



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

Digital Advertising Rates Guide

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

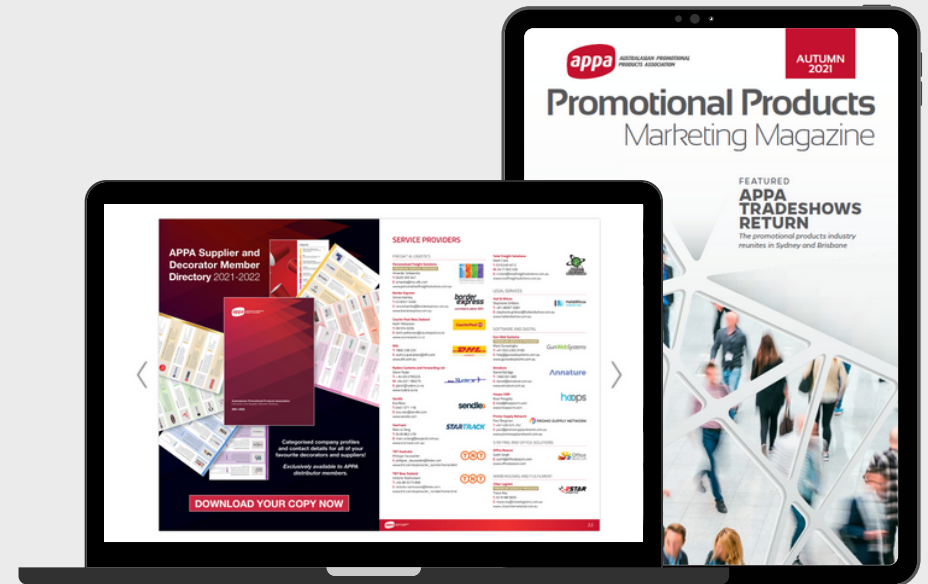
Top Banner Advertisement:	\$280*
Banner Advertisement:	\$250*

Email Marketing

One EDM to database:	\$995*
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Decorator and Supplier Member Directory

Full page advertisement:	\$500*
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Please read the remainder of this document to find out more about each of these opportunities.

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*
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:	Monday 14 March
Content/artwork due:	Monday 28 February
Issue 2 release date:	Wednesday 10 August
Content/artwork due:	Friday 29 July
Issue 3 release date:	Monday 14 November
Content/artwork due:	Monday 31 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 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)

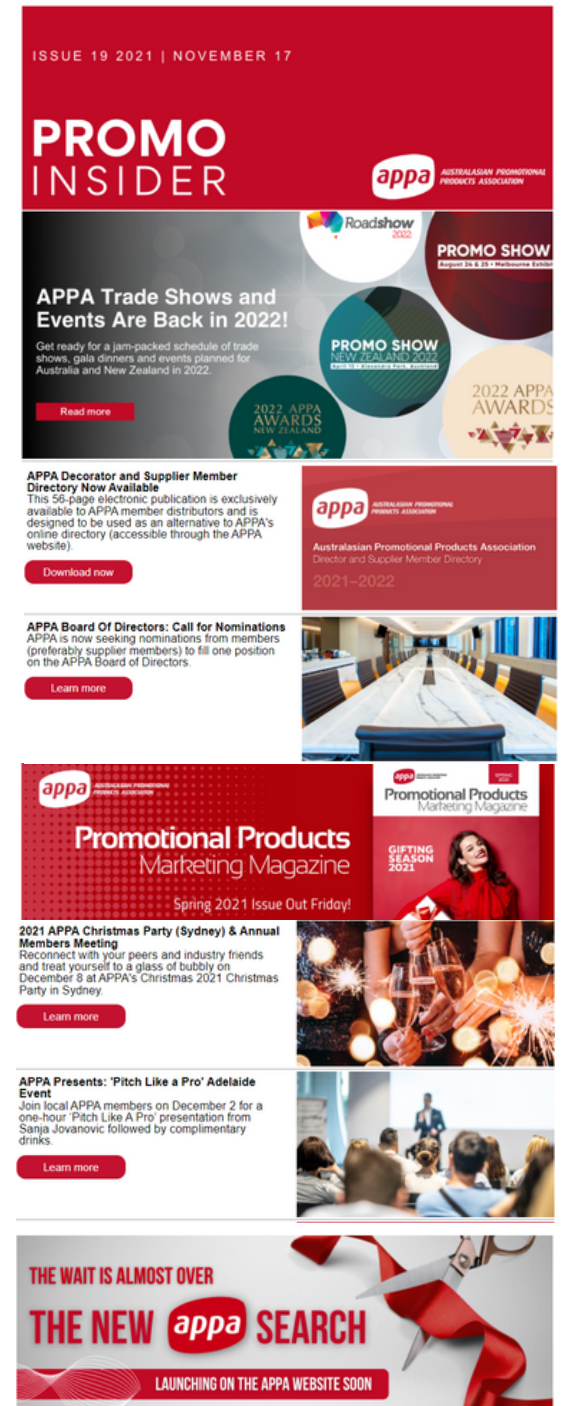
Format: jpg or png

SAMPLE 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.

*All pricing excludes GST and is in AUD.



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*

EDM Dimensions

Email body width: 600px

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*

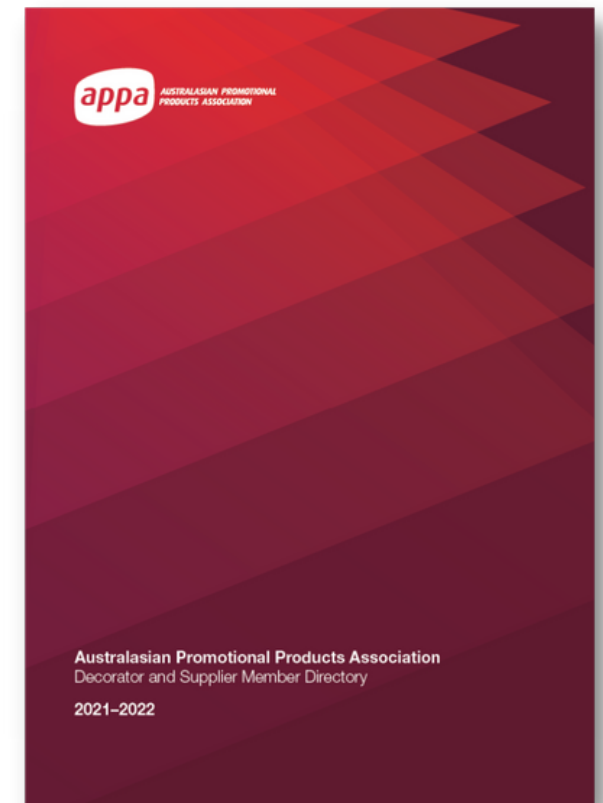
Full page advertisement: \$500*

Double page advertisement: \$900*

Artwork Dimensions

Full Page Advertisement: 210mm (W) x 297mm (H)

Double Page Advertisement: 420mm (W) x 297mm (H)



*All pricing excludes GST and is in AUD.