:

- | | | |
|---|--|--|
| <input type="checkbox"/> Aquatic Exercise Equipment | <input type="checkbox"/> Equipment - Storage | <input type="checkbox"/> Pool Cleaners |
| <input type="checkbox"/> Architects/Draftsmen | <input type="checkbox"/> Excavators | <input type="checkbox"/> Pools - Acrylic |
| <input type="checkbox"/> Art | <input type="checkbox"/> Fencing and Screening | <input type="checkbox"/> Pools - Concrete |
| <input type="checkbox"/> Associations and Regulations | <input type="checkbox"/> Filtration Equipment | <input type="checkbox"/> Pools - Fibreglass |
| <input type="checkbox"/> Audio Visual | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Automated Controls | <input type="checkbox"/> Heating | <input type="checkbox"/> Pumps |
| <input type="checkbox"/> Bali Huts & Pergolas | <input type="checkbox"/> Home Shows & Events | <input type="checkbox"/> Rain Diverters |
| <input type="checkbox"/> BBQs, Kitchens & Fires | <input type="checkbox"/> Interior Finishes | <input type="checkbox"/> Renovations and Repairs |
| <input type="checkbox"/> Certification | <input type="checkbox"/> Ladders/Hand Rails | <input type="checkbox"/> Retaining and Feature Walls |
| <input type="checkbox"/> Chlorinators | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Decking | <input type="checkbox"/> Leisure Products | <input type="checkbox"/> Shade Sails |
| <input type="checkbox"/> Eco-Friendly Suppliers | <input type="checkbox"/> Lighting | <input type="checkbox"/> Slides |
| <input type="checkbox"/> Electricians | <input type="checkbox"/> Outdoor Furniture | <input type="checkbox"/> Spas & Hot Tubs |
| <input type="checkbox"/> Enclosures | <input type="checkbox"/> Paving & Tiling | <input type="checkbox"/> Water Delivery |
| <input type="checkbox"/> Engineers | <input type="checkbox"/> Plumbers | <input type="checkbox"/> Water Features |
| <input type="checkbox"/> Equipment - Covers | <input type="checkbox"/> Pool Accessories | <input type="checkbox"/> Water Purification |
| <input type="checkbox"/> Equipment - Disabled Access | <input type="checkbox"/> Pool Chemicals | <input type="checkbox"/> Water Tanks |

Payment Options include:

- Direct Debit
- Cheque

Once we confirm your booking details we will issue an invoice which must be paid in full prior to your listing loading live on www.thepoolplanner.com.au.

Before we can activate your ad/listing you will need to supply:

- Logo in JPG or GIF format (if applicable - see specs on pg 4-5).
- Image/Ad artwork file(s) (if applicable - see specs on pg 4-5).
- Payment in full (an invoice will be issued).

Signed _____ Date _____



Terms & Conditions

By Advertising your business with The Pool Planner you are required to read, agree and abide by the conditions set down on this page. Any failure to comply with any point below may cause your advertisement/s to be removed from our site. These terms may change at any time. We will make every effort to inform you when these terms are updated or change. Please read these terms regularly.

Right to Reject Advertisement - All contents of advertisements are subject to The Pool Planner's acceptance.

The Pool Planner reserves the right at any time, at its sole discretion, to:

- reject or cancel the Advertisement, order, space reservation or position commitment; or
- remove the Advertisement from the Website.
- In addition, The Pool Planner shall have the absolute right without assigning any reason to reject any URL link embodied within the Advertisement.

The Pool Planner has complete authority to remove suppliers from the site for any reason whatsoever and may do this without warning or delay. If your business is removed from the site, then any previously paid moneys for advertising will be refunded for the equivalent amount of time that we have not yet provided advertising for.

If the supplier wishes to cease any advertising before the expiry date of their advertising there will be no refund provided.

Copyright - Due to the Copyright Act 1968 advertisers are advised that the inclusion in advertisements of material (photographs, illustrations and text) taken from any article published in a newspaper, magazine, internet site or similar publication is strictly prohibited without the written consent of the owner of the copyright or without the appropriate licenses. The Pool Planner - Any information provided to you (Either an advertiser or not) by The Pool Planner may not be published or distributed to others.

Customer enquiries - Any enquiries and personal details you receive are provided so that you can introduce your services to customers. Contacting customers should happen only once, follow up communications should only happen if requested by the customer. You must not use this personal information for any other purpose including but not limited to compiling mailing lists and forwarding onto 3rd parties. Sharing this information with any other business or organisation is strictly forbidden. The Pool Planner cannot and will not guarantee the number of enquiries you will receive from the The Pool Planner site.

Suppliers Information - Information supplied by the advertiser and published on The Pool Planner site will remain the responsibility of that particular supplier. It is incumbent upon each supplier to ensure that the information that they provide is correct and true.

Images / Photography - Images supplied to The Pool Planner for advertisements may be displayed within relevant sections of the The Pool Planner site. By submitting images to The Pool Planner, you agree for The Pool Planner to use your images within the site.

Advertisement Positioning - The positioning of any advertisements on the The Pool Planner site are subject to change without notice. As we consistently upgrade the site, it is not always possible to constantly have advertising displayed in the exact same location on the site.

Limitation of Liability - The supplier and users of this site indemnifies The Pool Planner its officers and employees against any claims for damages suffered by any party arising out of that party's use of the published information provided by the supplier, through The Pool Planner. The supplier releases The Pool Planner from liability for any loss or damage suffered by the supplier arising out of its use of published Information. All suppliers should be ethical and professional in all dealings with customers referred from The Pool Planner.

A note from the editor: We pride ourselves on being EASY to do business with and we assure you of the best levels customer service possible. If you have any queries regarding our advertising or the above points please contact us for further explanations. We look forward to working with your business and wish you all the best with business.



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Phone 1300 544 393

advertise@thepoolplanner.com.au
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