



SPONSORSHIP/ Advertising Kit

Aussie Painters Network

4/1311 Ipswich Rd, ROCKLEA QLD 4106

Phone: 1800 355 344

Phone: 07 3555 8010

Email: info@aussiepaintersnetwork.com.au

Web: www.aussiepaintersnetwork.com.au

Web: www.aussiepaintingcontractor.com

INTRODUCTION

Aussie Painters Network & The Aussie Painting Contractor



Aussie Painters Network

has been a breath of fresh air for the Painting and Decorating Industry in the five years since its inception. Providing leadership, advocacy, and advice to painters, the organisation has gained the trust and support of individuals in the industry and engages them in multiple ways. Industry information is broadcast directly to our massive database of painters in Australia, through the Aussie Painting Contractor eMagazine, online forums, social media, and face to face with the painters at trade shows, conferences and marketing events. APN's progressive style of training is highly regarded, and our mobile teaching facility takes our message to the street like a rolling billboard.

The Aussie Painting Contractor Magazine averages in excess of 100,000 opens per month. Our articles are sourced from a range of businesses servicing the industry, and the content is of value to anyone in business, making this publication

a powerful and cost effective tool in your marketing efforts. It takes a fresh look at the Painting and Decorating Industry and asks members, vendors and consumers what they want to know more about. What better way to ensure readership?

Due to the online nature of our eMagazine your advertisement will be visible for years to come.

Each edition is located on our site and easily accessible, anytime.

We are Painters working to support the whole industry. With the changing market, and the industry moving at its fast pace, we are able to get your newest products out to industry faster than any other form of publishing media.

Feedback from our readers has confirmed that the Aussie Painting Contractor is something the industry has been crying out for, and 100% of our content is devoted to the industry you supply.

Editorials and articles are geared towards helping the small business owner in a tough market, whilst providing them with access to the best quality and value products available.

FOR YOUR MARKETING NEEDS

Major search engines are ranking Aussie Painters Network highly for many keywords and phrases that are related to the painting industry. We are being found and recognised as a brand to be associated with. Our site is sought after, not just by industry, but also the DIY market with our Consumer Info area being of great assistance to the general public.

Our Search Engine Optimisation alone is reason enough to place an ad! Try a search of your own for basic terms relating to painting, and you will likely find that we dominate the front page of your search engine.

THE WEB AT WORK



Aussie Painters Network & The Aussie Painting Contractor



What Can Aussie Painters Network do for you?

As a company in the construction industry, and primarily in the painting industry, it's important to ask; Who are your main customers? Who are your end users? Who is out selling your product to your end users?

Consider the view that painting contractors are your biggest asset. Your main customer, they are both the end user and the best seller of your products! This is where Aussie Painters Network and the Aussie Painting Contractor Magazine come into play.

By sharing your message with Aussie Painters Network's national data base, you are talking directly to the vast majority of your potential business consumers, as well as reaching the thousands of painters who could be promoting your products just by using them onsite, daily.

Customise a marketing solution for you

Aussie Painters Network's multiple media forums are read by people from all parts of the industry, as well as the general public. We are the fastest growing information provider in the market and we can combine all of our avenues of publicity to best represent your brand and product.

SPONSORSHIP LEVELS



Aussie Painters Network & The Aussie Painting Contractor

OPTIONS		PRICE
PLATINUM	<ul style="list-style-type: none">• Two full page advertisements in each edition of the Aussie Painting Contractor Magazine for twelve months• Company logo prominently displayed in each weekly email to Aussie Painters Network's database and in each edition of the Aussie Painting Contractor Magazine for twelve months• Sponsored editorial content - 6 full pages over twelve months• 9 sponsored content emails to database per year• Links to your website on Aussie Painters Network's web community, emails and Aussie Painting Contractor eMagazine• Dedicated page for your company/product on our web community• Fortnightly share of sponsored content on Facebook Page and Facebook Group• 4 Tickets to Aussie Painters Networks annual Conference• Trade Stand at Aussie Painters Networks Annual Trade Expo	\$25,000 + GST
GOLD	<ul style="list-style-type: none">• One full page advertisement in each edition of the Aussie Painting Contractor Magazine for twelve months• Company logo prominently displayed in each bulk email to Aussie Painters Network's database and in each edition of the Aussie Painting Contractor Magazine for twelve months• Sponsored editorial content - three full pages over twelve months• Sponsored content emails - six to database per year, featuring links to your page• Dedicated page for your company/product on our web community• Fortnightly share of sponsored content on Facebook Page and Facebook Group• 4 Tickets to Aussie Painters Networks annual conference• Trade Stand at Aussie Painters Networks annual Trade Expo	\$18,000 + GST

