

Foolkit Rate Card

- These rates are for one month on either the Lawyer Pages or Public pages of Foolkit.
- All Prices are quoted GST Exclusive.
- Standard Rates are for Run of Site. Run of Site excludes any position taken by another advertiser.
- There are premiums above the Standard Rate for advertisements on these pages:

Home Page – add 100%

Injuries Page – add 30%

Page of Advertiser's Choice – 20%

Discounts appear below.

Leader board at top of page (728 x 90 px)



Medium rectangle anywhere on page (350 x 250 px)



Prices for Leader Board or Medium Rectangle

	NSW	Vic	QLD	SA	Tas
Standard	\$600	\$470	\$330	\$270	\$130
Front Page	\$1,200	\$930	\$670	\$530	\$270
Injuries Page	\$780	\$600	\$400	\$320	\$160
Page of Choice	\$720	\$560	\$400	\$320	\$160

Small rectangle anywhere on page (320 x 117 px)



	NSW	Vic	QLD	SA	Tas
Standard	\$360	\$280	\$200	\$160	\$80
Front Page	\$720	\$560	\$400	\$320	\$160
Injuries Page	\$470	\$360	\$NA	\$200	\$100
Page of Choice	\$430	\$330	\$240	\$190	\$100

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Other sizes or options

By negotiation

Discounts

- Purchase of 3 months or more of the same advertisement - less 7.5%
- Purchase of 6 months or more of the same advertisement – less 15%
- Same advertisement in more two or more States – less 7.5%
- Same advertisement in all above States – less 15%

There may be two or more advertisements of the same type on the same page. There is no discount if you are not allocated the highest of these advertisements.

Conditions

- All rates are subject to change.
- All advertisement content is subject to approval.
- Payment is due on the date that the first advertisement is due to go live.
- Foolkit's standard Terms and Conditions for advertising apply.
- Charges apply for advertising production unless otherwise agreed.

Contact:

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