

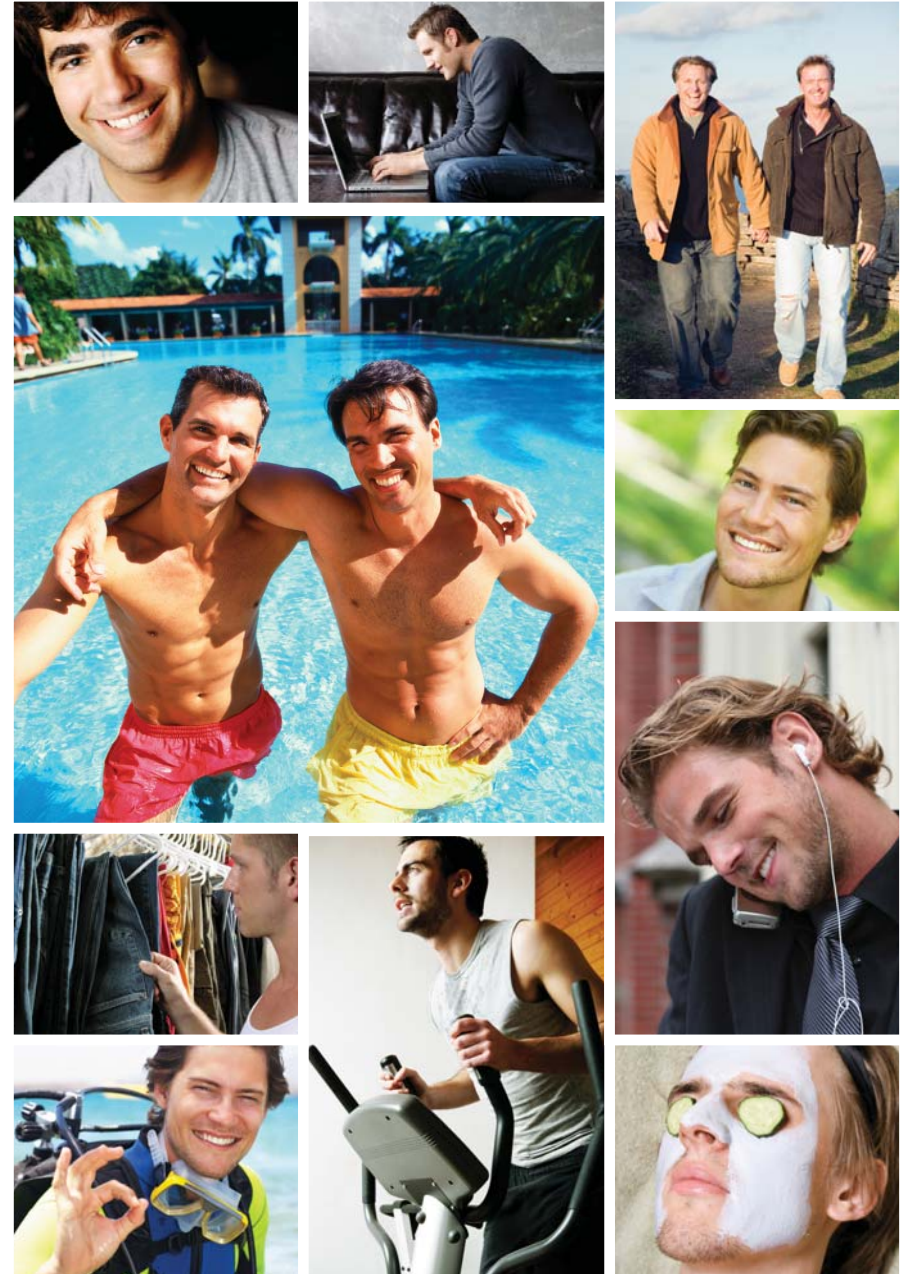


you can see us but can we see you?

It is a problem that faces many advertisers, how do you reach us. Our community is diverse; we are in every nation, every city and every town. We are young, mature, independent and tech savvy. We use our credit cards more, we have children, we dress well and we care about our health. The gay community is an influential trendsetter, we love to entertain and we have that extra disposable income to fulfil our needs. We are that wonderful niche market affectionately known as the "Pink Dollar".

so welcome to our community your best customers

And you reach the gay community through us: pinkguide.com a company that has been serving the gay community for over 11 years.



