



<http://www.optuszoo.com.au>

SITE DESCRIPTION

Optus is an Australian leader in integrated telecommunications, delivering cutting-edge communications, information technology and entertainment services. The Optus myZOO site is the customer content web site for internet and mobile customers.

The myZOO portal ranks in the top 20 websites in Australia*

*AC Nielsen – Net Ratings Online

DEMOGRAPHIC PROFILE

Age Summary:

- 14-24: 20%
- 25-34: 20%
- 35-49: 32%
- 50+: 28%

Living Arrangements:

- Partner & children: 45%
- Partner – no children: 20%

Work Status:

- Full time: 47%
- Part-time: 22%

INVENTORY

STANDARD AD PLACEMENTS

- **Med-rec** (Homepage Only) 300x250: \$30CPM
- **Sky Scraper** (All Categories) 120/160x600: \$25 CPM
- **Leaderboard** (Webmail & Web services only): \$30 CPM

RICH MEDIA PLACEMENTS

- **Wallpaper Skins** (Category Specificity)
- **OTP** (Homepage + Index Pages) 15sec user initiated

SPONSORSHIPS

- **Module Sponsor** (Homepage Only) Customised Modules, Text links, Mini Banners
- **Category Sponsor** (All Categories) Advertorials, Calculators, etc

TRAFFIC

- Page impressions: 60 million per month
- Unique Users: 1.6 million

TARGET CATEGORIES

- **Homepage**
- **News** (World, Regional, Technology)
- **Entertainment & Movies** (News, Video, Movie Reviews, Cinema Search)
- **Sport** (Sport category)
- **TV & Video** (TV Guide, Sports, ABC News, Business & Finance, Music, Lifestyle and Travel)
- **Business** (News, Stocks, Your Business)
- **Music** (MTV News, Interviews, MTV Top 10)
- **Web mail**