

www.pesa.com.au

The PESA website is the online communication portal for the Australasian upstream petroleum community.

The site includes a number of important links that are invaluable to the industry professionals. These include the Industry Events and Online Registration and payment facility, which lists the PESA technical luncheon meetings, short courses and social events across the country; digital copies of *PESA News Resources*; a fully searchable Library Database of industry-wide peer reviewed papers, Profdocs; the

online Membership Database; and a number of other frequently visited sections and pages.

The PESA website boasts over 30,000 unique visits a month, proving to be the most frequently visited professional society website in the region's petroleum industry. Online advertising is now a major source of exposure for organisations wishing to promote to their peers. Therefore, to maximise your company's exposure to the upstream petroleum industry, make sure you incorporate PESA's dynamic online media into your marketing communications program.

Banner advertising

Various advertising opportunities are available on the PESA website to suit your marketing strategy and budget. From four weeks up to 52 weeks, your company's message could be in front of thousands of industry professionals and practitioners today!

Two-sized options are available, shown in the following examples:

300 x 60 pixels

Top Banner:

Displayed on every page underneath top navigation bar

100 x 280 pixels

Right side bar:

Displayed on the right hand column of every page

Employment opportunities

With increasing competition for the experienced and skilled industry professionals, it is vital for every company to promote the individual benefits of employment opportunities they have on offer, and avoid lengthy delays in finding the right people by targeting the most appropriate professionals. The PESA website is a specialist site that can help employers and individuals sort the wheat from the chaff. Don't delay finding the right person for your company.

Forget the slower, less efficient, costly and more general media, focus in on your target with PESA's website.

Your Logo here

Position Title

Advertising through the Employment Opportunities on the PESA website displays your company logo, followed by the position available on the left hand Navigation Bar, viewable throughout the site. For only **\$550.00 (excl. GST) per position**, PESA will produce the advertisement, provide a link to the full advertisement and an email link for applicants to respond to. The advertisement is displayed for a period of two weeks.



RESolutions Resources & Energy Services Pty Ltd

- Suite 10, Level 1, Tower Plaza Business Centre, 7 Hector Street West, Osborne Park, WA 6017 • PO Box 24, Innaloo City, WA 6918
- Tel: +61 8 9347 9400 • Fax: +61 8 9244 3714 • Contact: Mads Aanesen, Sales & Marketing – Oil & Gas Division
- Email: pesanews@resolutions-group.com.au • www.resolutions-group.com.au

Rates – Please ✓ tick your bookings (All prices in Australian Dollars)

GST rates apply to payments made by Australian based organisations only.

HOME PAGE ADVERTISING

POSITION	SIZE	4 WEEKS	12 WEEKS	24 WEEKS	52 WEEKS
Top banner	300 x 60 pixels	\$995.00 <input type="checkbox"/>	\$1,995.00 <input type="checkbox"/>	\$2,995.00 <input type="checkbox"/>	\$4,995.00 <input type="checkbox"/>
Right side bar	100 x 280 pixels	\$995.00 <input type="checkbox"/>	\$1,995.00 <input type="checkbox"/>	\$2,995.00 <input type="checkbox"/>	\$4,995.00 <input type="checkbox"/>

DATE OF COMMENCEMENT:

DATE OF EXPIRY:

ARTWORK ASSISTANCE

I will require assistance with the Design & Production of my advert (price on application)

ARTWORK REQUIREMENTS:

- Top banner size is 300 x 60 pixels.
- Right side bar size is 100 x 280 pixels.
- Final document should be no more than 40 Kb in size.
- Advertising will be linked to company's web page. Advertiser will need to provide the URL for linking the graphic to their page.
- Status bar will display advertiser's name unless otherwise specified.
- Banners must include the sponsoring company's name. Logos are acceptable.
- Banners can be a single static document (GIF format preferred) or animated GIF files.
- We can accept Flash movies, however they should not include links other than the specified URL outlined above.
- All adverts supplied will be tested prior to online screening.

300 x 60 pixels

Top Banner:
 Displayed on every page underneath top navigation bar

100 x 280 pixels

Right side bar:
 Displayed in the right hand column of every page

EMPLOYMENT OPPORTUNITIES

POSITION	SIZE	2 WEEKS
Button	130 x 140 pixels	\$550.00 <input type="checkbox"/>

DATE OF COMMENCEMENT:

DATE OF EXPIRY:

ARTWORK ASSISTANCE

I will require assistance with the Design & Production of my advert (price on application)

ARTWORK REQUIREMENTS:

- Artwork must be supplied in PDF, MS Word document or similar.
- Logos or images should be supplied as tiff, jpeg or gif files.
- Advertisement sizes are designed to suit material supplied, and will appear in PDF.

PLEASE NOTE: PAYMENT TERMS STRICTLY 7 DAYS.

Name: _____

Company/Agency: _____ ABN: _____ Purchase Order: _____

Name of company to appear to website: _____

Email: _____ Tel: _____ Fax: _____

Address: _____

Send invoice to: (Mr, Mrs, Ms) _____

Email: _____ Tel: _____ Fax: _____

Signature: (learn more about digital signatures) _____ Date: _____



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