

RATE CARD JUNE/AUGUST 2009 – Agency.Asia Magazine Introductory Specials**WHO WE ARE**

Agency.Asia is the newest magazine focussing on the Asia-Pacific advertising, design and communications industry. No other website provides similar in-depth interviews with the *best of the best* in global and regional advertising. The average reader spends an absolutely unprecedented 13.4 min/day reading Agency.Asia, according to *Alexa*.

Our magazine competitors in the same space average just 3.9 min/day. Indeed, over 10% of our readers spend more than an hour reading our content – and naturally that means that they spend considerably more time exposed to your branding.

We also boast the only repository catering explicitly to visual designers across the Asia-Pacific, “Design Week Asia”. This is presided over by a group of the world’s best ‘scouts’, including Jureeporn Thaidurmorong, Edmund Choe, Tay Guan Hin, Neil French, Andrew Hoyne, Ant Keogh, Chris Lee, Sean Lam and a list of luminaries that grows daily. This resource is non-for-profit and we undertake that this will always be the case.

TELEVISION COMMERCIALS ON AGENCY.ASIA

We would also like to point out that it is 100% FREE to upload and download TVCs on the Agency.Asia video showcase platform. We refuse to charge for this both now and in the future. As we see it, the ads didn’t belong to us to begin with, so we just wouldn’t feel right charging for them – unlike virtually every other creative site on the Internet.

Furthermore, we provide Director’s/DOPs an ample 1GB/25minute spot to showcase their reels – again 100% free of charge. We will attempt to keep this free for as long as practicable, but regardless we will always keep the cost to a bare minimum.

OUR BRIEF HISTORY

After just two issues, Agency.Asia is already in the top 5% of ALL websites on the World Wide Web. This has been achieved with absolutely no SEO [search engine optimisation], but purely organic word-of-mouth and a great product. Don't take our word for it!

All our magazine statistics are easily verified and generated by to the most respected and independent measurement benchmarks on the World Wide Web, The Alexa Rating <http://www.alexa.com/> and Website Grader www.websitegrader.com. We encourage you to try either service to see how a two-month-old performs against the old guard.

OUR RATES:

Sponsorship Cubes: US\$300 per 30 days - offered in 3-month blocks. As an introductory deal, Agency.Asia will offer sponsors one month for free. 3 months = US\$600

- All cubes are on rotation, meaning that they are not 'below the fold' and out of sight. They will change position on a random basis with each page reload.
- You will see your company sponsorship logo prominently on the right-hand side of every page - and beside every interview/article featured in Agency.Asia.
- Putting the average 13 min/day spent on site into perspective – your audience is clearly spending a lot more time with your brand than the 3 minutes they spend with all of the 'famous' competing magazines in the Asia-Pacific.
- As long as you continue to renew and maintain the \$600/3month scheme, it will remain at that price for the next 18 months minimum. This is most definitely an introductory offer – and this price is available for a limited time only.
- We also offer banner ads in the fold of the main articles, and several other options. If you'd like to contact us, we can surely accommodate your requests.



ADFAB FLIPBOOK – TAILORED FOR FILM & PHOTOGRAPHIC PRODUCTION COMPANIES

Please note the premium ‘AdFab’ flipbook magazine on the Agency.Asia site. This is available to photographic and film production companies on a one time only basis – and includes a permanent placement among the AdFab Issues for the life of the website. Please contact Agency.Asia to discuss the various options such as Flash and hyper linking to your website. The flipbook allows readers to double-click images and blow them up to full-screen size.

The price of the flipbook is US\$2000 for the month and US\$600/3month bandwidth maintenance on the flip book – which we offset by offering you of a 200x200 pixel sponsorship cube for the duration of time that you wish to maintain your issue of AdFab. Please compare this offer to many of the regional websites - you will see that it represents terrific value for money.

Lastly, your AdFab edition will appear twice on the front page. Firstly, we feature a call to action ‘mini article’ amongst the featured articles and also it will sit alongside the previous issues at the base of the main splash page. Agency.Asia is the ONLY creative website that offers a resource such as this.





CONCLUSION

Your brand will be seen by the ad industry – with a demonstrably strong leaning toward the creative fraternity - from Sydney to Shanghai, Singapore to Mumbai, Kuala Lumpur to Jakarta and every city across the Asia-Pacific region. Again, the *A/lexa* rankings will demonstrate the breadth of our market, as opposed to the other ‘regional’ magazines that tend to have a decidedly singular primary market and little else. We are not seen as being ostensibly Malaysian, Australian/NZ or Chinese – we are Agency.Asia!

It’s all about Communicating stylishly.

CONTACT US

If you wish to purchase a sponsorship, you can either contact Agency.Asia and we will assist you, or you can bypass us altogether and simply upload your advert. If you wish to purchase a flipbook please email marketing@agency.asia and we’ll be in contact.

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