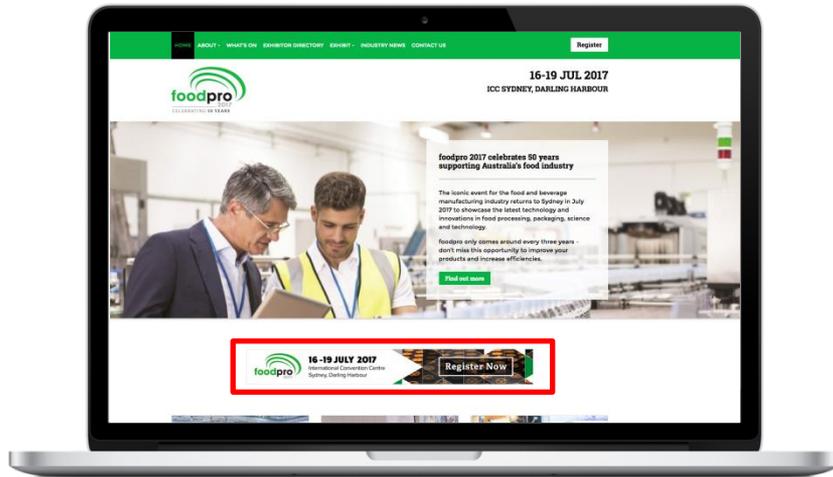


**foodpro**  
**2017**  
Digital Advertising  
Opportunities

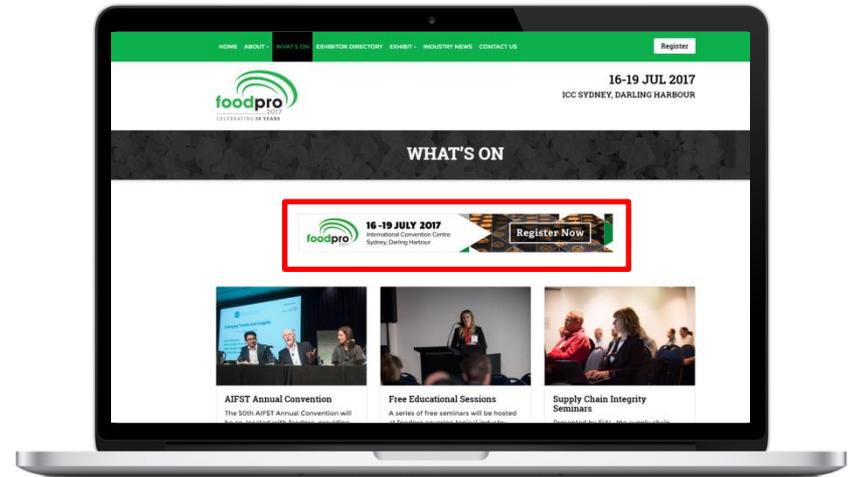


## Premium Leaderboard Package

Branding exposure on top visited pages of the foodpro website: homepage, exhibitor directory and product directory.

Total page views was 122,004 and 93,108 unique sessions over the three month peak period\*.

Cost: \$2500 + GST



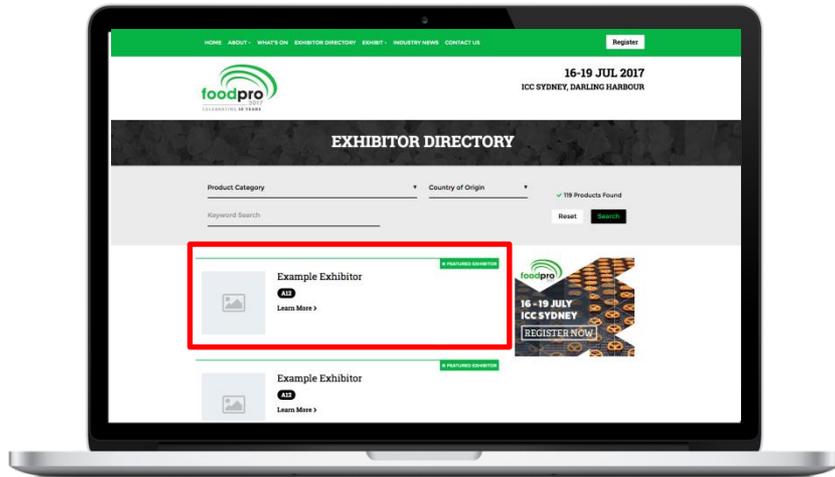
## Standard Leaderboard Package

Leaderboard branding exposure on all pages on the website excluding the premium pages.

Combined page views of these pages was 57,594 and 50,375 unique sessions over the three month peak period\*.

Cost: \$2000 + GST

\* Website statistics based on three month campaign period for 2014 show.

