

# Digital Advertising Rates 2020

APPA can help you advertise your products and services to a targeted, niche group of promotional products businesses. Email APPA at [info@appa.com.au](mailto:info@appa.com.au) to enquire about or purchase any of the below.

## Promo Insider

Promo Insider is a fortnightly e-newsletter sent out to APPA's database (more than 4,000 promotional marketing professionals). Creatives must be sent to APPA two days before publication in jpg. or png. format.

## Promotional Products Marketing Magazine

The Promotional Products Marketing Magazine is a quarterly digital magazine for APPA members. Creatives must be sent to APPA in high-resolution PDF print format. Deadlines for 2020:

Date of release	Creative deadline
Friday November 27 2020	Friday November 13 2020
Friday February 26 2021	Friday February 12 2021

## Electronic Direct Mail (EDM)

An email to APPA members promoting your services. Creative/design services will incur additional fees. Please contact APPA for EDM specifications and schedule.

Promo Insider		
Banner ad (top)	600px (w) x 200px (h)	\$280
Banner ad	600px (w) x 200px (h)	\$250

Promotional Products Marketing Magazine		
Quarter page	98mm (w) x 137mm (h)	\$150
Half page	196mm (w) x 137mm (h)	\$250
Full page	210mm (w) x 297mm (h)	\$400
Double page	420mm (w) x 297mm (h)	\$750

Electronic Digital Marketing (EDM)	
EDM to APPA members	\$995

All pricing excludes GST. Please note that unless specified (i.e. top) APPA reserves the right to determine the placement and order of the advertisement.