



Who we are

About Pain is Australia's first online pain management directory

- We are a premier information source for thousands of health-conscious consumers.
- The About Pain website engages consumers with the latest health and pain information – from prevention and wellness, to symptoms, treatments, risk factors or procedures.
- Our directory gives users access to the highest quality Australian pain management content on the web.
- And About Pain provides the latest news and information on all pain-related issues including medical research, new technology, latest pain medications and treatments, natural therapies and case studies.
- An e-newsletter is sent monthly to a broad audience of subscribers with an interest in pain management solutions.
- About Pain is a trusted online marketplace where healthcare practitioners and suppliers can promote their products and services with full confidence.



Why advertise

Our website has been designed to provide maximum exposure for Australian companies internationally.

By choosing to advertise with us you will:

- Lift your company profile
- Promote your products and services to a global audience
- Reach your target market
- Generate more sales leads
- Get measurable results

And as well as promoting your products and services, *About Pain* helps to build your brand online.

We help you stay ahead of your competition.

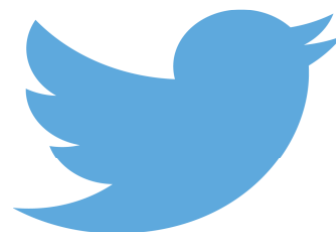
About Pain uses the latest technology to create client awareness and create new leads.

Online Media

6,800 Visitors monthly

8,900 Page impressions monthly

7,700 + Newsletter subscribers



500 + followers



500 + articles



User profile

Who uses About Pain?

- Our users are seeking pain solutions.
- They visit our site to research suppliers, products and practitioners.
- Our users source the latest news & research on pain.
- Our demographic is males and females aged 18-80 years.

They represent a major cross-section from the following health sectors:

- Arthritis patients
- Athletes & sports enthusiasts
- Business professionals
- Chronic pain sufferers
- Factory & construction workers
- Fitness & gym enthusiasts and professionals
- Medical professionals & suppliers
- Natural health practitioners & suppliers
- Office workers
- Senior management
- Seniors & retirees



Reaching your target market

- The *About Pain* website has a modern, simple look and feel.
- Our content is relevant to chronic pain sufferers, professionals and pain product suppliers.
- And **quality content means quality traffic.**
- Also, our search engine is lightning fast, ensuring users engage with pain sufferers and suppliers as simply and effectively as possible.
- It's been built to provide a higher quality of relevant results for users.
- This saves them time and ensures your products and services get maximum exposure.
- A highly informative *About Pain* e-newsletter is sent monthly throughout Australia to pain sufferers, professionals, suppliers, media outlets and industry bodies.
- Our in-house creative team will work with you to design an innovative and effective advertising campaign



Advertising solutions

About Pain offers a variety of advertising options to suit practitioners, retailers and suppliers big or small.

Why not set up a storefront?

(You must have bought a Standard or Premium Package)

A Storefront is your dedicated advertising space on AboutPain.com.au. which you can manage yourself or one of our team will take care of everything.

By creating your own storefront, you can put your business in front of a large targeted audience of patients, practitioners and medical suppliers and buyers. Our audience is actively looking for products, services and information like yours. Storefronts provide a proven and effective way to market your business.

Benefits

A Storefront can:

- Increase the number of enquiries and build brand awareness
- Generate more sales leads for your products and services
- Keep consumers informed through product offers and media releases
- Give you greater exposure to major search engines and drive business to your website



Advertising solutions

About Pain offers a variety of advertising options to suit suppliers, big or small. We offer different advertising packages to provide you with maximum online exposure to your target market. And you can update your company listing free of charge at any time

Feature/Package	Free	EWL	Standard	Premium
Contact Name	√	√	√	√
Contact Number	√	√	√	√
Business Name	√	√	√	√
Business Address	√	√	√	√
Email Address		√	√	√
Website Address		√	√	√
Description of Business	√	√	√	√
No. of main cat. allowed	1	1	4	ALL
No. of sub cat. allowed	1	1	10	ALL
Photo or logo on listing		√	√	√
No. of products	0	0	10	50
Video (YouTube URL)				√
E-newsletter (3 editorials per year)				√

Online Banner advertising

About Pain offers a number of attractive options for advertisers. Banner ads and sponsorships are highly effective in generating awareness and response.

