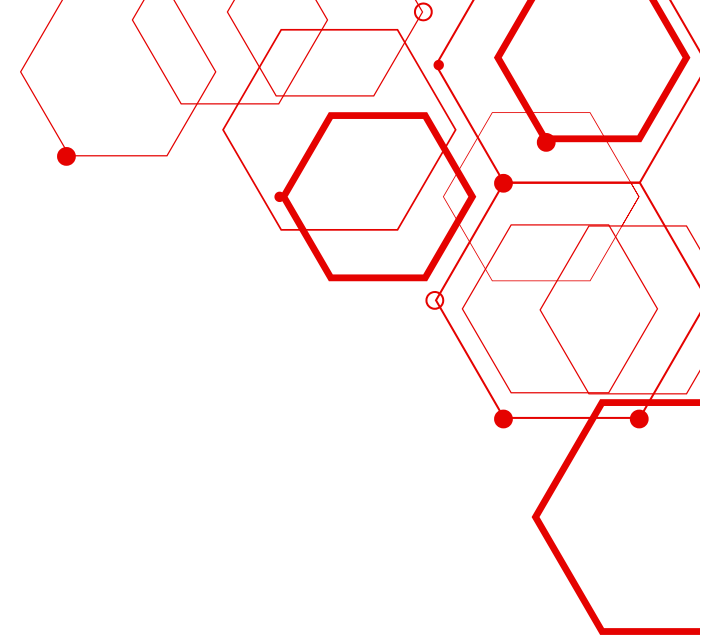




Digital Advertising Rates Guide

2024

Edition 3.0 Published 21 October 2024



CONTENTS

Introduction: Advertising with APPA	3
Price List 2024	4
Promotional Products Marketing Magazine	5
Promo Insider	6
Supplier and Decorator Member Directory	7
Product Catalogues	8
Email Marketing	9
APPA Search	9
Advertising Packages	10



ADVERTISING WITH APPA

APPA offers a diverse array of advertising opportunities tailored to serve our members. These opportunities provide targeted exposure to the right audience, ensuring maximum reach and impact for these members and their brands.

Partnering with APPA allows members to showcase their products and services to a highly engaged community and grow their business, brand and reputation in the promotional products industry.

Members of APPA are invited to reserve advertising space in the Association's fortnightly newsletter, tri-annual magazine, product catalogues and annual directory. Members are also provided the opportunity to communicate directly with APPA's database of industry professionals by means of a sponsored EDM (Electronic Digital Marketing).

Please contact APPA Marketing Manager Leah Kenneally at leah@appa.com.au to further discuss the advertising opportunities listed in this document.



PRICE LIST

Promotional Products Marketing Magazine

Double page spread	\$900*
Full page advertisement (inside cover)	\$600*
Full page advertisement	\$460*
Half page advertisement	\$290*
Quarter page advertisement	\$150*
Advertorial	\$400*

Promo Insider

Banner advertisement	\$280*
Job advertisement	\$80*

Email Marketing

EDM to members	\$1,200*
----------------	----------

Decorator and Supplier Member Directory

Full page advertisement (inside cover)	\$1,200*
Full page advertisement (back cover)	\$1,200*
Full page advertisement (standard)	\$800*
Half page advertisement	\$450*
Highlighted business listing	\$80*
Extended company profile	\$120*

Product Catalogues

Individual product submission	\$60*
Full page advertisement	\$460*

APPA Search

Banner advertisement (monthly)	\$500*
--------------------------------	--------

**All pricing excludes GST and is in AUD. Pricing effective 1 February 2024.*



Bookings:

APPA Marketing Manager Leah Kenneally
leah@appa.com.au | 0438 290 048

PROMOTIONAL PRODUCTS MARKETING MAGAZINE

The Promotional Products Marketing Magazine is the leading publication for the promotional products industry in Australia and New Zealand and a trusted source of industry news and updates.

