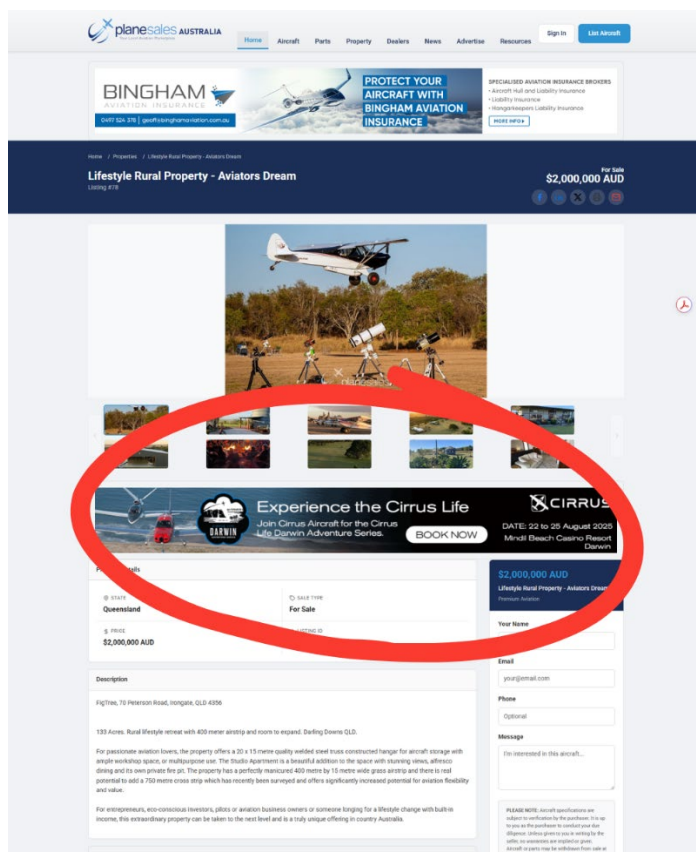


Firstly, I think to simplify the process, we need to just have admin control of the banner ads. Let's remove any reference or ability for a site user or seller to upload a banner ad. We need to control that from our side – for now.

We have a couple of banners on the admin portal that I don't quite understand where they're actually going to sit or what they do. First is the **half page / large rectangle sidebar**. The other is the **standard mobile banner mobile top/bottom**.

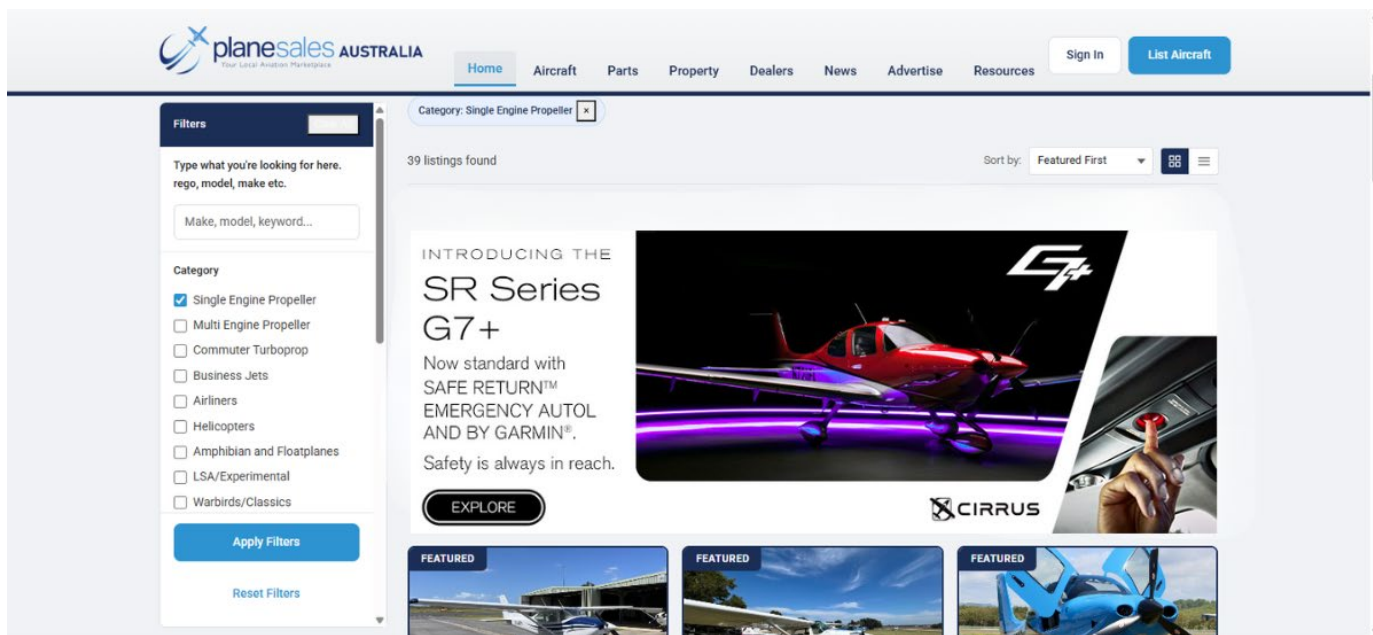
Like I said, not sure what they do. If we can't find a home for them we should probably get rid of them.