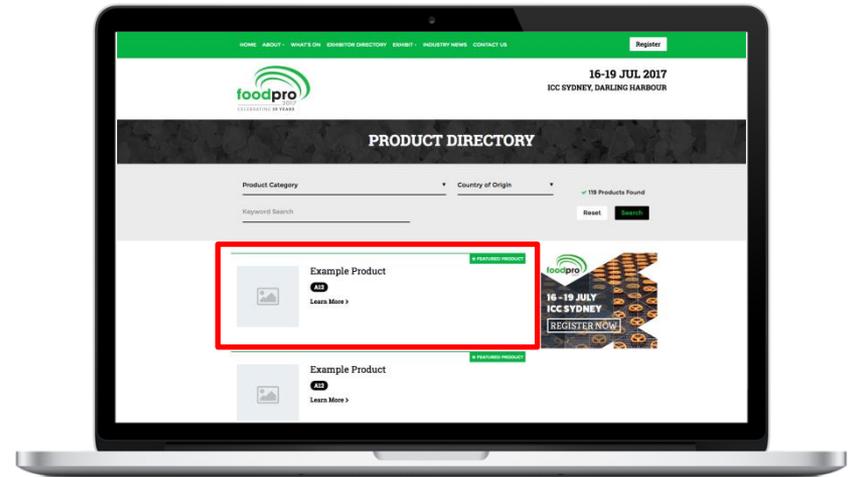


## Featured Exhibitors

A key page for visitor planning, the exhibitor directory receives 63,424 page views and 47,231 unique sessions over the three month peak period\*.

Featured exhibitors are pinned at the top of this high performing page, increasing your exposure.

Cost: \$1000 + GST



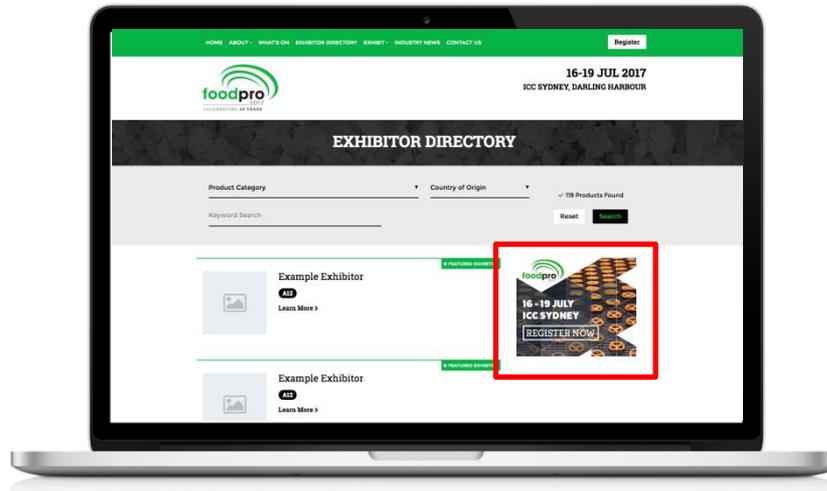
## Featured Products

Like the exhibitor directory, the product directory is another key visitor planning tool. The product directory receives 17,799 page views and 14,551 unique sessions over the three month peak period\*.

This exhibitor-only opportunity pins your chosen product, at the top of the directory and the visitor's focus.

Cost: \$500 + GST

*\* Website statistics based on three month campaign period for 2014 show.*



## Directory MRECS

Place your brand squarely in visitor minds with MREC banners on the directory pages. The directories combined receive 81,223 page views and 61,782 unique sessions in the three month peak period\*.

Your MREC will sit alongside both the exhibitor and product directory, rotating position between the pages.

Cost: \$1000+ GST

## Material Specs:

### Leaderboard

728 px (w) x 90 px (h)

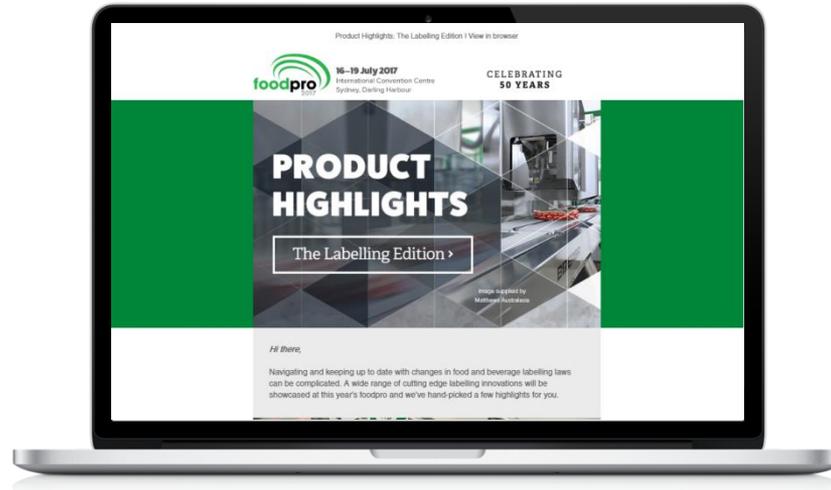
### Leaderboard (mobile version)

320 px (w) x 50 px (h)

### MREC

300 px (w) x 250 px (h)

*\* Website statistics based on three month campaign period for 2014 show.*



## Themed eDMs Leaderboard

The foodpro themed eDMs highlight products each month of a particular theme. The eDM is sent to 21,000+ subscribers each year. Place an ad that aligns with your brand in an issue to increase brand exposure and market reach.

