

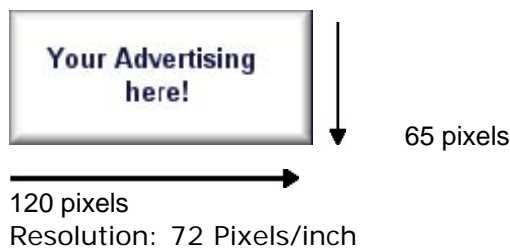


Advertising on Nurses.info (Effective 12 Nov 2004)

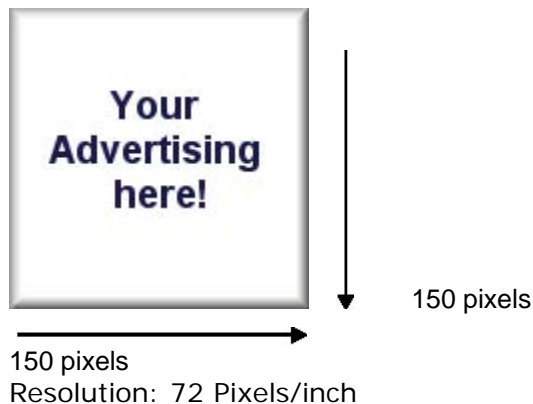
Nurses.info now offers a variety of advertising opportunities tailored to meet your individual needs and targeted to place your product in front of the world's nurses. On the right side of every page throughout Nurses.info we offer advertising and page sponsorship.

Ad images should be 320 x 100 pixels, 120 x 65 pixels or 150 x 150 pixels, limited to approx 15 - 20K, jpeg or gif format. Banner or looping ads will be considered on an individual basis. Though there are no set parameters for looping animations, we have the right to reject banner ads we consider overly annoying and detract from our site.

Button Ad



Box Button Ad



Mini Banner



'Ads' will contain a link back to the sponsor's web page and open in a new window.

Ad button placement is subject to availability. A three-month minimum is preferred but NOT Essential. All rates are gross.

We do not accept Full Page Banner Ads!

All Rates given are in US Dollars.

Rates Level I – Home Page

Note -Currently the structure of our home page makes it difficult to include advertising. At this point we will not be including the Home Page.

Level II - Sectional Page (Each Main Heading Page. Example: Nursing Theories a – z etc.)

Rates:

- One Only Sponsor on page: \$750 per month
- Upper button banner slots at right \$250 per month (150x150pixels) - Box Button Ad
- Upper button banner slots at right \$125 per Month (150x65pixels) - Button Ad
- Bottom centre of main page: \$325 per Month (320x100pixels) - Mini Banner

Level III - Title Page (Each Primary Sub Section Page. Example: Nursing Theories a - z / Grand Nursing Theories etc.

Rates:

- One Only Sponsor on page: \$625 per month
- Upper button banner slots at right \$210 per month (150x150pixels) - Box Button Ad
- Upper button banner slots at right \$105 per Month (150x65pixels) - Button Ad
- Bottom centre of main page: \$270 per Month (320x100pixels) - Mini Banner

Level IV - Subsequent Page (Each Individual Page. Example: Nursing Theories a - z / Grand Theories / Martha Rogers page.

Rates:

- One Only Sponsor on page: \$500 per month
- Upper button banner slots at right \$167 per month (150x150pixels) - Box Button Ad
- Upper button banner slots at right \$83 per Month (150x65pixels) - Button Ad
- Bottom centre of main page: \$215 per Month (320x100pixels) - Mini Banner

Text Links

Text Links will be considered on all of our pages. They will normally be placed as with the small button ads listed above. Prices will vary with placement; but would be approx \$30 per cm .

Payment

All Payments to be made in US Dollars except for Australian clients

Australia: Dollars (AUD) cheque **or** Electronic Funds Transfer (preferred) Australian clients, please contact for Exchange Rate to AUD.

Rest of World – US Dollars (USD) cheque **or** Electronic Funds Transfer (preferred)

Full details of payment options available on completion of advertising agreement with Nurses.info.

Terms and conditions

1. Advertisements will be displayed subject to acceptance. Any offer or quotation supplied to you will remain valid for twenty eight days from receipt of same.
2. An Invoice will be issued on acceptance (payment within 30 days). **If you are a new customer, ads will be displayed on receipt of payment only.** All subsequent ads will be displayed on acceptance or as specified.
3. Minimum display period is three months; periods in units of one month thereafter may be considered.
4. Advertisements may be altered or replaced at customer's request but you may be billed USD\$10.00 for the additional changes outside of service agreement.
5. Ads that compete with or undermine **Nurses.info** will not be accepted.
6. Animated ads will be considered; overly "active" ads will not be considered.
7. Hypertext links that involve cookies, pop-up boxes, new windows etc - or anything else that can be considered ad/spyware will not be considered.
8. All effort will be made to display your ads at all times: **Nurses.info** cannot be held responsible for domain host failures or any other failure of the Internet. However, we will consider extending the display period in the event of sustained problems.
9. Refund will not be considered. If an ad is withdrawn, we will run it for contracted 3 month period and then withdraw it.
10. The terms and conditions of this agreement may be altered at any time by **Nurses.info**, but existing agreements will always be fulfilled.

For more information:
Nurses.info

Location: 391A St Georges Rd., Fitzroy North, Melbourne, Australia 3068

Postal: P.O. Box 1377, Fitzroy North, Melbourne, Australia 3068

Phone: + 61 3 9481 7222 FACSIMILE: + 61 3 9481 7655

E-Mail: advertising@nurses.info

Nurses.info is a subsidiary of [Australian Nursing Agency](http://AustralianNursingAgency.com)