



The newest destination for buying or selling commercial accommodation property in Australia



Accom Properties delivers the latest commercial accommodation property listings, property news & educational information to guide the buying & selling process

Accom Properties is the perfect platform to reach buyers in the transaction process



About the publisher

- Multimedia is an international heritage publisher that has been in business for over 21 years
- Offices in Australia and New Zealand
- Independently owned and operated
- Publish industry trade journals *Accom Management Guide* (quarterly to 7,500 properties) and *Resort News* (monthly to 2,500 properties).
- Also publishes *accomnews.com.au* (20,000 unique users, twice weekly newsletter to 8,000 industry professionals.)

Our points of difference

- We are a trusted media business with an established audience
- We are content producers not aggregators
- We have digital expertise in launching new websites in the vertical market
- We have access to vast audiences in the vertical market
- This is a long term strategy with associated financial backing
- We understand the market and the supplier chain through our 22 years of experience in the vertical market

Marketing plans

- Engaged 3rd party industry expert SEO from launch
- On-going, high expenditure Search Engine Marketing (SEM) campaign targeting relevant keywords for buyers and sellers of commercial property
- Print media placements through industry publications (*Accom Management Guide* and *Resort News*)
- Online Website promotion through *accomnews.com.au*
- Social media campaigns utilising established custom audiences
- Utilisation of current custom audiences through targeted banner advertising campaign

Site traffic estimates

- 4,000 unique users within the first three months from launch
- Estimated 30,000 to 50,000 page views per month
- Newsletter subscribers of 2,000 within first three months
- Social communities T.B.C.





Website Banner Sizes & Rates

Banners	Size	Section	x1	x3	x6	x12
Title Banner	728x90	All Pages	\$1,500	\$1,425	\$1,350	\$1,200
Website Panel Banner	300x250	Homepage and Search Results	\$1,000	\$950	\$900	\$800
Search Results Banner	728x90	Search Results Pages	\$500	\$475	\$450	\$400
Base Banner	728x90	All Pages	\$1,000	\$950	\$900	\$800
Property Details Banner	300x500 + 728x90	Property Details	\$1,200	\$1,140	\$1,080	\$960
Off Network* (50,000 Impressions)	300x250 + 728x90	Off Network	\$1,600	\$1,520	\$1,440	\$1,280

*Off Network Targeted banners deliver banners to accomproperties.com.au visitors on other websites they visit based on the content they view on accomproperties.com.au – An example of this is when a user views a property listing in the relevant section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

Supplier News

Type	Size	x1	x3	x6	x12
Supplier/ Service Profile	800 Words + 4 Images	\$750	\$710	\$675	\$600

Material / Creative Requirements

All banners are in 'pixels' at 72dpi. Maximum file size of all banners is 120kb. Hyperlinks to be supplied with banner files. Files can be supplied as GIF, JPG, or HTML5. (only GIF/JPG can be used for newsletter and animation of banners subject to client email capability). Banners may be compressed to reduce size if required.

Note: All prices are per month unless otherwise stated and are excluding GST. Agency commission terms & conditions apply. E&OE