“pinkguide.com represents everything that is gay in the world”

pinkguide.com is building the most vibrant gay online community, united by common goals and rich with diversity. We aim to support and empower our gay community to connect with each other, stay well informed and support businesses that support our community.

pinkguide.com plays an integral role in shaping and leading the global gay community by reflecting the views and attitudes of the scene it represents.

“excitement, fun, freedom, and the dream”

www.pinkguide.com

The website is a comprehensive combination of design, content and ease of navigation. The site sets a new standard in electronic niche marketing and the key to the site is content; with such diverse topics as finance, entertainment, health and fitness, up-to-the-minute local and international news, in-depth features sport, travel, current affairs plus Flat Share and an Employment Portal “Jobs Cafe” which links employers directly to the gay community. We invite you to visit and browse through our wonderful ‘flagship’, www.pinkguide.com at your leisure.



snapshot of site features

Pink Biz Directory

1000's of national/international gay welcoming companies

Inside Pink Guide

Latest Lifestyle Articles

News

Local & International news updated 24/7

Polls

Demographic information for the global community

Entertainment

Gossip, news and views from around the world



Jobs Cafe

Employment job board for the gay community

Flat Share

Unique national Flat Share portal connecting the gay community

Puffta TV

The latest video clips across multiple channels

Currency Converter

rate card - pinkguide.com



pinkguide.com presents a range of advertising options to suit all budgets and requirements. Advertising is sold by page impressions. A page impression occurs every time a page with your ad on it is opened by a user.

Header Banner

610x110 pixels
Animated gif
File size no larger than
49kb/resolution 72dpi

Header Banner

Header Banner Ad appears at the very top of every page of pinkguide.com. A Header Banner Ad is the first thing a visitor notices when they access the site. A most effective way of showcasing your product/service and getting maximum exposure. \$35.00 per thousand impressions

Skyscraper

120x600 pixels
Animated gif
File size no larger than
49kb/resolution 72dpi

Skyscraper

Skyscrapers appear on the right hand side of the Home Page and throughout the site. Skyscrapers are positioned below some of our most popular areas such as Boy Talk, Q-Horoscopes, Eguides and Coming Out articles. Always visible from every page, the Skyscraper provides effective exposure at \$30.00 per thousand impressions

Side Tower

120x240 pixels
Animated gif
File size no larger than
49kb/resolution 72dpi

Side Tower

Side Tower Banners appear just under the Skyscraper and are visible on every page. Traditionally the first form of advertising on the internet, the Side Tower is an inexpensive way of branding your products and reaching your target market. \$15.00 per thousand impressions

rate card - pinkguide.com



The screenshot shows the pinkguide.com website layout. Key sections include: a top navigation bar with 'Explore Pink Guide'; a 'Subscribe to our Newsletter' form; a 'New Member/Advertiser' section with a 'Free Signup Now!' button; a 'User login' section; a 'On this day: 12 Mar' section with a calendar; a 'How old were you when you came Out?' section with a dropdown menu; an 'Upcoming Events' calendar for March 2008; a 'Currency Converter' section; a 'News' section with headlines like 'Honolulu among mid-sized cities for GAY 'Empty Nesters''; a 'Puffta TV' section with video thumbnails; a 'Hottest from Pink Guide' section with a featured article 'Book Review: A Bit of Rough'; an 'Entertainment' section with headlines like 'Oz Baywatch star reveals he's Gay'; and a 'New Faces' section with a grid of photos. A red circle highlights a video player in the Puffta TV section.

Puffta TV

Video commercial
uploaded via you-tube
Maximum 60 sec
Commercial quality

Hottest from Pink Guide

Product feature
Minimum 120 words
Photo 72dpi (max 5)
Published and archived
in 'Lifestyle' section

Island Banner

300x300 pixels
Animated gif
File size no larger than
49kb/resolution 72dpi

Puffta TV

Puffta TV is powered by You Tube and showcases hundreds of gay clips via multiple channels. The most interactive area of the website, Puffta TV features two screens with the right side screen being reserved exclusively for commercials highlighting lifestyle products. Video Streaming is the most powerful visual that any advertiser can use and is available on a monthly contract at only \$150wk