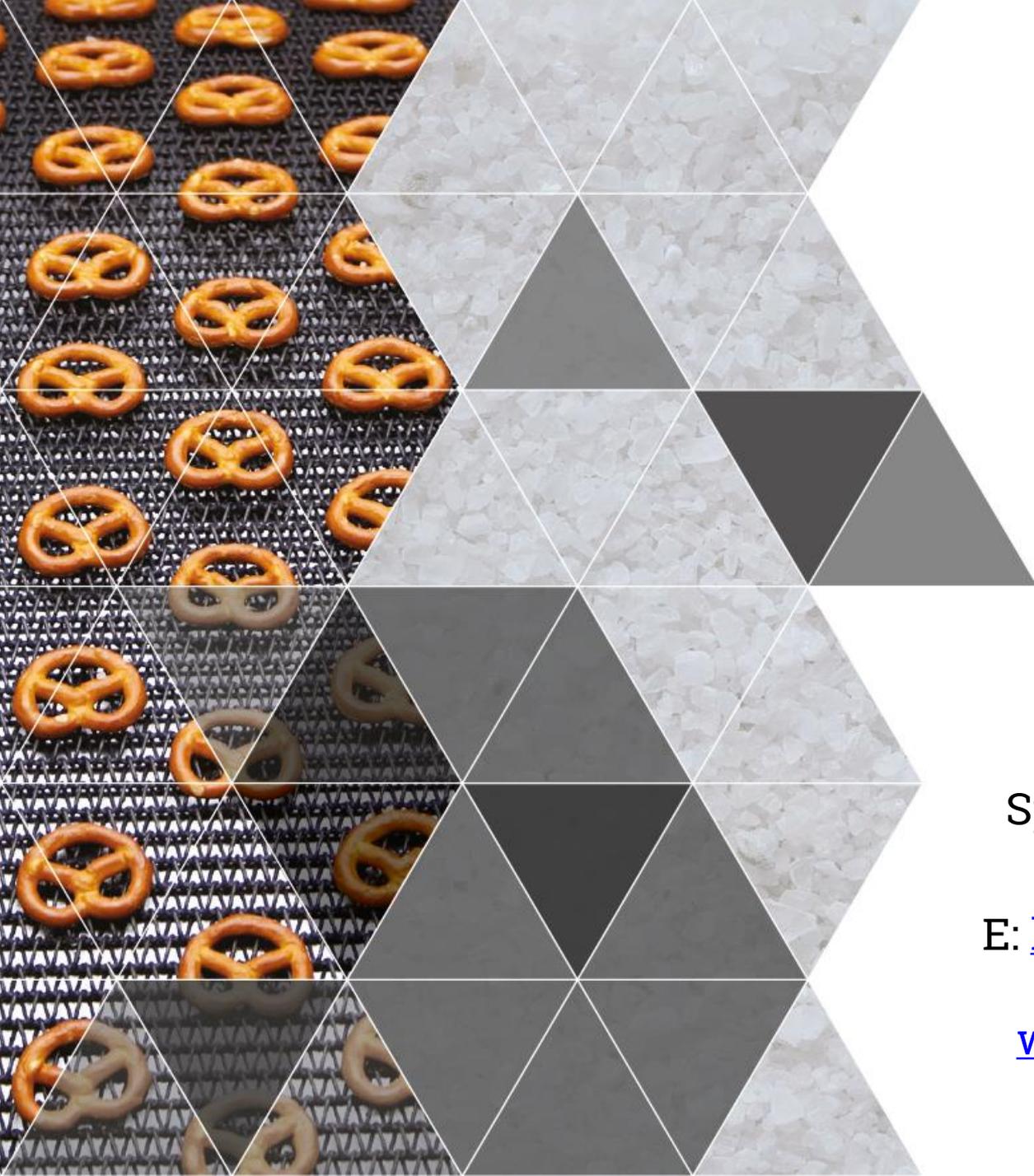
Cost: \$2000 + GST

### Material Specs:

**Leaderboard (Themed eDM)**  
490 px (w) x 90 px (h)

### Upcoming themes & deadlines:

Robotics - *28 April*  
Hygiene - *26 May*  
Waste Management - *26 June*



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