



iFindaStore™ Price Comparison Other Advertising Mediums

	Yellow Pages Book (1)	Yellow Pages Online (1)	Local Directories (2)	Local Newspaper Advertising (3)	iFindaStore Service	iFindaStore Products
Image and logo only (matchbox size ad)	\$1000 per year (inc GST)	Replicate ad PLUS \$580 per year (inc GST)	\$907.50 per year (inc GST)	\$252 per week (inc GST)	\$145.10 per year (exc. GST)	\$4.80 per year (exc. GST)
Column (3 lines)	\$277 per year (inc GST)	Replicate ad PLUS \$297 per year (inc GST)	Basic Free OR Boxed \$236.50 per year (inc GST)	\$126 per week (inc GST)	Included	Included
Full image plus key words - Local Only		\$120 - \$140 per month (inc GST)		No	Included	Included
Full image plus key words - National		\$600 - \$800 per month (inc GST)		No	Included	Included
No. of Categories	1	1	1	1	1	1
Add extra categories	Multiply price	Multiply price	3 categories for the price of 2	Multiply price	\$33.60 per year (exc GST)	Multiply price
Publication	Gold Coast book only need to verify	Gold Coast book only need to verify	160,000 households Gold Coast South book	74,000 Weekend newspaper	800,000 nationwide	over 20 million iPhones
Immediate Service	No	No	No	Yes	Yes	Yes
Display Products	No	No	No		Yes	Yes
Display Location	No	Yes	Yes		Yes	Yes
Display Distance	No	No	No		Yes	Yes
Display Prices	No	No	No		Yes	Yes
Virtual Application	No	No	No	No	Yes	Yes

Prices are indicative only. Memberships, Upload of Item and Category listing fees can be changed without notice.

For all up-to-date prices please visit www.ifindastore.com. All rights reserved 28/2/11.

(1) Yellow pages Gold Coast - (2) Local Directories Gold Coast South - (3) WeekEnd Gold Coast Bulletin.