



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

# Digital Advertising Rates Guide

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2022

**APPA can help you advertise your products and services to a targeted group of promotional products businesses. Advertising opportunities available through the Association include:**

### **Promotional Products Marketing Magazine**

Half page advertisement:	\$250*
Full page advertisement:	\$400*
Double page advertisement:	\$750*

### **Promo Insider**

Top banner advertisement:	\$280*
Banner advertisement:	\$250*

### **Decorator and Supplier Member Directory**

Full page advertisement:	\$500*
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### **Email Marketing**

One EDM to database:	\$995*
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### **APPA Search**

Banner advertisement (monthly):	\$500*
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## **Interested in advertising with APPA?**

Please email APPA Communications Manager Kirsten Fisers at [info@appa.com.au](mailto:info@appa.com.au) to enquire about any of the advertising opportunities listed in this guide.

\*All pricing excludes GST and is in AUD.

# Magazine

The Promotional Products Marketing Magazine is a tri-annual digital magazine read by thousands of promotional products specialists and marketing professionals every year, and includes industry updates, promotional marketing news, themed product collections and more.

## Pricing\*

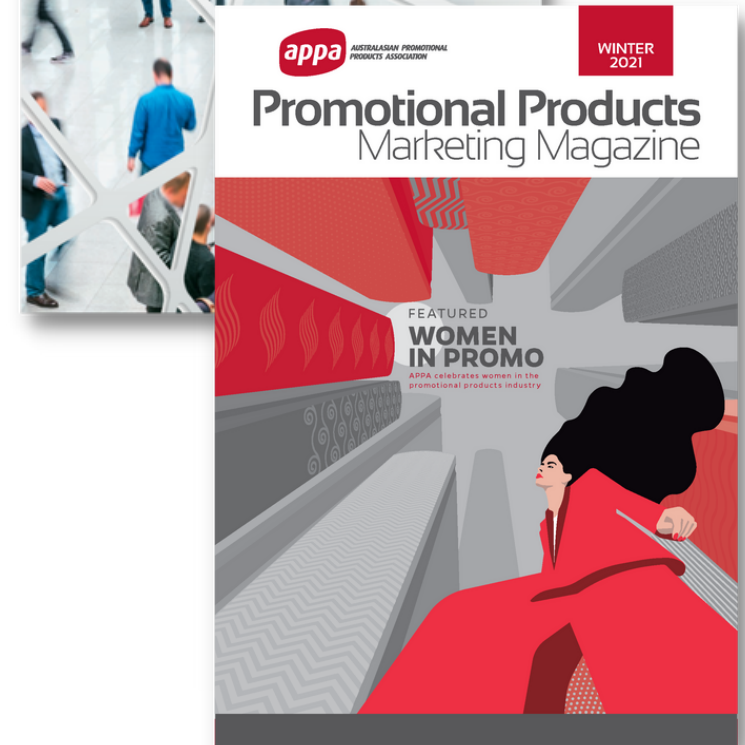
Half page advertisement:	\$250*
Full page advertisement:	\$400*
Double page advertisement:	\$750*

## Artwork Dimensions

Half page advertisement:	210mm (W) x 148mm (H)
Full page advertisement:	210mm (W) x 297mm (H)
Double page advertisement:	420mm (W) x 297mm (H)

## Planned 2022 Release Calendar

Issue 1 release date:	<b>Monday 14 March</b>
Content/artwork due:	Monday 28 February
Issue 2 release date:	<b>Wednesday 22 June</b>
Content/artwork due:	Tuesday 31 May
Issue 3 release date:	<b>Wednesday 5 October (TBC)</b>
Content/artwork due:	Monday 15 August



\*All pricing excludes GST and is in AUD.

# Promo Insider

Promo Insider is a fortnightly e-newsletter sent out to APPA's database of more than 4,500 promotional marketing professionals. Artwork must be sent to APPA two days before the date of publication.

