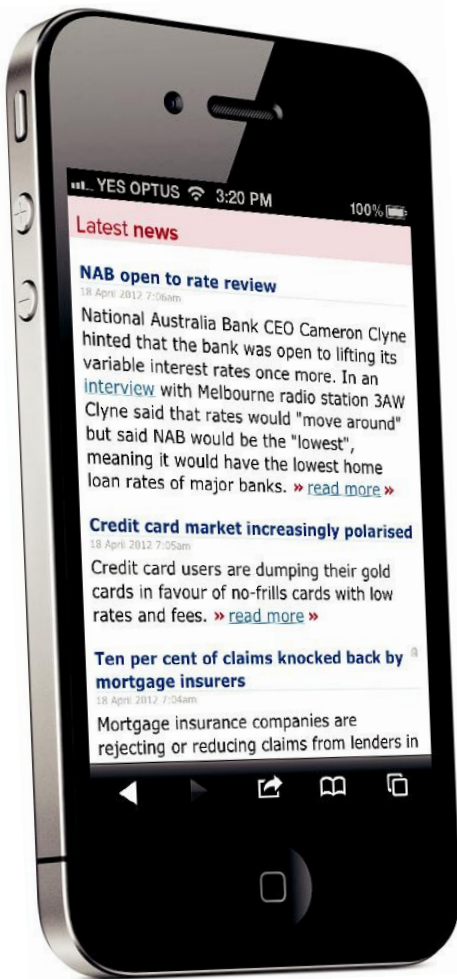# You *can* talk to banking decision-makers

Banking Day pitches your message to 2400 highly-engaged banking industry players, each day

Users read Banking Day's daily email on their laptops, iPhones and PCs. They read it at the breakfast table, on the train, or when they enter the office. Noted industry commentator Christopher Joye calls it "the bible of the banking industry".

And the Banking Day website, a subscriber-access archive of 11,000 Banking Day articles, attracts more than 5000 unique visitors each month.

Our readers run the industry

These are the people who are busy making Australian banking and finance happen.

They pay up to $1790 a year to read Banking Day's comprehensive daily summary of events in their volatile industry and view our seven-year news archive.

When we ask them why they pay for Banking Day, they usually tell us they have no time to read through traditional newspapers or magazines or even surf the Web. They spend their days working on their businesses. They want a single early-morning briefing they can trust. They read it every day.

Reach them better with Banking Day

To add high-level reach and frequency to your banking and finance advertising, you can add Banking Day to your media mix.

Banking Day ads buy you a spot in front of industry decision-makers as they start their day, every day. Contrast that with a website ad which might be visited once a week — or once a month.

To find out more about the Banking Day product, we recommend you sign up for a free trial at bankingday.com.

Our advertising guidelines are broadly those of Google.

Advertisements are clearly marked as such, in email and on WorkDay Media sites.

Email ad pricing

- Single ad: $490
- Two-day run: $720
- One-week run (five editions): $1290
- Two-week run (ten editions): $1990
- One-month run (twenty-three editions): $3290

Our standard email ad consists of up to 150 words of text plus a graphic up to 310 pixels wide by 310 pixels deep. An example is pictured above.

Website ad pricing

- Run of site top-of-page (468x60 pixels): $150/month
- Run-of-site left-hand-side (160x600 pixels): $80/month
- Run-of-site right-hand-side (160x600 pixels): $100/month
- Banking links page (http://www.bankingday.com/nl06_link_site_browse.php) top-of-page ad area: $100/month
- "Featured Event" on events page (http://www.bankingday.com/nl06_event_site_browse.php): $60/week

Call or (of course) email

Contact Banking Day publisher WorkDay Media.

Phone: +61 3 9012 7375

Email: marketing@workdaymedia.com.au

You *can* talk to banking decision-makers as they prepare for their working day.

Prices include GST and are current for six weeks from date of distribution.

Specific ad requirements
For the website listing we will need date and location of the event.
For the email message, we will need a heading for your ad, a description of the product /service/event (up to 150 words), unique URL(s) and graphic (if desired). The graphic can be a maximum of 310x310 pixels in GIF or JPEG format.
Please indicate what text and graphic should be linked to which URL.
Note that your ad heading will be prefaced with the word "Advertisement:" and that our tracking system will add URLs which will immediately redirect to the supplied URLs.

More at workdaymedia.com.au or ring +61 3 9012 7375