Pricing*

Double-page spread:	\$900*
Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Half page advertisement:	\$290*
Quarter page advertisement:	\$150*
Advertorial:	\$400*

Artwork Dimensions

Full page advertisement:	210mm (W) x 297mm (H)
Half page advertisement:	210mm (W) x 148mm (H)
Quarter page advertisement:	105mm (W) x 148mm (H)

Release Schedule (2024)

Issue 1 release date:	Wednesday 13 March 2024
Issue 2 release date:	Monday 5 August 2024
Issue 3 release date:	Monday 25 November 2024

**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. The Promo Insider features news, information and stories relevant to both APPA and the promotional products industry.

Pricing*

Banner advertisement: \$280*
Job advertisement: \$80*

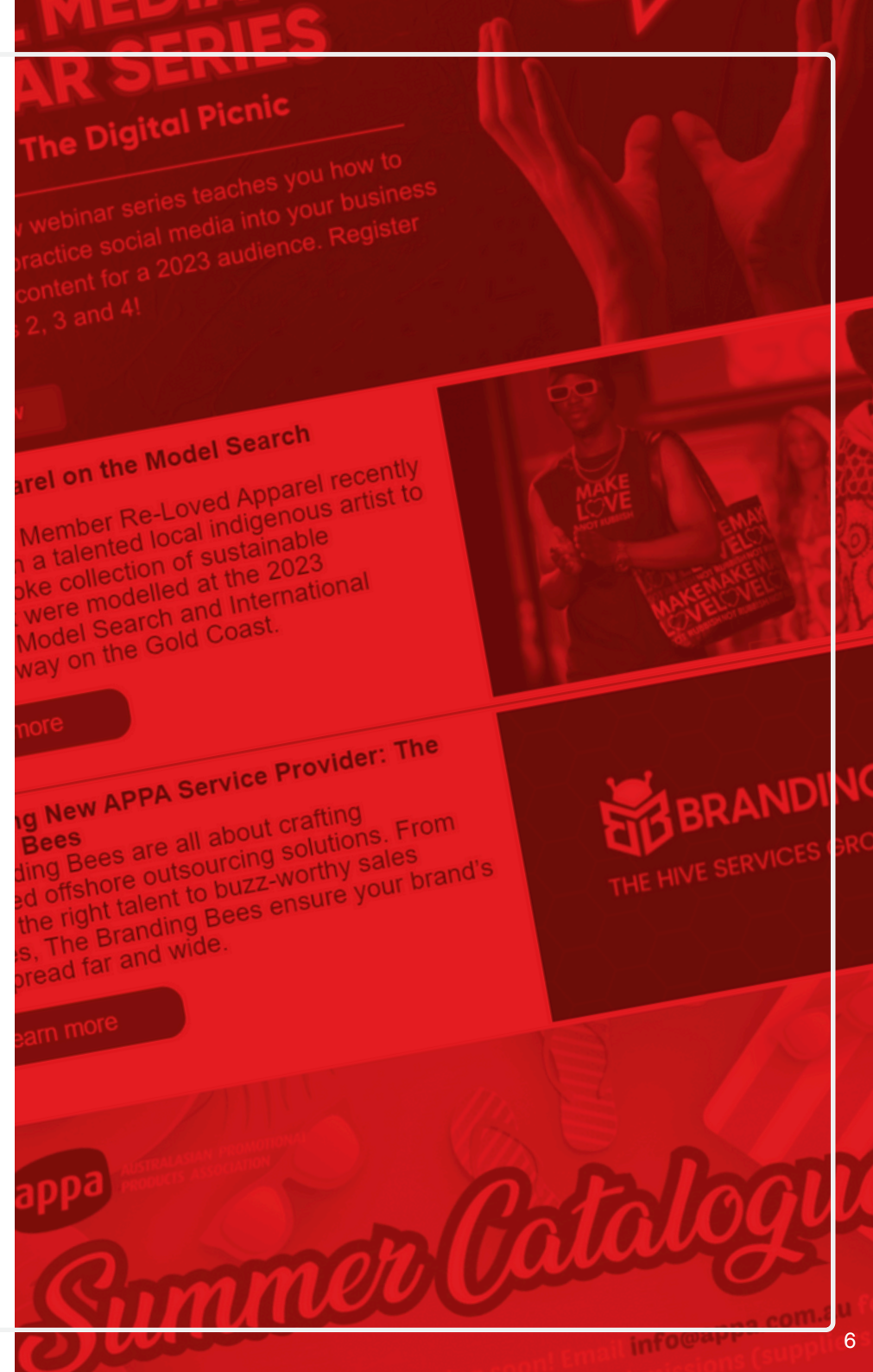
Banner Advertisement Artwork Specifications

600px (W) x 200px (H) in high-resolution PDF or PNG format.
Artwork must be sent to APPA two days prior to date of publication.