## Pricing\*

Top banner advertisement: \$280  
Banner advertisement: \$250

## Artwork Specifications

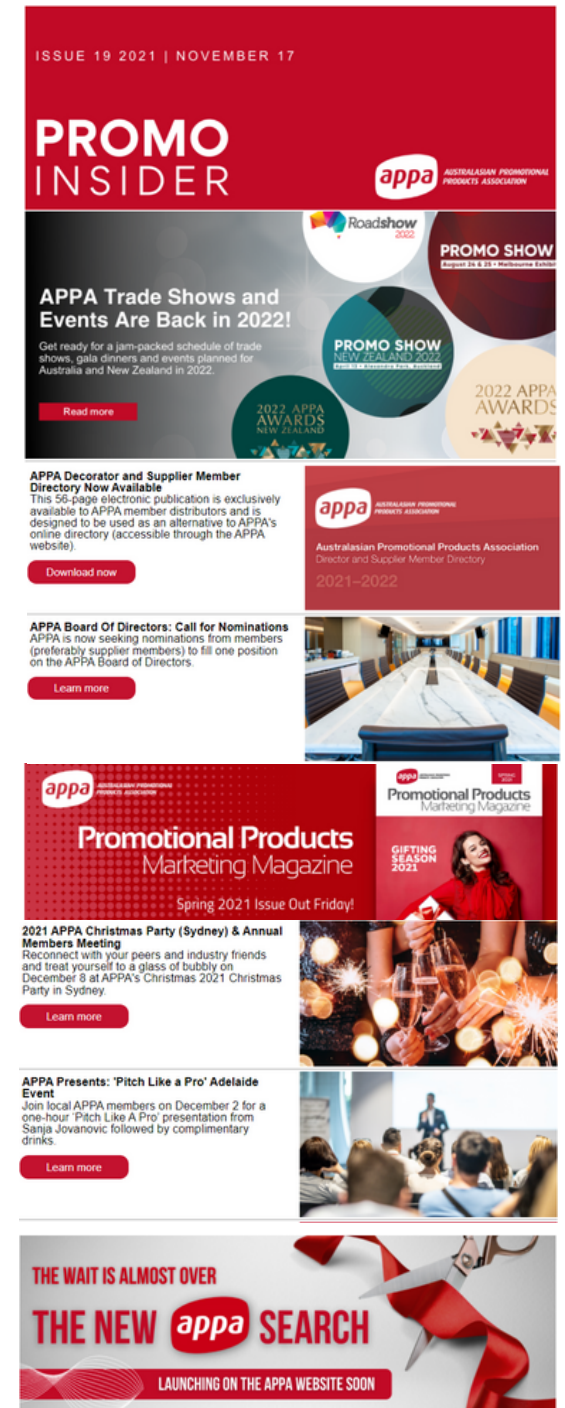
Size: 600px (W) x 200px (H)  
Format: jpg or png



## Newsletter Structure

The structure, format and design of the Promo Insider is pictured right. Please email [info@appa.com.au](mailto:info@appa.com.au) to access previous issues or advertising artwork examples.

\*All pricing excludes GST and is in AUD.





# Member Directory

Advertise in the 2022/2023 Decorator and Supplier Member Directory, an essential resource for distributor members who are encouraged to download and refer to the guide year-round. Artwork must be sent to APPA in high-resolution pdf print format. Limited availability.

## Pricing\*

Full page advertisement: \$500  
 Double page advertisement: \$900

## Artwork Dimensions

Full page advertisement: 210mm (W) x 297mm (H)  
 Double page advertisement: 420mm (W) x 297mm (H)

**APPALAN BRANDS**  
 Member\* has been offering quality casualwear since 1984, growing from a Canadian family business to one of the largest apparel manufacturers in the world, also supplying brands ANVIL, Alby's, Comfort Colors, and American Apparel.  
 EASTERN CREEK NSW 02 864 0300  
 SALES@GOLDENBRANDS.COM  
 WWW.GOLDENBRANDS.COM.AU

**LOWEAVE**  
 Member by Gloveave is a division of Gloveave - Australian owned apparel icon operating since 1944. The Center by Gloveave range of high uniform products include tailored, using a soft top, washable separates and their easy care shirts.  
 FAIRFIELD VIC 03 9419 1800  
 SALES@GLOWEAVE.COM.AU  
 WWW.GLOWEAVE.COM.AU

**ROAD ROCK ENTERPRISES/RAMO**  
 Member is a fashion forward blank apparel supplier was established in 1997. Over the last few years, Ramo has delivered the best value for any garments including tees, hoodies, polo, vests, workwear and organic babies wear.  
 TAMPE NSW 02 9668 8111  
 JAM@RAMOENTERPRISES.COM  
 WWW.ONLINE.RAMO.COM.AU

**STYLE APPAREL**  
 Style Apparel's stock brands, BeSoon, Black Vests & Safety First Workwear. Mins of 1 piece. Sublimated garments, Varn Dyed Stripe Dry Jerseys, Varsity Jackets & Hoodies. Our ActiveWear range has over 100 styles in stock over 500 colourways.  
 VILLAWOOD NSW 02 9517 2098  
 GLEN.BROOKFIELD@STYLEAPPAREL.COM.AU  
 WWW.STYLEAPPAREL.COM.AU

