

iSENIORITY

 Senior Living Online

It's Your Life

**2012 Client Manual
Retirement Villages**

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Current Directory Listings

Standard Billing Year

Our standard billing year runs from 1 May to 30 April the following year.

Renewal

We post renewal tax invoices in early April, for payment by 30 April.

Updates and Amendments

You can update or amend your listing(s) at any time at no charge.

Text Changes: You can email text changes or print the relevant listing, make the text changes by hand, and fax or post it to us.

Please ensure that text changes do not exceed the following character limits:

Introduction:	250 characters (including spaces)
Accommodation (2 fields):	2 x 250 characters (including spaces)
Facilities (2 fields):	2 x 250 characters (including spaces)
Services (2 fields):	2 x 250 characters (including spaces)
Price Guide:	250 characters (including spaces)
Pet Policy:	250 characters (including spaces)

Photo Changes: You can email additional or replacement photos, but please note that there is a limit of 4 photos per village.

To ensure that the photo panel and the listing look their best, your photos should:

- have landscape orientation
- have the same proportions (ie all 3x2 (best) or all 4x3 or all 7x5 etc)
- not be wide-angle shots, which do not present well in the available space.

The minimum size we require is 330 pixels across and we are happy to resize any images that are larger than this.

Please let us know if you would like a particular photo to be used as the “hero” image, or if you would like the photos to be presented in a particular order. The “hero” image must be the first image.

New Directory Listings

You can submit new listings via our online data submission form, which you can find at: <http://www.iseniority.com.au/submit1.asp>

After you submit a new listing(s), please also send us (by email or disc):

- up to 4 photos per village (see specifications below)
- up to 2 logos per village (eg operator logo, village logo, accreditation logo).

If you submit a listing but wish to make further amendments, just send us an email that clearly sets out the changes you require and we will make them for you.

Character Limits

Most fields on the online data submission form have character limits.

The character limits on the main information fields are:

Introduction:	250 characters (including spaces)
Accommodation (2 fields):	2 x 250 characters (including spaces)
Facilities (2 fields):	2 x 250 characters (including spaces)
Services (2 fields):	2 x 250 characters (including spaces)
Price Guide:	250 characters (including spaces)
Pet Policy:	250 characters (including spaces)

The above fields have adjacent character counters, which indicate the number of remaining characters when you type directly into the field.

Photo Specifications

To ensure that the photo panel and the listing look their best, your photos should:

- have landscape orientation
- have the same proportions (ie all 3x2 (best) or all 4x3 or all 7x5 etc)
- not be wide-angle shots, which do not present well in the available space.

The minimum size we require is 330 pixels across and we are happy to resize any images that are larger than this.

Please let us know if you would like a particular photo to be used as the “hero” image, or if you would like the photos to be presented in a particular order. The “hero” image must be the first image.

Troubleshooting – Be Careful When You Cut and Paste

The online data submission form works best if you type directly into the respective fields, in which case any text that exceeds the relevant character limits will be deleted automatically.

If you do cut and paste, please make sure that you:

- activate the field by typing something in it, in which case any text that exceeds the relevant character limit will be deleted automatically
- delete any numbering, bullet points, line breaks etc (simple prose with comma or semicolon separation is best)
- delete and then retype any apostrophes, hyphens or quotation marks (to avoid known incompatibility issues between different software applications, including Microsoft Word).

Failure to follow the above steps may result in an error message when you try to submit the listing to our database.

Email Address

We suggest that you use a generic rather than a personal email address in your listing(s) so that a change to your sales team will not require a change to your email address. For example, we suggest that you use sales@villagename.com.au rather than joe@villagename.com.au.

Website Link

If your website is a single village website, this link should be to your Home page. If your website is a multiple village website, it should be to the main village page.

Additional Vacancies Page Link

If your website has a dedicated vacancies page where you list individual homes that are available for occupation from time to time, your listing(s) can include an additional direct link to this page.

Additional Brochure Link

If you have a brochure in pdf format, or an online video, your listing(s) can include an additional direct link to the document or video file, which must be located on your server. We suggest that you use a generic rather than a date specific URL so that you can update the file without changing its URL. For example, use .../brochure.pdf rather than .../brochure[date].pdf. If you do update the file and change the URL, please let us know the new URL so we can update the link.

(W) www.iseniority.com.au / www.seniorlivingonline.com.au / www.itsyourlife.com.au

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Featured Retirement Village Listings

You can significantly increase the visibility of individual villages on our websites with a Featured Retirement Village Listing.

Featured Retirement Village Listings are prominently displayed on our search pages. They are located adjacent to the search area on iSeniority and Senior Living Online and down the right hand side of the page on It's Your Life.

The listings are very highly targeted because they:

- only appear on search pages that relate to the State in which the village is located and the relevant category of village (ie Buy or Rent)
- include a reference to the suburb or town in which the village is located.

The number of Featured Retirement Village Listings is strictly limited to 3 for each category of village (ie Buy or Rent) in each State.

Featured Retirement Village Listings include:

- a “hero” image (the same one used in the village’s Directory Listing)
- the name of the village
- the suburb or town in which the village is located
- a prominent “View Website” button, with a direct link to the village’s website (the same one used in the village’s Directory Listing).

Featured Retirement Village Listings are available for standard 6 month periods, from May to October and November to April. We will pro-rata the cost if a listing commences part way through a standard 6 month period.

We maintain a waiting list, so if no positions are currently available, we can record your details and contact you when a position becomes available. Priority will be given to villages on the waiting list.

Share a Single Featured Retirement Village Listing Between Several Villages

If you operate multiple villages in a particular State or Territory, you can share a single Featured Retirement Village Listing between up to 6 villages in that State or Territory by rotating the listing to a different village at the beginning of each month.

Traffic Reporting

The iSeniority and Senior Living Online websites generate detailed traffic statistics for each Operator Profile, Directory Listing and Featured Retirement Village Listing.

In the case of Operator Profiles and Directory Listings, it records not only the actual number of times the profile or listing is viewed, but also the actual number of times further action is taken (eg email sent, website visited, vacancies page visited, brochure viewed, listing printed). In the case of Featured Retirement Village Listings, it records the actual number of times the listing is clicked (in which event the village/operator website is opened in a new browser window).

Although the It's Your Life website does not generate statistics for individual Directory Listings or Featured Retirement Village Listings, it is similarly configured, so we can generate reasonably accurate traffic estimates for individual listings on It's Your Life by comparing the aggregate data from each website.

We will include a detailed Traffic Report with our renewal tax invoices, which are sent out in early April.

Standard Terms and Conditions

All listings on iSeniority, Senior Living Online and It's Your Life are subject to our standard Terms & Conditions, which you can view and print online at:

http://www.iseniority.com.au/terms_conditions.asp

Contact Details

Please note that email is usually the most efficient way to contact us.

E-mail: info@iseniority.com.au or info@seniorlivingonline.com.au

Telephone: (02) 8230 2424 (messagebank only – email is preferred)

Mail: PO Box 457, Chatswood NSW 2057