Release Schedule (2024)

Wednesday 23 October
Wednesday 6 November
Wednesday 20 November
Wednesday 4 December
Wednesday 18 December

**All pricing excludes GST and is in AUD.*



SUPPLIER AND DECORATOR 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.

Item	Size	Price (+GST)
Inside Cover	Full Page (A4)	\$1,200
Back Cover	Full Page (A4)	\$1,200
Standard	Full Page (A4)	\$800

Artwork Specifications

210 x 297mm (+ 3mm bleed) supplied in high resolution, print-ready PDF format.

Supplier and Decorator Profile Upgrades

Stand out from your competitors by electing to extend or highlight your company profile in the Directory. Items cannot be purchased together by one business.

Item	Price (+GST)
Highlighted Business Listing	\$80
Extended Company Profile	\$140

**All pricing excludes GST and is in AUD.*



PRODUCT CATALOGUES

What's New 2024

Released annually, APPA's "What's New" catalogue serves as a platform to showcase the latest products from APPA supplier members. Distributors receive the catalogue early in the year as a benefit of APPA membership.

Tentative release date: Monday 4 March 2024

Pricing*

Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Individual product submission	\$60 (per product)*

Summer Catalogue 2024

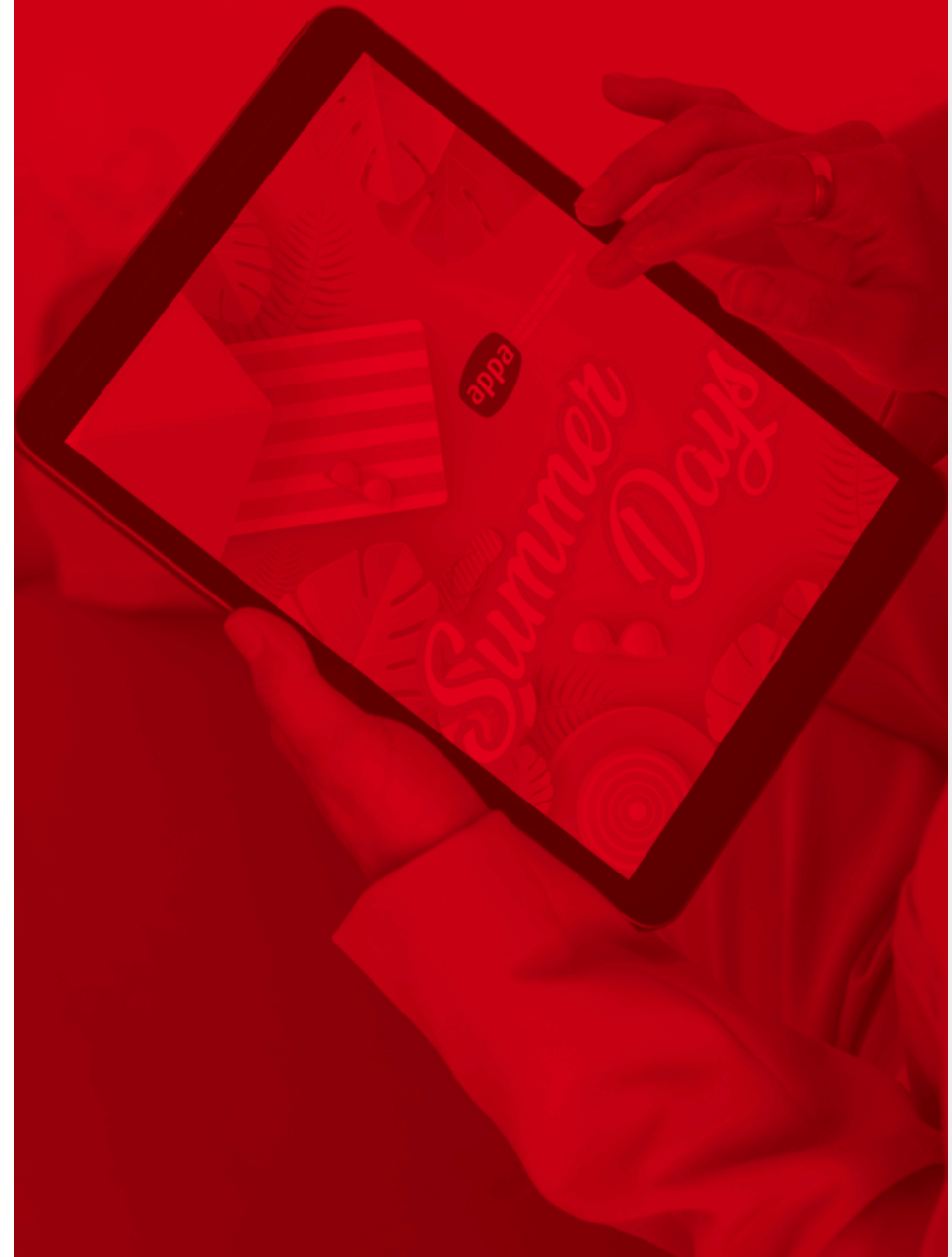
APPA's Summer Catalogue is a vibrant catalogue showcasing the best products from supplier members for summer-themed promotions, gifting and marketing activations.