**DICO/BLACKCHROME**  
 Established in 2002, Blackchrome is an Australian company that specialises in the design, manufacture and supply of custom apparel. They have grown to become Australia's most reliable and trusted custom apparel supplier.  
 GOWLING BA 08 9244 5000  
 MARK@BLACKCHROME.COM.AU  
 WWW.BLACKCHROME.COM.AU

**LEWEAR**  
 Member supply garments for men, women, children, for work, school or teams. The member, Julia Wear ensures that all of their items are manufactured with the highest quality to meet their clients' expectations.  
 BAWMBA NSW 02 9701 116  
 STUART@GOMORUGBY.COM.AU  
 WWW.GOMORUGBY.COM.AU

**PROMOTIONAL T. SOLUTIONS**  
 Promotional T. Solutions is an Australian based electronic retailer for the promotional and market. We represent major brands of BrandCharger and PSL. What We Do.  
 ALEXANDRA NSW 02 8382 1222  
 INFO@CAPRA.COM.AU  
 WWW.PROMOTIONAL-T.SOLUTIONS.COM.AU

**TECHNOLOGY**  
 Technology/Essential Promo is a leading unique and innovative promotional company offering a large range of corporate branded T products, electronics, and can source a wide range of products.  
 MELBOURNE NSW 02 9517 9412  
 INFO@TAMATECHNOLOGY.COM.AU  
 WWW.TAMA.COM.AU

**XTREMES**  
 Member is a Western Australian family-owned business that design and a range of bags and accessories that suit the Australian mining and oils.  
 MOUNT WA 08 9274 8889  
 INFO@XGEXTREMES.COM  
 WWW.XGEXTREMES.COM

**WATER**  
 Member is an Australian owned and family established in 1997, a kind in the custom bottled water company has its manufacturing in a Sydney, Melbourne, Perth, Darwin.  
 SILVERWATER NSW 1300 727 969  
 SALES@HYDRATEWATER.COM.AU  
 WWW.HYDRATEWATER.COM.AU

**SPORTS.COM**  
 Member Equipment, Games & Retail. Minimum Orders, No Set-up fees. Hats, Bags, Surfboards, Snowboards, Fitness Mats and much more.  
 BOND BEACH NSW 02 9003 2599  
 INFO@SPORTS.COM  
 WWW.BRANDS.DIRECTSPORTS.COM

**SPORTS**  
 Member manufacturer of golf balls and more. Anything you need with your sports you can do it. Personalised golf apparel and everything is made to quality printers.  
 MURDOCHVILLE NSW 1300 678 123  
 SALES@GOLFSPORT.COM.AU  
 WWW.GOLFSPORT.COM.AU

**TEAM**  
 Member Australia's leading manufacturer of branded merchandise and promotional items. Apparel, manufactured and with minimum impact to our planet.  
 MELBOURNE VIC 03 8891 4444  
 SALES@LIFELINE.COM.AU  
 WWW.LIFELINE.COM.AU

**INTERNATIONAL**  
 Member is an industry leading supplier and wholesaler of corporate lifestyle apparel, bags and genuine all lifestyle promotional products - innovation.  
 AUSTRALIA VIC 04 4441 4470  
 CH@THATDATA.COM.AU  
 WWW.THATDATA.COM.AU

**CREATIVE LOCKER**  
 Member Locker is an Australian business that look and international. Extensive knowledge, passion and their client requirements help to Creative Locker as a premium promotional products.  
 SYDNEY VIC 1300 136 460  
 TEAM@THREEDATIVE.COM  
 WWW.THREEDATIVE.COM

**COLLECTION**  
 Member aims to provide reliable products in quality production at the best price. They have a wide range of quality products and sources if products from overseas.  
 DUNDROCK SOUTH VIC 03 9789 2668  
 SALES@DROGROUP.COM.AU  
 WWW.DROGROUP.COM.AU

**GROUP GIFT**  
 Member is more than just Australia's biggest giftware, they are no.1 for products and corporate gifts. produce a massive range of items and branded business gifts, own in-house design team.  
 TULLAGH NSW 02 8666 4001  
 INFO@THAMAGSFT.COM.AU  
 WWW.THAMAGSFT.COM.AU

