

RE: Advertising on Bird-O

To whom it may concern,

Bird-O (<http://bird-o.com>) has existed for just over a year. In that time, we've built a regular readership of over 10,000 people. Over three-quarters are Australian and most read the site more than once a year.

Through our social-media partnership with Wildiaries, we're reaching upwards of 10,000 individuals a day and almost a million Facebook / Twitter views a month. We've grown consistently over the last 12 months and continue to do so.

Those who advertised with us from the start kindly supported us on the premise that we'd achieve value for money. We did better than that. The site ended up yielding almost twice as many page views than an equivalent online advert would normally be worth.

In real terms, all our supporters' brands have been seen by over 10,000 people with a keen interest in birds.

This year, Bird-O needs to expand. To maintain the quality of articles and to continue to grow, requires resources. We need to pay writers, maintain engagement with our readers online, respond to comments and support both in financial and in-kind terms, inspirational Australian birders and conservation action ... people like Nigel and Jaime, who are writing for us as they cycle across Canada.


Advertising in 2011 will be based mostly on a Cost Per Thousand Page Impressions (CPM) model - that's the number of times people see your brand. Adverts will also be placed on the Wildiaries pages, which are yielding similar Australian viewing figures (77% Australians, 15,000 regular visitors per year).

This traditional way of advertising online, both guarantees that our existing advertisers get the same deal they got last year but frees up space in the site for others. We're certain that the extra financial capacity will let us make Bird-O even better for everybody ... including our existing supporters.

Advertise with us and we'll help you achieve superior Google rankings. After following simple advice, posting a couple of short articles and with our social-networking support, one our clients shot up the web-rankings. Their response: "All I can say is Wow!"

To register your advert on Bird-O, complete the application overleaf.

Yours sincerely,



Simon Mustoe
Director, Bird-O & Wildiaries

Bird-O

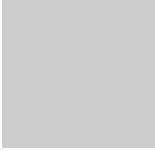
trading as AES, ABN 92 099 192 417.
39 The Crescent, Belgrave Heights, Victoria 3160

Advertising Positions *All prices include GST.*

Horizontal banner - 6 AVAILABLE (400 x 95px): \$400 per year (Your advert will appear 11,500 times)



Square advert - 30 AVAILABLE (125 x 125px): \$240 per year (Your advert will appear 7,000 times)



Front page feature - 1 AVAILABLE (300 x 300px): per quarter - prime position. \$600 / month; \$1060 / qtr (minimum 6 month contract); or or \$965 / qtr if you pay 12 months in advance.



Feature page sponsor - PRIME FEATURE PAGE ADVERT (300 x 300px): per quarter - prime position. \$400 / month; \$960 / qtr (minimum 6 month contract); or or \$865 / qtr if you pay 12 months in advance.



Feature pages are specially designed pages such as regional birding pages (e.g. Christmas Island, Sunshine Coast, Boat Trips etc).

Advertorial - PRICE ON REQUEST

If you would like to support Bird-O further, or if you have valuable content to contribute that's of general interest to birders but will also help you sell your brand, contact us at info@bird-o.com. We're always interested in new ideas on how to form brand partnerships.

Bird-O

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39 The Crescent, Belgrave Heights, Victoria 3160

Tel: 61 (0)405 220 830 | e-mail: simonmustoe@ecology-solutions.com.au | Skype simonmustoe

APPLICATION TO ADVERTISE

TAX INVOICE



I would like to register for a:

- 1. HORIZONTAL BANNER \$400 / YEAR
- 2. SQUARE ADVERT \$240 / YEAR
- 3. FRONT PAGE FEATURE 1MTH \$600 6 MTH \$2,120 12MTH \$3,860
- 4. FEATURE PAGE SPONSOR 1MTH \$400 6 MTH \$1,920 12MTH \$3,472
- 5. SUPPORT BIRD-O / ADVERTORIAL ([Contact us](#))

TOTAL (please complete) \$ (including GST @ 10%)

I have read and agree to the terms of this contract and the attached ONLINE ADVERTISING AGREEMENT (Exhibit 1)

Signature Date/...../.....

Company Position

HOW TO MAKE A PAYMENT *5% Discount on direct debit credit card payments. Enter coupon code.