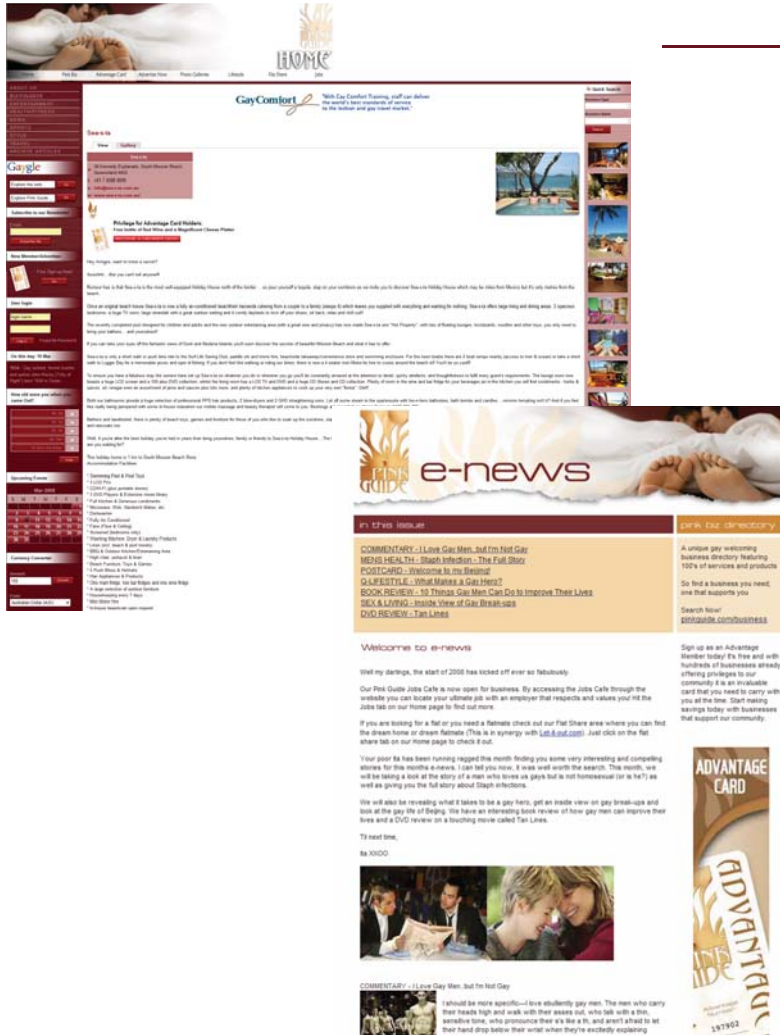
Hottest from Pink Guide

"Hottest from Pink Guide" is the ultimate area for promotion of your lifestyle product. With the use of an image and around 120 words on the Home Page, you will be seen. Full editorial content up to 1500 words will be published in our exclusive 'Lifestyle' section and will always be readily available for access. Promote your lifestyle product for only \$250wk

Island Banner

Island Banners provide premium exposure on our Home Page and appear directly above our 'Entertainment' section. Our largest size banner allows for the creation of an advertisement that will captivate and grab the user and force them to click on your ad. The Island Banner is available on a monthly basis at only \$100wk

rate card -Pink Biz Directory & e-news



Pink Biz Directory

- Instant exposure
- Cost effective
- Business Contact Details
- Full Page exposure

Pink Biz Directory

The Pink Biz Directory showcases 1000's of gay welcoming businesses globally. With easy search functionality, we include all of your business details; business name, address, contact details, live links to your website and email address, as well as incorporating 500 words to describe your business and 5 photos to highlight your product/service. The annual fee for a Pink Biz Directory Listing is just \$290.00.

E-news

- Monthly newsletter
- 6000+ recipients
- Prominent position
- Targeted audience

E-news

E-news is a monthly newsletter sent to our ever growing membership base. With up to the minute stories, reviews and comments, you will be the only commercial advertiser and will appear prominently on the enews newsletter. Your exposure is to a targeted audience who will see your message and follow it to your website. \$45.00 per thousand impressions.



advertise@pinkguide.com
 pinkguide.com
 A division of Puffta Media
 Phone: 07 4051 8887
 Fax: 07 4051 6667

- * Banner creation provided by pinkguide.com designer will incur a \$120.00 charge
- * Stock images supplied at \$25.00 (if required)
- * All prices quoted exclude GST