**HEADWEAR/GRACE COLLECTION**  
 Member specialises in the creation and production of custom-made products, from innovative design and offer a great selection of many sliding stock Headwear, Bags, and Clothing.  
 RETAL, WEST NSW 02 9584 488  
 SARAH@GRACECOLLECTION.COM.AU  
 WWW.GRACECOLLECTION.COM.AU

**CREW**  
 Member in 1992, Colour Crew has been proudly planned in the print industry, together with a stock-outside ability. Colour Crew remains providing cutting-edge products to their customers.  
 CAULFIELD VIC 07 3607 8600  
 MAIL@COLOURCREW.COM.AU

**BROIDERY AND SCREEN PRINTING SERVICES**  
 Member Award Winner and amongst most experienced company. With 150 embroidery, pile printing and heat press decorate thousands of garments in the facility each day.  
 EAST BRISBANE QLD 07 3381 8044  
 PRASANT@BRODRE.COM.AU  
 WWW.BRODRE.COM.AU

**SCREENPRINTING**  
 Member printing offer a range of services to ensure that your clients get the best result. Dynamic and also your authorized colorist.  
 SILVERWATER NSW 02 9648 4477  
 ORDERS@DYNAMICSCREENPRINTING.COM.AU  
 WWW.DYNAMICSCREENPRINTING.COM.AU

**PRINT WORKS**  
 Member makes branding easy, so you can save on taking care of your own production. They offer the prices available, a world class and free freight in from your area.  
 AUCKLAND NZ 04 44 361 159  
 MKS@EMERGENCYWORKS.CO.NZ  
 WWW.EMERGENCYWORKS.CO.NZ

**ENGRAVED.COM.AU**  
 Member is a more than just Australia's biggest engraver, they are no.1 for products and corporate gifts. produce a massive range of items and branded business gifts, own in-house design team.  
 NOLBURN NSW 02 8798 2648  
 SALES@ENGRAVED.COM.AU  
 WWW.ENGRAVED.COM.AU

**ENGRAVED**  
 Member Victoria's fastest growing screen print or transfer onto national product. From clothing and packaging, Embroidered.  
 GLEN HILLS VIC 03 9600 7000  
 ORDERS@ENGRAVED.COM.AU  
 WWW.ENGRAVED.COM.AU

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# Email Marketing

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Send Electronic Digital Mail (EDM) promoting your products and/or services to APPA's database of promotional marketing professionals. Creative/design services will incur additional fees. Please contact APPA for EDM schedule and availability.

## Pricing\*

One EDM to database: \$995

## EDM Dimensions

Email body width: 600px

# APPA Search

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APPA Search gives distributors the power to search and browse the product ranges of its supplier members in one convenient place. The powerful search engine is only accessible by APPA members and showcases tens of thousands of products.

Supplier members have the opportunity to put their brand front and center by placing a banner advertisement on the APPA Search website.

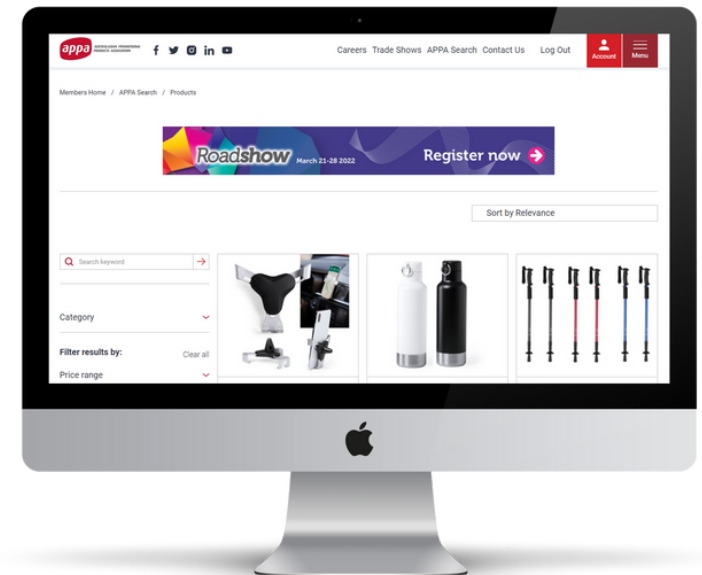
Banner advertisements will be displayed on the website for one month and can be booked for no more than three months per year by a supplier member.

## Pricing\*

Digital banner advertisement: \$500 (one month duration)

## Artwork Dimensions

728px x 90px (in high-resolution png, jpg or pdf format)



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