



Digital Advertising Rates Guide

2023

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*
Advertorial (price per page):	\$350*

Promo Insider

Top banner advertisement:	\$280*
Banner advertisement:	\$250*
Advertorial:	\$350*

Decorator and Supplier Member Directory

Standard Full page advertisement:	\$700*
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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 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*
Advertorial (price per page):	\$350*

Artwork Dimensions

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

Artwork must be supplied in high resolution .pdf format.

Planned 2023 Release Calendar (UPDATED)

Issue 1 release date:	Week commencing Monday 13 March
Content/artwork due:	Tuesday 28 February
Issue 2 release date:	Week commencing Monday 31 July
Content/artwork due:	Friday 14 July
Issue 3 release date:	Wednesday 8 November
Content/artwork due:	Friday 27 October



*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 6,500 promotional marketing professionals. Members have the opportunity to submit a banner advertisement or a paid advertorial (please contact APPA to discuss the specifics of the advertorial).

Pricing*

Top banner advertisement: \$280
Banner advertisement: \$250
Advertorial: \$350

Banner Advertisement Artwork Specifications

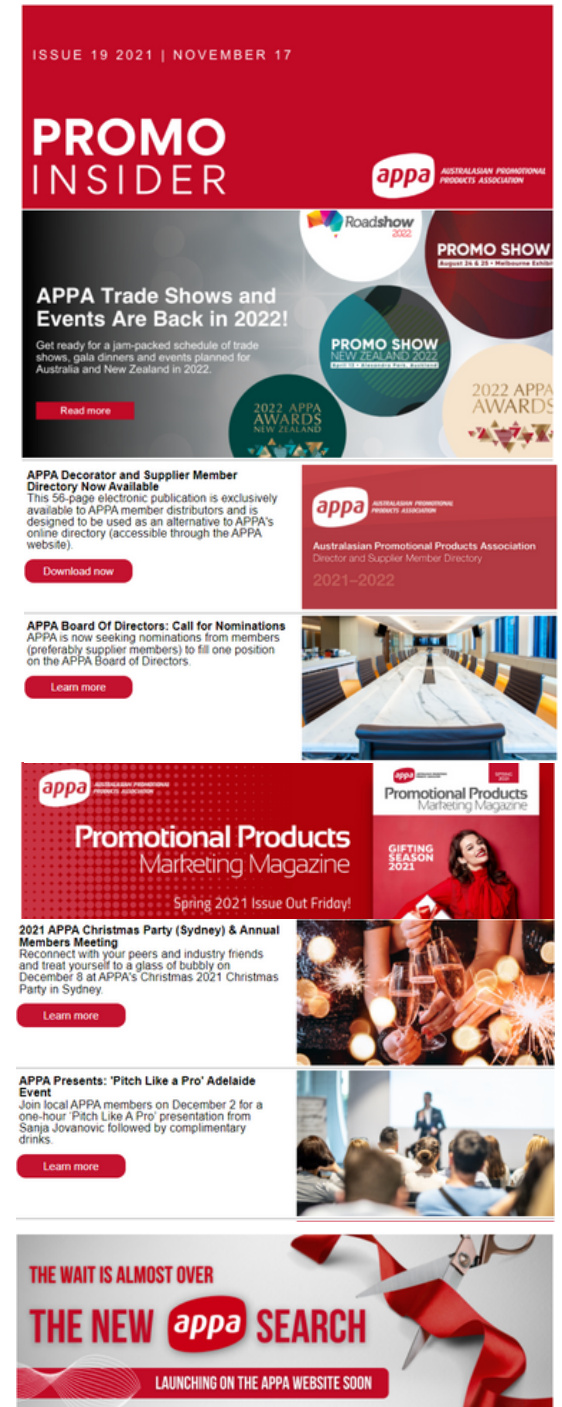
600px (W) x 200px (H) in .jpg or .png format.
Artwork must be sent to APPA two days prior to date of publication.

SAMPLE BANNER ADVERTISEMENT ARTWORK SCALE

Newsletter Structure

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

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Member Directory



Advertise in the 2024/2025 Supplier and Decorator Member Directory, an essential resource for distributor members who are encouraged to keep the Guide in their offices and on their desks year-round. The 2024/2025 Directory will be available to distributor members in print and digital format. Limited availability.

Advert Type

Inside or Back Cover
 Inside Back Cover
 Standard

Size

Full Page (A4)
 Full Page (A4)
 Full Page (A4)

Price (+GST)

\$1000
 \$850
 \$700

Artwork Specifications

210 x 297mm (+ 3mm bleed)
 210 x 297mm (+ 3mm bleed)
 210 x 297mm (+ 3mm bleed)



