

**hotfrog**.com.au

# Media Pack



# About Hotfrog

- One of Australia's largest online business directories
- Launched in May 2005 with the purpose to generate **targeted sales leads** for businesses
- Owned by the global Reed Elsevier publishing group and managed by Catch, the online division of Reed Business information (RBI)
- Currently over **1.1 million businesses** listed and growing
- Over **1.73 million page views** per month (Jan 07)
- **430,000 unique visitors** per month (Jan 07)



# User Benefits

## Why users choose Hotfrog

- Over **200,000 pages of content** regularly updated
- Company and product information on over **6,000 companies** with a further 150 new companies added each week
- Access to the latest industry news - **over 200 press releases** published each week
- **Search engine penetration** - most users find Hotfrog via search engine queries for specific products or services



# Advertiser Benefits

## Why advertisers choose Hotfrog

- Highly **targeted and cost effective** sales lead generation tool
- **Search engine penetration** – top rankings on most major search engines (Google, Yahoo, MSN)
- Customer self serve – conveniently **self manage your own listing** content including press release submissions



# Core Advertising Packages

The following two advertising options are currently available:

- Free Listing
- Priority Listing



# Free Listing

With over 10,000 users per day and being highly indexed by major search engines, listing on Hotfrog allows customers to find your business quickly and easily.

Every company with a free listing is entitled to:

- A business web page including contact details, email and website link
- Company description
- Unlimited submission of latest company news
- Unlimited submission of tags and keywords that help users find your listing



# Priority Listing

A priority listing helps to increase your site exposure, enabling more customers to find you. It includes all the features of a free listing, plus the following:

- Company logo and 4 images on company page
- Unlimited listings in our directory categories
- Ownership of all pages that contain your content (no competition listings next to your content)
- Rotating logos on top of search results' pages
- Prominence on free listed competitors' company pages
- Stand out in your category by lifting your listing to the top and have your company highlighted in search results' pages
- Access to customer self-serve system to edit your company details and add latest news and company information at any time

**Only \$690 for 12 months**



# Free vs. Priority Listing

Whether you're looking to create online exposure or generate sales leads for your business, Hotfrog is here to help.

|   | Free Listing | Priority Listing |
|---|--------------|------------------|
| Website link  | √            | √                |
| Email link  | √            | √                |
| Unlimited tags and keywords                               | unlimited    | unlimited        |
| Company description                                       | unlimited    | unlimited        |
| Coverage  | National     | National         |
| Edit your details, yourself, at any time                  | √            | √                |
| Add latest news, new company information, anytime         | √            | √                |
| Top of search results for keywords                        | x            | √                |
| Your company highlighted in search results pages          | x            | √                |
| Your company given prominence on competitors company page | x            | √                |
| Unlimited display of latest company news                  | x            | √                |
| Logo, web and email link in local search results          | x            | √                |
| Rotating logos on top of search results page              | x            | √                |
| Priority over google ads on all pages                     | x            | √                |
| Company logo and 4 images on company page                 | x            | √                |
|   | FREE         | \$690            |



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