

# Daily Timber News

## The timber industry's e-newsletter.

Daily Timber News provides a snapshot of business, research and marketing content from local and international forests and timber media sources.

Daily Timber News (DTN) offers advertisers a range of promotional and advertising placements designed to maximise exposure to key decision-makers in the forest and timber industry. The illustration below demonstrates the standard options, but please remember we can customise a placement for you, to suit your specific objectives.

Over 2,500  
subscribers emailed  
each Monday &  
Wednesday

The screenshot shows the layout of the Daily Timber News e-newsletter. At the top is the header with the title 'Daily Timber News' and the date '18 July 2007'. Below the header is a navigation bar with 'Brought to you by Australian Forests & Timber News' and the website 'www.forestsandtimber.com.au'. The main content area is divided into two columns. The left column contains 'Today's headlines' with several news items, each with a small image and a link. The right column contains a 'Click below to view our sponsors' section with logos for RAMCO, BIDGEE FINANCE LTD, Valmet Komated Forest, FOREST CENTRE PTY LTD, forestry tools, Log Max, PRECISION HUSKY, and Randalls. At the bottom of the newsletter is a large advertisement for 'Log on Today!' featuring an image of logs and the text 'Log on Today!'.

### Banner advertisement\*

This option places your company at the top of Daily Timber News. *\*Option subject to availability.*

### Articles and announcements

Your article appears in the news.

### Tile advertisement

Side tower advertisements including company logo, one-liner and website link provide maximum impact.

### Display advertisement\*

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. *\*Option subject to availability. Space strictly limited.*

### Daily Timber News rates (per 4 weeks)

	4 weeks (8 issues)
Banner advertisement - top*	\$330
Take the top position, before the news headlines to promote your special offer and special event.	
Banner advertisement - body***	154
Tile advertisement	154
Put your logo and a simple one-line message alongside the day's current news headlines.	
Display advertisement middle*	220
Display advertisement bottom*	187

The format allows your brand to be integrated into the day's top news stories. It is a larger format advertisement that gives more room for your special offers and marketing messages.

### Terms and conditions

Banner, tile and display advertisements are purchased on a per-four week basis and billed in advance. Daily Timber News advertising is always subject to availability. *\*Option subject to availability, 1 per issue. \*\*\*Actual position at publisher's discretion, up to 3 banners per issue.*

Rates as at Feb 2009

Daily Timber News

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