Remove this banner from this position. It breaks up the flow of the ad to the detriment of what the person is trying to sell. The banner displaying in this position is the same as the **Standard Leaderboard – top of page (730 x 90)** banner.



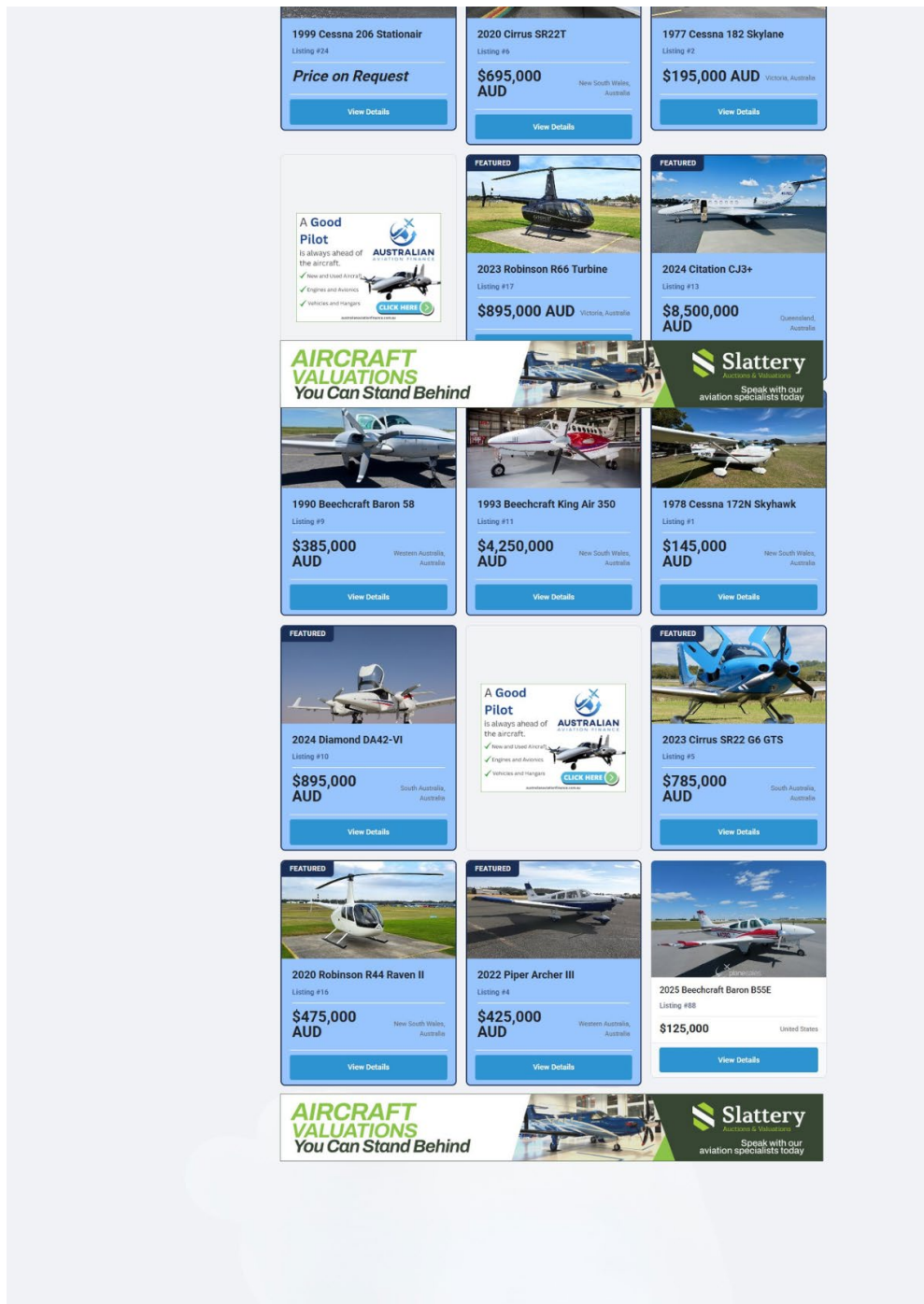
Top Feature Banner (880 x 330)

