



### ABOUT

In this digital age, the movers and shakers are the geeks – the web entrepreneurs, the inventors, the scientists, the media makers, and the technicians that make everything work – or make everything in the first place.

Their achievements and creations often feature as (or shape) headlines, but we rarely learn about *them*. Where did they grow up? Who were their influences? Where and how do they get their extraordinary ideas? Who pushes their buttons?

Geek Illustrated is a response to the demand for more personal, identity driven content that spotlights these uber-geeks and over-achievers. Because smart, as we all know, is the ultimate sexy.

### Demographics:

Our readers are geeks and geek lovers. They are digital or science professionals, interested in the lives and quirks of colleagues, or they are aspirational followers of geek culture, wanting to be like their geek heroes.

After less than six months of soft launch, we are already attracting an average of 5,000 visits a week. With a hard launch in 2008, we expect this number to rise exponentially.

### ADVERTISING CHOICES:

The GI team is more than happy to discuss individual packages, but to make things easier, we have a few ready to go options.

#### **1) Top Banner**

Specs: 486x60 pixels

Cost: \$220 week

#### **2) Left Hand Side Skyscraper**

Specs: 150x [however tall you wish]

Cost: \$165 week

#### **3) Right Hand Side Skyscraper**

Specs: 150x [however tall you wish]

Cost: \$165 week

#### **4) In-article Advertisement**

Cost: \$55 a week

#### **5) Logo Tile on homepage:**

Cost: \$110 a week

All prices are GST inclusive (Australia)

### **RETAINER**

There will be times between bookings when GI has ad space to fill – at which time we will run a banner from our retainer pool. Becoming part of this pool is a low-cost option for those who still want to attract high-end eyeballs.

Cost: \$22 per month

GST inclusive (Australia)

### **Terms and Conditions**

To process your advertisement request GI will need:

- Your Name and contact details (email, phone, address)
- Your Company's name and address

Please let us know if the company to be billed is different to the company being advertised.

Invoices will have Net 7 day terms and must be paid in full before execution.

Unless purchasing a Custom Banner Design, you are required to provide us with all banner artwork and copy at least 48 hours before your banner is to go live. If we do not receive your artwork or copy we may cancel your advertisement. Paid monies will not be refunded.

We also require the url the banner is to link to and any other information necessary to execute your advertisement.

**Book early to guarantee your spot in the geek elite!**

Contact: [venessa@geekillustrated.com](mailto:venessa@geekillustrated.com)

or write to

**Geek Illustrated**

**Level 12, 390 St. Kilda Road**

**Melbourne, Victoria 3004 Australia**