SPONSORSHIP OPTIONS



Aussie Painters Network & The Aussie Painting Contractor

OPTIONS		PRICE
SILVER	<ul style="list-style-type: none">• One full page advertisements in each edition of the Aussie Painting Contractor Magazine for twelve months• Company logo prominently displayed in each weekly email to Aussie Painters Network's database and in each edition of the Aussie Painting Contractor Magazine for twelve months• Sponsored editorial content - 1 full page per year• Sponsored content emails to database – 1 per year• Links to your website on Aussie Painters Network's web community, emails and Aussie Painting Contractor eMagazine• 2 Tickets to Aussie Painters Networks annual conference	\$12,000 + GST
BRONZE	<ul style="list-style-type: none">• Half page advertisement in each edition of the Aussie Painting Contractor Magazine for twelve months• Company logo prominently displayed in each weekly email to Aussie Painters Network's database and in each edition of the Aussie Painting Contractor Magazine for twelve months• Links to your website on Aussie Painters Network's web community, emails and Aussie Painting Contractor eMagazine	\$7,000 + GST

§ Choose from multiple sponsorship levels

§ Increase your brand exposure

§ Let the painters know about new products, trade shows, company news etc.

§ Maximise your exposure directly to your potential clients

- All levels of sponsorship receive logo display on emails to database
- All levels of sponsorship receive logo display on slider at bottom of each APN web page and links to company website
- All levels will have the opportunity to have a stand in our conferences / events

SUPPLYING MATERIALS



Aussie Painters Network & The Aussie Painting Contractor

MATERIALS SUBMISSIONS Please supply by one of the below methods:		ACCEPTABLE FORMATS Please supply material in the following formats (if possible)	
WEB		Logos :	Saved as a EPS file
EMAIL	To email material please click HERE	Text :	Saved as a Word Document
POST		PDF :	Print Optimised with Trim and Bleed
		Photos	Saved as a TIFF/JPEG file

- All artwork must be received by the material deadline.
- Please ensure that all graphics are of a high resolution (300dpi at 100% scaling) and saved in PDF format.