A wide variety of banner and sponsorship positions are available:

Banners can be booked for periods of 1,3,6,12 months.

Banners are available in the following sizes:

A Top Medium Rectangle	300px (w) x 250px (d)
B Mid Medium Rectangle	300px (w) x 250px (d)
C Bottom leaderboard	728px (w) x 90px (d)

Advertising is booked from the 1st of every month. If there is space available in the current month, the Directors of *About Pain* will authorize advertising.

The due date for supplying advertising material is 7 days prior to your ad being placed on the 1st of each month. If your ad is booked within 7 days of the end of the month, advertising material is due within 24 hours of the booking being made.

If we do not receive the advertising material by the due date, your booking will be released for the space to be resold.

If the advertising materials you supply by the due date do not comply with our requirements and specifications to enable its inclusion on our website, we may not be able to include the ad and your booking will be released for the space to be resold.

The screenshot shows the About Pain website interface. At the top, there is a navigation bar with the logo and menu items like 'HEAD & NECK', 'UPPER BODY', 'LOWER BODY', 'WHOLE BODY', and 'NEWS'. Below the navigation bar, there is a search bar and a 'SUBSCRIBE TO OUR FREE NEWSLETTER' form. The main content area is divided into several sections: 'WHERE IS YOUR PAIN?' with a diagram of the human body, 'LATEST NEWS' with several article teasers, and 'FEATURED PRODUCTS' with a book cover. At the bottom of the page, there is a footer with 'TERMS & CONDITIONS', 'PRIVACY POLICY', 'SUPPORT', 'CONTACT US', 'ABOUT US', and 'STAMP'. Three banner ad positions are highlighted with black boxes and white text: 'A' (Top Medium Rectangle) is positioned above the 'LATEST NEWS' section; 'B' (Mid Medium Rectangle) is positioned below the 'LATEST NEWS' section; and 'C' (Bottom leaderboard) is positioned at the very bottom of the page, above the footer.



Online Rate Card 2019

	Per month			12 months
PACKAGES				
Email enquiries, website, logo				\$99
Standard Package	\$44			\$330
Premium Package	\$77			\$660
Additional category				\$99
	1 month	3 months	6 months	12 months
Top 5 Directory Listing	\$330	\$891	\$1584	\$2772
BANNERS				
		10% discount	20% discount	30% discount
A Home Page - Top Med Rec	\$1100	\$2970	\$5280	\$9240
B Home Page - Lower Med Rec	\$990	\$2673	\$4752	\$8316
C Home Page - Bottom Leaderboard	\$880	\$2376	\$4224	\$7392
Category - Top Med Rec	\$770	\$2079	\$3696	\$6468
Category - Lower Med Rec	\$660	\$1782	\$3168	\$5544
Category - Bottom Leaderboard	\$550	\$1485	\$2640	\$4620
NEWSLETTERS *				
Leaderboard	\$385			
Left bottom Med Rec	\$275			
Right bottom Med Rec	\$275			

All prices are GST inclusive

- * E-Newsletters are sent out monthly. The rates are for 1 e-newsletter only.
If you are planning to advertise in more than one newsletter, please contact us for rates.
- * Please contact us if you wish to discuss sponsorship.

www.aboutpain.com.au

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Email blast

- Reach your target market with an Electronic Digital Mailout (EDM) campaign.
- *About Pain* can distribute your media releases, latest product news, upcoming events, special offers and promotions to an audience of more than 5,000 registered subscribers.
- A fee of \$1650 applies per e-mail blast
- To find out more, email: julie@aboutpain.com.au

Video promotion

- Do you have a video about your company or practice, product or services?
- You can now reach your target market by posting your video on aboutpain.com.au
- This available with a standard or premium package only
- To find out more, email: julie@aboutpain.com.au

Kick-start your campaign now

For all advertising enquiries:

Contact

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Sales and Marketing Manager
About Pain

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p: 0414 290488

