

## Over 8 million Australians are on Facebook!

Facebook allows you to connect with thousands of **real** Australians and New Zealanders who are members of this online social networking phenomenon. Or if your product is global, **we can target any country in the world!**

### You can target by:

- Age, Gender, Location – State or City AUSTRALIA OR WORLDWIDE
- If in school or college/uni OR Job Titles OR Workplaces
- By specific **keywords** (for example, 14 to 19 year old people who are interested in soccer).
- Other targeting like birthdays is also available

Facebook advertising can pinpoint your target audiences' interests by looking at **keywords** based on interests, activities, and favorite books, TV shows, movies, or job titles that users list in their Facebook profiles. Recent examples of our client campaigns are "sports" "fitness" "college graduates" "at high school" "running". We can also look at **job titles** such as **CEO** or **Business Owners**, **Marketing Managers** or **Teachers** if that is in their profile.

They may also come from the names of groups or Pages users belong to. For example, if you choose to target the keyword "Foo Fighters," then your ad will only display on users' accounts that have listed Foo Fighters on their profile.

Facebook users are not just kids. Although their core users are 18-34, there's a huge growth in the 35-54 segment...no doubt these people use Facebook to keep track of family members. Facebook is also fabulous if you need to target specific audiences that are hard to get using traditional email marketing lists. Facebook has both CPC (Cost Per Click) and CPM (Cost Per Impression) Campaigns. **We recommend CPC.**

Facebook uses an bidding/auction system like Google Adwords, so you 'compete' for the space based on what price you're prepared to pay per click. The system will recommend a price and only charge you the lowest price. Or we can firmly set the CPC price. A rough ballpark price range might be 40c-\$1 per click depending on demand.

You can also set a **DAILY BUDGET**. Also you can track progress in **REAL TIME**.

### Pricing ex GST

- SETUP \$250.00 - advertisement creation – up to 5 ads.
- + \$95.00 per week ongoing monitoring, ad tweaking & daily reporting
- + Cost Per click (TBC)


**Ad Title Text**  
25 characters inc spaces

**Ad Image**  
110 pixels wide x 80 pixels high

**Ad body**  
135 characters inc spaces

Advertise

**Are You 45? Get an iPhone**




Are you 45? Then you are eligible to win an iPhone, absolutely free. Enter right now - over 150 have been given away already!

Facebook interaction icons: Like, Comment, Share

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**Shocking Diet Secret**




How do celebrities stay so skinny? I know the secret. Learn how they stay thin!

Facebook interaction icons: Like, Comment, Share

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**Want PINK Tickets?**



Win 2 gold reserve tickets to see P!NK in Brisbane on June 12. Includes airfare and 1 night 5-star accommodation for 2. ENTER NOW!

Facebook interaction icons: Like, Comment, Share

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