- These banners sit at the top of all search results – aircraft – parts and property
- Can run 3 banners simultaneously
- Banners rotate at 4 second intervals



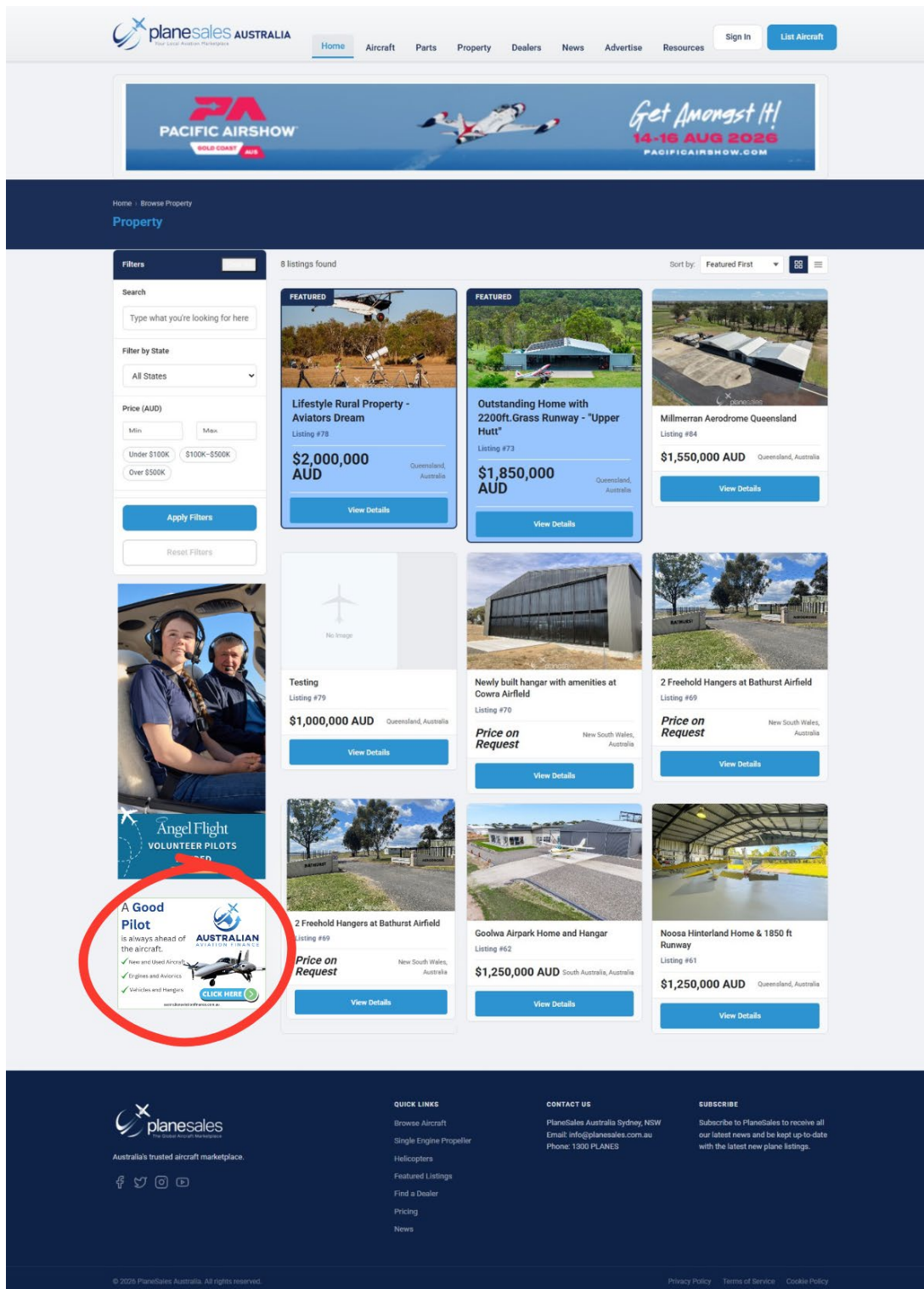
Horizontal Banner – Search Results (880 x 110)