<p>Direct debit credit card* online (click the link):</p> <p>1. HORIZONTAL BANNER</p> <p>2. SQUARE ADVERT</p> <p>3. FRONT PAGE FEATURE 1MTH 6MTH 12MTH</p> <p>4. FEATURE PAGE SPONSOR 1MTH 6MTH 12MTH</p> <p>Coupon code for 5% discount BIRDO5PT81J</p>	<p>Bank Transfer (note, Bird-O trades as AES)</p> <p>Bank Account Details: Company - AES Applied Ecology Solutions Pty Ltd. Bank - Commonwealth Bank, Ascot Vale, VIC BSB Number (i.e. Sort Code): 06 3102 Account Number - 10161746 SWIFT Code - CTBAAU2S</p>
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Please email or post this agreement to the address below.

Please email us with graphics for your advert. info@bird-o.com

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EXHIBIT 1: ONLINE ADVERTISING AGREEMENT

Terms and Conditions-Internet Advertising Agreement

THIS ONLINE ADVERTISING AGREEMENT (the "Agreement") is made between AES Applied Ecology Solutions Pty Ltd ("AES") (the owner of Bird-O) and Andrew Isles Natural History Books ("Advertiser"). In consideration of the mutual promises and covenants contained in this Agreement, the parties hereto agree as follows:

1	Advertising. AES shall use its diligent efforts to provide the Internet-related advertising specified in Exhibit 1. Any advertising submitted by Advertiser must be in form and substance acceptable to AES.
2	Payment. Advertiser shall pay the fee set forth in Exhibit 1 to AES, due and payable as indicated therein.
3	Indemnity. Advertiser shall at all times defend, indemnify and hold harmless AES and its officers, directors, shareholders, employees, accountants, attorneys, agents, affiliates, subsidiaries, successors, and assigns from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to the content of Advertiser's advertisements served by AES pursuant to this Agreement and/or any materials to which users can link through those advertisements.
4	Limitation of Liability .
(a)	UNDER NO CIRCUMSTANCES SHALL AES BE LIABLE TO ADVERTISER OR ANY THIRD PARTY FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES (EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES), ARISING FROM THIS AGREEMENT, SUCH AS, BUT NOT LIMITED TO, LOSS OF REVENUE OR ANTICIPATED PROFITS OR LOST BUSINESS, COSTS OF DELAY, OR LIABILITIES TO THIRD PARTIES ARISING FROM ANY SOURCE.
(b)	AES DISCLAIMS ANY AND ALL REPRESENTATIONS AND WARRANTIES, INCLUDING ANY REGARDING MERCHANTABILITY, FITNESS FOR PARTICULAR PURPOSES, SUITABILITY, COMPLIANCE WITH LAWS, QUALITY, OR OTHERWISE, WITH RESPECT TO THE BIRD-O WEB SITE.
(c)	IN NO EVENT SHALL AES BE LIABLE IN ANY WAY FOR AN AMOUNT GREATER THAN THE PAYMENT OWED TO AES UNDER SECTION 2 ABOVE.
(d)	AES WOULD NOT HAVE ENTERED INTO THIS AGREEMENT BUT FOR THE LIMITATIONS CONTAINED IN THIS SECTION 4.
5	Intellectual Property Rights. Neither party will acquire any ownership interest in each other's intellectual property. AES shall have the right to place Advertiser's logo, tradename and trademark on any advertising from Advertiser and to otherwise use such items in connection with the purposes of this Agreement.
6	Force Majeure. Neither AES nor Advertiser shall be liable to the other for any failure or delay in its performance due to any cause beyond its control, including acts of war, acts of God, earthquake, riot, sabotage, labour shortage or dispute, Internet interruption, government acts, and other similar events.
7	Miscellaneous. This Agreement constitutes and contains the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior or contemporaneous oral or written agreements. Each party acknowledges and agrees that the other has not made any representations, warranties or agreements of any kind, except as expressly set forth herein. This Agreement may not be modified or amended, except by an instrument in writing signed by duly authorised officers of both of the parties hereto. This Agreement may be executed in counterparts each of which shall be deemed an original and all such counterparts shall constitute one and the same agreement. This Agreement will be deemed entered into in Victoria and will be governed by and interpreted in accordance with the laws of the State of Victoria, excluding that body of law known as conflicts of law. The parties agree that any dispute arising under this Agreement will be resolved solely through confidential binding arbitration in Melbourne, Australia. In the event of any dispute, each party shall bear its own legal fees, expert witness fees, and arbitrator fees. The provisions of this Agreement relating to payment of any fees or other amounts owed, indemnification, confidentiality, limitations of liability and intellectual property shall survive any termination or expiration of this Agreement. The terms of this Agreement are the confidential information of AES. The language in this Agreement shall be construed as to its fair meaning and not strictly for or against either party.

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