Tentative release date: Wednesday 6 November 2024

Pricing*

Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Individual product submission	\$60 (per product)*

**All pricing excludes GST and is in AUD. Product submissions capped at six per supplier.*



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: \$1,200

Content Specifications

Please provide high resolution JPEG/ PNG for images, along with a word document with the copy. If you're going to send a complete EDM template, HTML format is ideal for coding the email.

APPA SEARCH

APPA Search gives distributors the power to search and browse thousands of products from suppliers in one convenient place. Banner advertisements can be booked and displayed on the APPA Search website for one month at a time (individual cap at three months per year).

Pricing*

Banner advertisement: \$500 (one month allocation)

Artwork Specifications

728px x 90px supplied in high resolution PDF or PNG file format

**All pricing excludes GST and is in AUD.*



ADVERTISING PACKAGES

Book any Advertising Package to receive a 10% discount on regular advertising rates.

Ad-Pack 1 (Product Launch)

Price: \$1,980

Save \$220

Purpose-built package for product launches. Allocates four (4) individual pieces of advertising content to your brand across three (3) different mediums. Credits must be used within a period of six months from date of purchase.

- 1 x **Full page digital advertisement**
Promotional Products Marketing Magazine
- 2 x **Banner advertisements**
Promo Insider
- 1 x **EDM to APPA database**

Ad-Pack 2 (Standard)

Price: \$3,096

Save \$344

Standard package. Allocates nine (9) individual pieces of advertising content to your brand across four (4) different mediums. Credits must be used within a period of twelve months from date of purchase.

- 1 x **Full page digital advertisement**
What's New 2024, Summer Catalogue 2024 or Promotional Products Marketing Magazine
- 2 x **Half page digital advertisements**
Promotional Products Marketing Magazine
- 1 x **Highlighted business listing**
Supplier and Decorator Directory
- 4 x **Banner advertisements**
Promo Insider
- 1 x **EDM to APPA database**

Ad-Pack 3 (Premium)

Price: \$5,760

Save \$640

Premium package. Allocates thirteen (13) individual pieces of advertising content to your brand across four (4) different mediums. Credits must be used within a period of twelve months from date of purchase.

- 3 x **Full page digital advertisements**
What's New 2024, Summer Catalogue 2024 or Promotional Products Marketing Magazine
- 1 x **Full page advertisement (standard)**
Supplier and Decorator Directory
- 1 x **Extended company profile**
Supplier and Decorator Directory
- 6 x **Banner advertisements**
Promo Insider
- 2 x **EDM to APPA database**



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

© 2024 Australasian Promotional Products Association. All rights reserved.
13/333 Canterbury Road Canterbury VIC 3126 | www.appa.com.au