- These banners appear in the search results. Example, if someone brings up all of the Cessna aircraft listings.
- We should be showing **18** listings per page when someone searches for a particular item
- The banners sit after the first 9 listings (3+3+3) and after listing 18 at bottom of the search results
- The banners will rotate at 4 second intervals



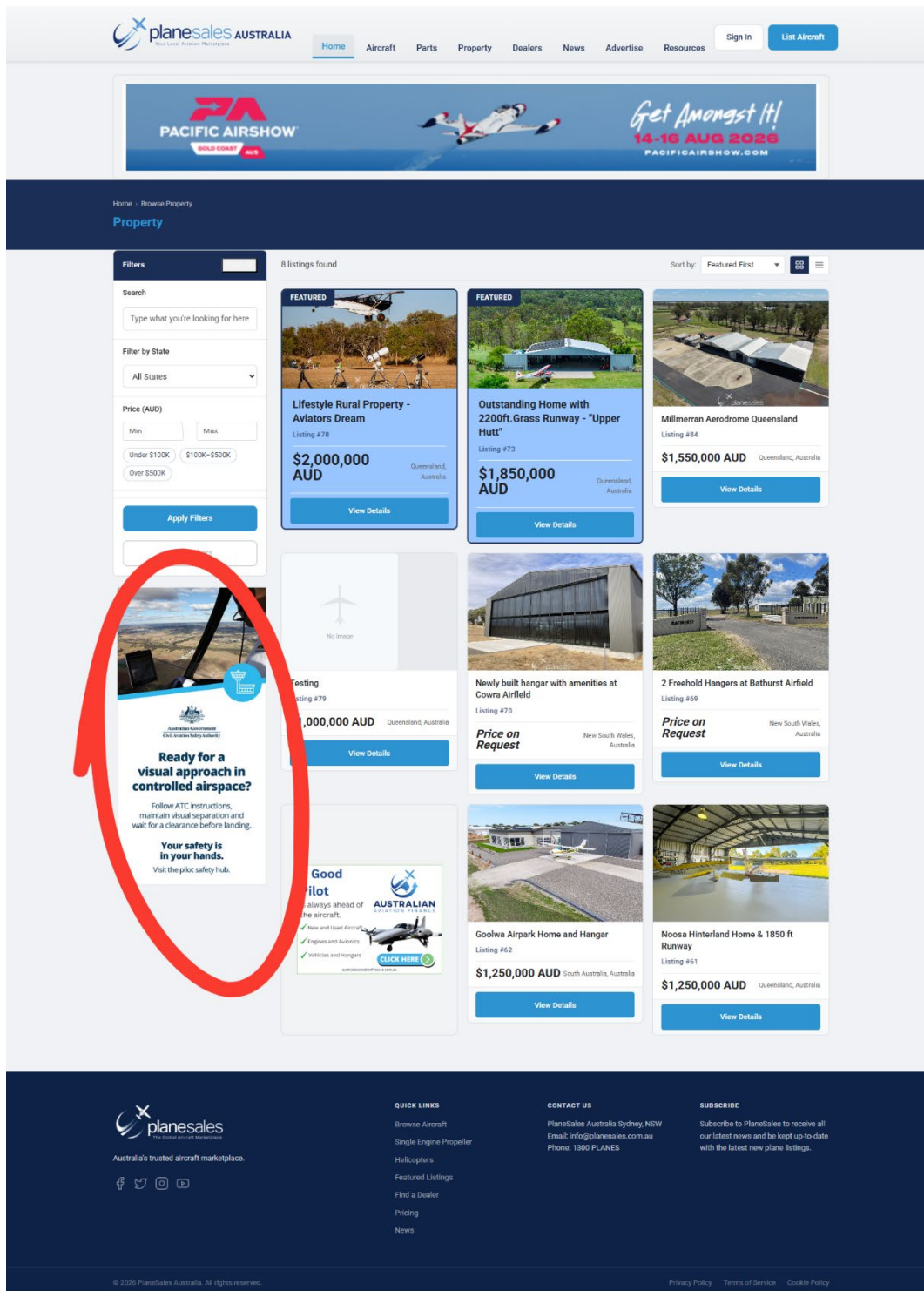
Medium Small Square – Left Sidebar **REJIG & RENAME THIS BANNER POSITION**

- Positioned below the Left Tower Skyscraper
- Appears in search results
- Capacity for 3 rotating banners in the same position at 4 second intervals



Left Tower Skyscraper – 400 x 800

- Sits on the left of page when a user searches for something and appears in the search results
- Capacity for 3 banners rotating in the one spot
- Banners rotate at 4 second intervals



Right Tower Skyscraper 400 x 800

- These banners sit when a site user opens up and views an individual listing – aircraft, parts or property
- Capacity for 3 banners rotating at 4 second intervals

- Will sit on the right hand side of the page underneath the contact details.

planeSales AUSTRALIA

Home Aircraft Parts Property Dealers News Advertise Resources Sign In Use Aircraft

BINGHAM
SPECIALISED AVIATION INSURANCE BROKERS
Aircraft Full and Liability Insurance
Liability Insurance
Hangarkeepers Liability Insurance
MORE INFO

Home / Properties / Lifestyle Rural Property - Aviators Dream

Lifestyle Rural Property - Aviators Dream
Listing #78

\$2,000,000 AUD

Property Details

STATE Queensland	DAYS TIME For Sale
PRICE \$2,000,000 AUD	LISTED IN 78

Description

Fig Tree, 70 Peterson Road, Ingarah, QLD 4356

133 Acres. Rural lifestyle retreat with 400 meter airstrip and room to expand. Carling Downs QLD

For passionate aviation lovers, the property offers a 20 x 15 metre quality welded steel truss constructed hangar for aircraft storage with ample workshop space, or multipurpose use. The Studio Apartment is a beautiful addition to the space with soaring views, alfresco dining and its own private lap pool. The property has a perfectly maintained 400 metre by 15 metre wide grass airstrip and there is real potential to add a 750 metre cross airstrip which has recently been surveyed and offers significantly increased potential for aviation flexibility and value.

