

# COST PER CLICK & COST PER ACTION CAMPAIGNS

## ADCLICKS – TEXT ADVERTISING - COST PER CLICK

This is a cheap option to drive traffic to your website, and is also perfect for launching a new consumer site or product that you want everyone to know about!

Using the resources of Australia's biggest online consumer database, Rewards Central, we entice members to click through and view your website by promoting your link via a text ad on Rewards Central's site.

Very similar mechanic to Google AdWords, except we use Rewards Central's community of over 500,000 registered members and web-savvy online shoppers and main grocery buyers!

Your text-ad is displayed to over 50,000 unique Rewards Central members every day.

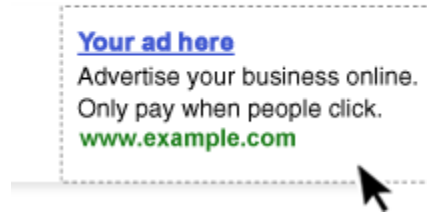
### Step 1

Your ads are displayed on a popular Australian website.



### Step 2

You pay only when people click on your ads.



### Step 3

You have full control over the cost per click and budget.



***Drive thousands of eyeballs to your website almost instantly.  
Unbelievable value!***

- 5c per click
- Setup & Management \$150.00 + GST
- Pre-paid credit system means we can tailor to your budget, and turn off and on to suit your budget
- Members can only click once per day, so eliminates click fraud
- Members are 'forced' to stay on your site for 10 seconds minimum
- Members are also incentivised to click through to your website
- Ad is displayed to everyone or to those who select a lifestyle category.
- Cheaper than Facebook!

***Drive High-Frequency traffic to your website***

**OTHER OPTIONS ON FOLLOWING PAGE**

***Or if you want to target a certain demographic, or State, we recommend the following:***



**List Brokers & Online Marketing Campaigns**  
17 Emerald Hill Place South Melbourne Victoria 3205  
www.mediamgroup.com.au mail@mediamgroup.com.au  
Ph: 1300 668 287 Fax 03 8080 6469

## **COST PER CLICK – EMAIL-BASED OR BANNERS**

This works a little differently. Rather than a basic text ad, members respond to your email or online advertisement, sent or hosted by one of our highly trafficked partners, or we can run a **Facebook** or **Linked In** Campaign for you

Unlike traditional "CPM" or cost per email/impression campaigns, you only pay for those people who click and go through to your website.

- Price depending on product. Facebook and Linked in are auction/bid based. POA
- Setup \$250.00-\$400.00 + GST (depends on medium)
- You must be prepared to spend at least \$2,000.00
- With CPC email campaigns, a dedicated email is sent to your target audience
- You can select gender, State, age, income, lifestyle & interests
- Members are **not** incentivised, which some clients prefer

## **COST PER ACTION – EMAIL-BASED**

Cost per ACTION or CPA is where you only pay if a consumer takes very specific action on your website. This includes:

- Completing a survey
- Filling out a form
- Completing an application
- Subscribing to your newsletter or joining your website as a member

**Pricing is determined by two main criteria:**

- The value of your product or service per acquisition
- How simple or difficult the process is for consumers (simple = cheaper!)
- Bottom price range is no less than \$3-\$5 per action

To ensure that you continue to receive VistaPrint's best offers please visit [VistaPrint.com.au](http://VistaPrint.com.au) to your safe senders or contacts list.

This VistaPrint mailing results from your subscription with [www.lead.com.au](http://www.lead.com.au).

**WARNING!**

Get 250 **FREE** Business Cards plus 140 **FREE** Return Address Labels **NOW**

Take advantage of this special **FREE** offer today – while there's still time

Get 250 **FREE** Business Cards Full-colour, heavy-weight card stock

Get 140 **FREE** Return Address Labels Self-sticking and customised for you!

**Hurry! Order NOW!**  
Free Address Labels available at checkout

This "double" **FREE** offer is about to **EXPIRE.**

Place Your **ORDER TODAY!**

**ORDER NOW**

VistaPrint.com.au

Excludes VAT, postage and processing. Product upgrades and photo/graphics updates not included unless otherwise specified. Not valid on previous purchases. See web site for details.

VistaPrint provides the highest quality, full-colour graphic design and printing at the lowest price!

***Phone 1300 668 287 or [mail@mediamgroup.com.au](mailto:mail@mediamgroup.com.au)  
to discuss your campaign in the strictest confidence.***