



MEDIA KIT / ADVERTISING PROSPECTUS - 2022



Advertising is an important tool for everyone's business and gives you the opportunity to communicate with your target market in your own words.

The Association offers an array of marketing opportunities to members to help promote your business, brand, products and services to a diverse and hard to reach industry. Ranging from advertising packages to sponsorship partnerships, across print and digital media, our marketing team looks forward to creating a tailored package to suit your needs and budget.

Communication platforms

- Provide Member Benefits and Services
- Facebook and LinkedIn advertising and promotions
- MPA NSW and MPAL website advertising and providing advice
- Tapped in e-newsletter
- Annual Industry Dinner and Clarrie Wymer Awards
- Email advertising / EDM's
- Skills centre displays
- Flyers and brochures
- Webinars
- Training

PUBLICATIONS

	<u>1 POST</u>	<u>5 POSTS</u>	<u>10 POSTS</u>	<u>15 POSTS</u>	<u>20 POSTS</u>
Facebook - Single Post	\$50	\$125	\$350	\$700	\$850
Linkedin - Single Post	\$50	\$125	\$350	\$700	\$850
	<u>1 MONTH</u>	<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>9 MONTHS</u>	<u>12 MONTHS</u>
MPA website - Small Strip Banner - front page (scrofig across the top)	\$1,200	\$2,700	\$6,500	\$8,500	\$12,000
MPA website - Quarter Page (in Our Sponsors page)	\$750	\$1,850	\$3,500	\$5,500	\$7,500
MPAL website - Small Strip Banner - front page (scrolling across the top)	\$1,200	\$2,700	\$6,500	\$8,500	\$12,000
MPAL website - Quarter Page (in Our Sponsors page)	\$750	\$1,850	\$3,500	\$5,500	\$7,500
	<u>1 MONTH</u>	<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>9 MONTHS</u>	<u>12 MONTHS</u>
Tapped in e-newsletter - Small Classifieds ad	\$250	\$500	\$950	\$1,200	\$1,650
	<u>1 PER YEAR</u>	<u>2 PER YEAR</u>	<u>3 PER YEAR</u>	<u>4 PER YEAR</u>	<u>5 PER YEAR</u>
Tapped in e-newsletter - Half page ad	\$750	\$1,850	\$3,500	\$5,500	\$7,500
	<u>1 MONTH</u>	<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>9 MONTHS</u>	<u>12 MONTHS</u>
Email advertising - Small Strip Banner (or logo) on MPA NSW Staff Emails	\$1,200	\$2,700	\$6,500	\$8,500	\$12,000
	<u>1 EDM</u>	<u>5 EDM's</u>	<u>10 EDM's</u>	<u>15 EDM's</u>	<u>20 EDM's</u>
Email advertising - EDM's sent out to member database	\$150	\$500	\$1,000	\$1,500	\$2,000
	<u>1 FLYER</u>	<u>2 FLYERS</u>	<u>3 FLYERS</u>	<u>4 FLYERS</u>	<u>5 FLYERS</u>
Flyers (hard copy) - Included in Apprentice packs	\$150	\$500	\$1,000	\$1,500	\$2,000
Flyers (hard copy) - Included in Member packs	\$150	\$500	\$1,000	\$1,500	\$2,000

All media rates are GST exclusive

Terms & Conditions:

- 1) All rates are subject to GST.
- 2) Advertising is subject to approval, MPA NSW reserves the right to reject advertisements in accordance with acceptable standards.
- 3) When revised ads or editorial copy are not received by the material deadline, a copy run in a previous issue may be inserted.
- 4) No feature ads cancellations will be accepted after closing dates. Feature ads, cover ads and full-page ads are non-cancellable.
- 5) Payment can be made to the Association's nominated bank account or via postal cheque (details will be shown on invoice).

Material Requirements:

- 1) Formats preferred are PDF, Word, Publisher and JPEG.
- 2) Electronic files must include all fonts and supported files.
- 3) Artwork must be print ready and be bleed free.
- 4) Artwork must be sent in by the 1st of each month.

Member Number: _____

(if applicable)

YES, sign me up!

Please complete this form and send to info@masterplumbers.com.au.

Company Name: _____ ABN: _____

Billing address: _____

Contact Name: _____ Position: _____

Contact Phone: _____ Email: _____

Advertising Options: (please circle your selection)

	<u>1 POST</u>	<u>5 POSTS</u>	<u>10 POSTS</u>	<u>15 POSTS</u>	<u>20 POSTS</u>
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We will send you an invoice with billing options confirmed.

Signature: _____ Date: _____

If you would like to discuss your options in more detail, please contact us.

The Master Plumbers Association of NSW
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Phone: 02 8789 7000

Email: info@masterplumbers.com.au
Website: www.masterplumbers.com.au