For entrepreneurs, eco-conscious investors, pilots or aviation business owners or someone longing for a lifestyle change with built-in income, this extraordinary property can be taken to the next level and is a truly unique offering in country Australia.

\$2,000,000 AUD
Lifestyle Rural Property - Aviators Dream
Primary Contact

Your Name
Full name

Email
your@email.com

Phone
Optional

Message
I'm interested in this aircraft...

PLEASE NOTE: Aircraft specifications are subject to confirmation by the purchaser. It is up to you as the purchaser to confirm your due diligence before purchase or entering the public or common use of any aircraft. If the price does not contain the transfer fee for the registration, the price may or may not include costs such as Stamp Duty, Transfer Fee, GST and other fees or related charges. Please confirm price, fees, charges and transfer with the seller or the Aircraft or Part.

I have read and understood the disclaimer above.

Send Enquiry
Request Callback

Primary Contact

Katy Webb
+61 3 9555 1234
kwebb@communication.net

Similar Properties

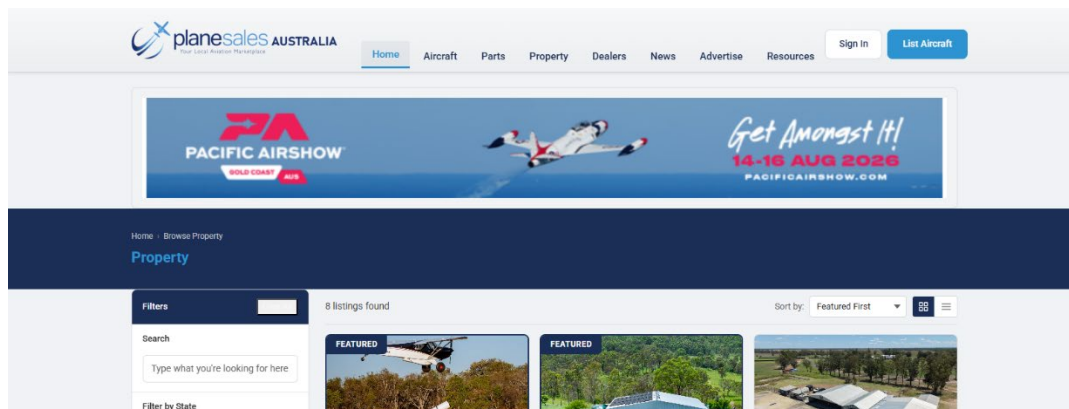
Milmeran Aerodrome Queensland
Twisting

Tecnam
La Dolce Vita
Tecnam Gran Lux
Aeromobili made in Australia
Unsurpassed Italian Style & Luxury
TECNAM

Standard Leaderboard – top of page (730 x 90)

- Resize this banner to be 730 x 90. Current sizing is too big and “in your face”

- Sits Top of page
- Capacity for 3 banners rotation at 4 second intervals



Pricing: We are doing a complete repricing of our banners

- **Homepage Hero banner** is \$110 per month with capacity for 3 rotating banners at 4 second intervals = **\$330.00**
- **Top of page feature banner** is \$330 per month with capacity for 3 banners rotating at 4 second intervals = **\$990.00**
- **Standard leaderboard top of page** is \$220.00 with capacity for 3 banners rotating at 4 second intervals = **\$660.00**
- **Horizontal banner - Search Results** banner is \$220 per month with capacity for 3 rotating banners at 4 second intervals = **\$660.00**
- **Medium Small Square Left Sidebar** is \$110.00 per month with capacity for 3 banners at 4 second intervals = **\$330.00**
- **Right Tower Skyscraper banner** is \$220 per month with capacity for 3 rotating banners at 4 second intervals = **\$660.00**
- **Left Tower Skyscraper** banner is \$220 per month with capacity for 3 banners at 4 second intervals = **\$660.00**

Total possible revenue is

$$330 + 990 + 660 + 660 + 330 + 660 + 660 = \mathbf{\$4290\ pm}$$