Badges, Magnets and Metal Products Small brandable items including keyrings, buckles and stickers.	6	Premium Brands and Agents Agents and suppliers of globally renowned and premium brands.	26
Bags Promotional tote bags and bags made using woven and non woven materials.	6	Specialist Specialist suppliers of the following:	27
Banners, Flags and Signage Promotional signage including marquees, gazebos and expo-ready display items.	9	<ul style="list-style-type: none"> • Balloons • Cards • Event Products • Dressed Stickers • Mats • Plastics • Socks • Technology Products • Tool Bags • Water Bottles 	
Drinkware Including drink bottles, takeaway cups (paper and plastic), glasses and mugs.	10	Sporting Goods Customised sporting apparatus and equipment.	31
Food and Wine Edible products including chocolate, confectionery and wine.	12	Stationery Branded notebooks, paper products and writing instruments.	32
Generalist Cross-category specialists in five or more product categories.	14	Trophies and Awards Recognition products including awards, medals, plaques and trophies.	34
Leathergoods Including classic leather fashion accessories and stationery.	20	Uniforms and Apparel Including corporate, industrial and casual apparel.	35
Lifestyle, Health and Beauty Home, lifestyle, outdoor equipment and health/beauty products.	22	Wearable Accessories Including headwear, eyewear, neckwear and watches.	43
Neoprene Locally manufactured brandable neoprene products.	24	Alternate NZ Offices New Zealand contact details of suppliers with multi-office memberships.	44
Packaging Customised product and gift packaging including ribbons, bags and mailers.	25	Decorator Members Specialist printers, engravers, embroiders and embellishers.	45
Plants and Seeds Promotional products and gifts incorporating flowers, greenery or seeds.	25		

ASIALINK SOURCE
 Asia Link Source assist you to be a hero for your clients through specialist creative products that really drive your client's message. Company staff in China, Singapore and Australia ensure exceptional pricing and service.
 NORTH SYDNEY NSW 2152 02 9370
 INFO@ASIALINK.COM.AU
 WWW.ASIALINKSOURCE.COM

BLUE GUM
 Blue Gum is Australia's leading manufacturer of premium branded merchandise and promotional products. Ethically sourced, manufactured and decorated with minimum impact to our environment.
 MELBOURNE VIC 3187 03 9444
 SALES@BLUEGUM.COM.AU
 WWW.BLUEGUM.COM.AU

BMV INTERNATIONAL
 BMV International is an industry leading innovative supplier and wholesaler of corporate and casual lifestyle apparel, bags and genuine retail inspired lifestyle promotional products. - Quality, Style, Innovation.
 AUCKLAND NZ 142 04 1470
 INFO@BMV.CO.NZ
 WWW.THEBMVGROUP.CO.NZ

CREATIVE PRODUCTS ENTERPRISES
 Creative Products Enterprises is an Australian business with significant local and international experience. Generous knowledge, passion and drive to deliver client requirements helps position Creative Products Enterprises as a premium supplier of promotional products.
 MELBOURNE VIC 3010 03 463
 TEAM@CREATIVEPRODUCTS.COM
 WWW.CREATIVEPRODUCTS.COM

DEX COLLECTION
 Dex Collection aims to provide reliable products together with quality decoration at the best possible prices. They have a wide range of products to suit your client's needs and source a wide range of products from overseas manufacturers.
 DUNEDIN NZ 7420 03 7788 3558
 SALES@DEXCOLLECTION.COM.AU
 WWW.DEXCOLLECTION.COM.AU

DYNAMIC GIFT
 Dynamic Gift is more than just Australia's biggest producer of lanyards, they are a 1st promotional products and corporate gifts. We produce a massive range of promotional items and branded business gifts, with their very own in-house design team.
 SYDNEY NSW 2152 02 4011
 INFO@DYNAMICGIFT.COM.AU
 WWW.DYNAMICGIFT.COM.AU

DYNAMIC HEADWEAR/GRACE COLLECTION
 Grace Collection specialise in and supply various custom made products, with a focus on innovative decoration and design. They offer a great selection of many products including stock headwear, bags, accessories and giftware.
 MELBOURNE VIC 3120 03 4800
 SALES@DYNAMICHEADWEAR.COM.AU
 WWW.GRACECOLLECTION.COM.AU

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Email Marketing

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

Specifications

Please send EDM content to APPA as an HTML Email Template.

APPA Search

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.

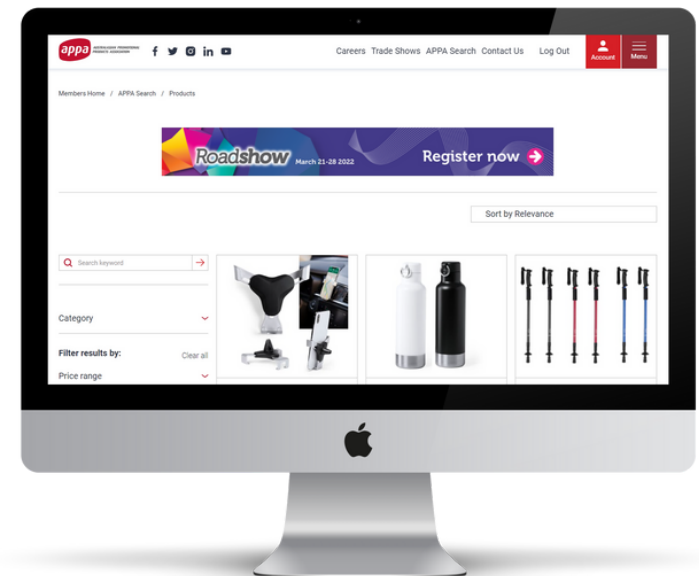
Banner advertisements will be displayed on the website for one month and can be booked for no more than three months per year by a supplier member.

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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