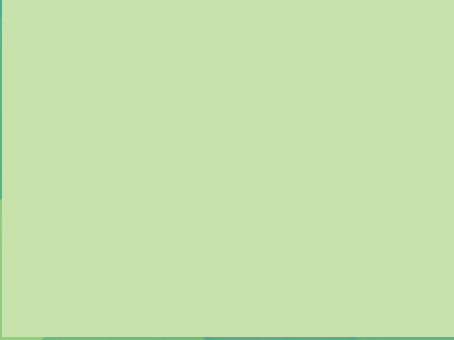
PUBLICATION LAYOUT

CLICK HERE to view the latest Aussie Painters Network Electronic Magazine

ADVERTISING SPECIFICATIONS



Aussie Painters Network & The Aussie Painting Contractor



Double Page

AD SIZE: 420w x 297h

BLEED SIZE: No bleed required

IMAGE AREA: 390w x 270h

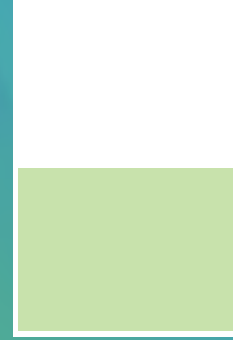


Full Page

AD SIZE: 210w x 297h

BLEED SIZE: No bleed required

IMAGE AREA: 190w x 270h

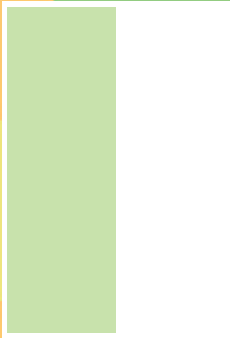


Half Page - Horizontal

AD SIZE: 190w x 132h

BLEED SIZE: No bleed required

IMAGE AREA: 190w x 132h



Half Page - Vertical

AD SIZE: 93w x 270h

BLEED SIZE: No bleed required

IMAGE AREA: 93w x 270h

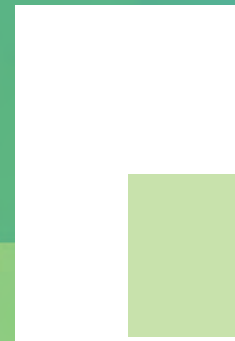


Quarter Page - Horizontal

AD SIZE: 190w x 63h

BLEED SIZE: No bleed required

IMAGE AREA: 190w x 63h

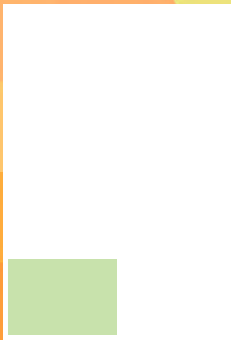


Quarter Page - Vertical

AD SIZE: 93w x 132h

BLEED SIZE: No bleed required

IMAGE AREA: 93w x 132h



1/8 Page - Horizontal

AD SIZE: 93w x 270h

BLEED SIZE: No bleed required

IMAGE AREA: 93w x 270h



1/8 Page - Vertical

AD SIZE: 46.5w x 66h

BLEED SIZE: No bleed required

IMAGE AREA: 46.5w x 66h

DATE OF DEADLINES



Aussie Painting Contractor & AussiePaintersNetwork

EDITION	SUBMISSION DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DEADLINE	DISTRIBUTION DATE
February	14 th January	14 th January	21 th January	31 th January
March	14 th February	14 th February	21 th February	29 th February
April	14 th March	14 th March	21 th March	31 st March
May	14 th April	14 th April	21 th April	30 th April
June	14 th May	14 th May	21 th May	31 st May
July	14 th June	14 th June	21 th June	30 th June
August	14 th July	14 th July	21 th July	31 st July
September	14 th August	14 th August	21 th August	31 st August
October	14 th September	14 th September	21 th September	30 th September
November	14 th October	14 th October	21 th October	31 st October
December-January	14 th November	14 th November	21 th November	30 th November

PLEASE NOTE: The submission deadline applies to approved articles. If you would like to submit an article for consideration, it must be received at least two weeks prior to the deadline.

All advertisements must be paid 5 days prior to the distribution date

ADVERTISING RATES



Aussie Painters Network & The Aussie Painting Contractor

Advertising Rates – Full Colour

LAYOUT POSITION	1 EDITION (CASUAL RATE)	3+EDITIONS (RATES PER EDITION)	6+EDITIONS (RATES PER EDITION)	9+EDITIONS (RATES PER EDITION)
<ul style="list-style-type: none">• INSIDE FRONT COVER• INSIDE BACK COVER• OUTSIDE BACK COVER	\$1,720 (GST INC)	\$1,670 (GST INC)	\$1,535 (GST INC)	\$1,465 (GST INC)
<ul style="list-style-type: none">• DOUBLE PAGE SPREAD• FULL PAGE• HALF PAGE	\$2,060 (GST INC) \$1,235 (GST INC) \$ 920 (GST INC)	\$1,955 (GST INC) \$1,165 (GST INC) \$ 870 (GST INC)	\$1,850 (GST INC) \$1,095 (GST INC) \$ 825 (GST INC)	\$1,700 (GST INC) \$1,045 (GST INC) \$ 775 (GST INC)
<ul style="list-style-type: none">• QUARTER PAGE	\$ 695 (GST INC)	\$ 660 (GST INC)	\$ 620 (GST INC)	\$ 590 (GST INC)
<ul style="list-style-type: none">• 1/8 PAGE	\$ 330 (GST INC)	\$ 330 (GST INC)	\$ 330 (GST INC)	\$ 330 (GST INC)
<ul style="list-style-type: none">• WEB BANNER AD DIMENSIONS (200PX WIDE X 133PX HIGH)		\$200 PER MONTH (GST INC) STATISTICS : <ul style="list-style-type: none">- 800+PAGE HITS PER DAY- 250+UNIQUE VISITORS PER DAY		

** ADVERTISING DEALS / SPECIALS AVAILABLE,
PLEASE CONTACT AUSSIE PAINTERS NETWORK FOR
FURTHER INFORMATION.

PLEASE NOTE:
MATERIAL MUST ADHERE TO THE SPECIFICATIONS;
OTHERWISE AN AMENDMENT RATE WILL APPLY.
RATES VALID FROM 1 January 2016.