Before placing a banner advertisement at CPDpoint, please familiarise yourself with this tip sheet. It contains some helpful information to make submission simple, including: banner specifications; how the banner system works (page 2); and an outline of the submission process (page 3). If you have any suggestions to improve this tip sheet, please let us know.

Attention potential banner advertisers
The greater the number of users of this website meeting your display criteria, the more often your banner will be displayed.

CPDpoint was launched in June 2008; the number and composition of users will grow rapidly on a quarterly basis. However, during the early stages of our business growth, we suggest that you only consider banner advertising if your intended audience is all of the professionals on our list. This will ensure that your banner is displayed with sufficient frequency. As the site develops in popularity, more focused, targeted banner campaigns will become increasingly effective[*].

CPDpoint Banner Specifications

The banner you submit must conform to the pixel dimensions and maximum file size for that type. If your banner/s does not meet the specifications you will receive an error message. If this occurs, you will have to review your banner and attempt submission on another occasion.

Please ensure that your banner meets the following specifications before you attempt to submit a banner at CPDpoint:

Banner Type	Dimensions	Maximum Size	Format	Maximum Time
Button	120 x90	20 kb	jpg, gif, swf	15 seconds
Half Horizontal	234 x 60	25 kb	jpg, gif, swf	15 seconds
Full Horizontal	468 x 60	25 kb	jpg, gif, swf	15 seconds
Leaderboard	728 x 90	40 kb	jpg, gif, swf	15 seconds
Vertical	120 x 240	25 kb	jpg, gif, swf	15 seconds
Skyscraper	120 x 600	40 kb	jpg, gif, swf	15 seconds

All banners must link to your site eg, <ins>http://www.yoursite.com</ins>

Note: If you advertise a banner to an audience outside of your country and you include the price of goods or services in your banner, please indicate the currency you are referring to (eg, Australian Dollars, US Dollars, British Pounds, Euro etc).

How the CPDpoint banner system works

If you come to CPDpoint armed with marketing knowledge of exactly who your customers are, you will benefit most from this service. This section of the tip sheet will help you to decide your banner display preferences.

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[*]*We anticipate a period of visitor growth to this site, and in its early stages there may be fewer registered users than some advertisers have come to expect. If you have paid for banner advertising in the past and have comparative data, we are happy to consider that data to rectify any disappointment you might have with the display performance of your banner at CPDpoint. It is our intention to give every banner advertiser value for money.*

The CPDpoint banner system is tied to the site user's profession/country/region, and the searches that they perform on the site. This means that banners of relevance to specific users will 'follow' that user around the site. The benefit of this design for the advertiser is that a banner can be set to be displayed to a highly specified customer group – should that be your objective.

We designed the banner system they way we did because we know that sometimes 'less is more'. For example, not every product/ service is intended for every industry or professional. Many products/ services are unique and are intended for a specific audience, who live or work in a particular location. It is pointless to market a product/ service to an irrelevant audience; for instance, there is no point advertising your walk-in specialist practice to people in another country or even another state.

The banner system has two mandatory requirements, with other preferences optional:

- You are required to select one country, or state, or region on our location list
- You are required to select your intended audience (this can be one profession or all professionals on our list)

When a CPDpoint registered user logs in, if your banner display criteria matches their location and profession, your banner will be set up for display to that user when they start performing searches on the site.

The display preferences that are optional during banner submission mirror all the search combinations that a user can perform at CPDpoint in the classifieds, events and forum areas. Therefore, if you include a specific type of search during banner submission, a user who performs that specific search will initiate the display of your banner. Consider the following three examples intended for a Civil Engineer:

1. The following is an example of a narrow search. The display criteria could be set as follows (note that each criterion must occur before the banner is available for display):
- Australia/ New South Wales/ Sydney CBD
- Engineering Related Profession/ Civil Engineer
- Classifieds/ New Goods For Sale/ Professional Equipment

2. The following is an example of slightly wider search. The display criteria might be set as follows (note each criterion must occur before the banner is available for display):
- Australia All
- Engineering Related Profession/ Civil Engineer
- Classifieds/ New Goods For Sale/ Professional Equipment

3. The following is an example of a wider search again. The display criteria could be set as follows (note each criterion must occur before the banner is available for display):
- Australia All
- Engineering Related Profession/ Civil Engineer
- All Classifieds/ All Events/ All Forums

There are many combinations possible and you can change these combinations as many times as you like during your period of advertising.

The Banner Submission Process

Banner submission is a 2 Step process:

Step 1 will require the following information:

- Identify whether your banner is a CPD-related banner or it is unrelated to CPD (this determines the advertising price, with CPD-related advertising priced at a lower point, in line with the objectives of this website)

- Title of banner (this information is transferred to your receipt and account area)

- Redirect to (this the website linked to this banner)

- Alternative text to be displayed (this is the text that appears when the mouse scrolls over the banner)

- Start Date (that the banner will begin to display; this can be the same day or some date in the future)

- Number of months that you wish to display your banner

- Select the categories for display. You select the user searches that prompt the display of your banner. You may select as many categories (classifieds/events/ forums/country/ industry/ profession) as desired. The minimum selection criteria are one professional and one country (or part of a country) for display. As noted on page one of this tip sheet, during the early stages of our business growth, we suggest that you only consider banner advertising if your intended audience is all of the professionals on our list. This will ensure that your banner is displayed with sufficient frequency. However, as the site develops in popularity, more focused, targeted banner campaigns will become increasingly effective.

Step 2 will require the following information:

- Select the banner size/s you wish to advertise

- Upload your banner/s

Then:

- Confirm banner details, and

- Proceed to payment process

Or,

- Add banner to your shopping cart in order to submit another banner of the same size, or an event, classified or forum, or continue to browse the site.