

JANUARY-JUNE 2021 | PACKAGES

Boost your business and generate new orders with one of our brand-new supplier sales packages.

Each custom package has been designed to help you reach our active community of tens of thousands of buyers from January to June 2021, providing months of exposure for as little as \$550+GST.

**PLACE YOUR BRAND
IN FRONT OF 1000s OF
POTENTIAL CUSTOMERS**

	STANDARD PACKAGE	UPGRADE PACKAGE	PREMIUM PACKAGE
	Inclusive listing in the Online Supplier Showcase and Online Industry Catalogue	Create impact and stand out from your competitors	Generate maximum exposure with full-page advertisement in the Online Industry Catalogue
YOUR INVESTMENT	\$550 +GST AGHA Member Rate	\$700 +GST AGHA Member Rate	\$850 +GST AGHA Member Rate / \$1300 +GST Non-Member Rate (includes 12-month AGHA wholesaler membership until October 2021 - joining fee will be waived)

PACKAGE INCLUSIONS

ONLINE SUPPLIER SHOWCASE			
Listing in the Online Supplier Showcase that is hosted on the AGHA website from January to June. <i>Please note the listings must be self-maintained by the supplier.</i> Listing includes:	✓	✓	✓
• Company Name	✓	✓	✓
• Company Details (including website)	✓	✓	✓
• Company Profile	✓	✓	✓
• Product Categories and Brands	✓	✓	✓
• Special Offers	✓	✓	✓
• New Product Upload	✓	✓	✓
• Uploading of Collateral (press releases, brochures, video and document URL's)	✓	✓	✓
• Virtual Business Cards	✓	✓	✓
• Uploading of Company Logo	✓	✓	✓
• Access to all opt-in leads through agenda planners	✓	✓	✓
• Uploading of 4 x static image or text panels	✓	✓	✓
• Uploading of additional 4 x video content panels	—	✓	✓
• Priority placement on all search results	—	✓	✓
• Inclusion in featured supplier quick search list	—	✓	✓
• Sharable link direct to your showcase entry	✓	✓	✓
ONLINE INDUSTRY CATALOGUE			
Inclusion in the company and category listings in the Online Industry Catalogue from January to June. <i>Please note the listings link through to the Online Supplier Showcase and must be self-maintained by the supplier.</i>	✓	✓	✓
Full-page advertisement in the Online Industry Catalogue that is hosted on the AGHA website from January to June. Advertisement can include embedded hyperlink to your Online Supplier Showcase listing. <i>Please note ads are placed on a first-in, best dressed policy and loadings* are required for premium placements.</i>	—	—	✓
ADDITIONAL DIGITAL EXPOSURE			
1x Social media post on Instagram and/or Facebook	—	—	✓
1x Product image featured within promotional eDM to buyer database	—	—	✓

All rates exclude GST. All rates and packages are subject to change without notice. Inclusion is conditional on receiving final artwork and information before the deadline.

ONLINE INDUSTRY CATALOGUE DESIGN SERVICES AND FEES

- ▶ \$50+GST for RGB conversion/quick edit. ▶ \$150+GST to update your full-page to update your full-page advertisement
- ▶ \$200+GST for the design of one full-page advertisement, based on your brief (*Conditions apply*)

*Loadings are required for full-page advertisement premium placements: \$100+GST fee for right-hand page guarantee | \$250+GST upgrade fee for the Inside Front Cover placement | \$200+GST upgrade fee for the Inside Back Cover and Back Cover placement.

Discounts for multiple page advertisements available

BOOK A PACKAGE TODAY!

With only a limited number of packages available, we urge you book today to avoid disappointment. Book and pay directly online at agha.com.au today or email sales@agha.com.au and a member of the team will be in touch.

JANUARY-JUNE 2021 | MEDIA KIT

BOOKING & ARTWORK DEADLINES

Monthly Update	Booking Deadline	Artwork Deadline*	Complete your Online Supplier Showcase profile by
January	14 December 2020	18 December 2020	18 December 2020
February	25 January 2021	1 February 2021	N/A
March	22 February 2021	1 March 2021	18 December 2020
April	29 March 2021	5 April 2021	13 April 2021
Design Service^	Design briefs for full-page ad designs or any advertisement design services must be submitted 2 days before the artwork deadline		

Please submit final artwork to advertising@agha.com.au before the deadline for inclusion - **please include your company name and 'premium package full-page advertisement' in the subject line of your email.** Any submissions received after this date may not be published before the catalogue launch date (updated monthly). Late submissions will be added to the catalogue during the next available monthly update.

^Limited availability

NEED HELP WITH YOUR AD DESIGN FOR YOUR ONLINE INDUSTRY CATALOGUE?

If you don't have the resources to produce a digital advertisement, we can design it for you for a \$200+GST production fee. Not only will you be sure your full-page advertisement will be digital ready, you will also receive a copy of the advertisement to use for your other promotional activities.

Alternatively, if you have an existing advertisement you would like to make a quick edit to, or require support converting it to a digital compatible version (RGB) we can provide design support for \$50+GST.

Details of services are below.

Advertisement design, based on your brief - \$200+GST/page

- Includes one review and two small changes i.e. colour, font, image position.
- Images must be provided by the supplier.
- The design work is limited to 3-hours. If it exceeds this, an additional hourly rate of \$75+GST per hour will be charged to the advertiser.

RGB conversion/quick edit - \$50+GST

- Includes colour conversion and one small edit to existing full page artwork.
- Existing artwork must be provided by the supplier in the original design file or pdf format.
- The design work is limited to 1 hour. If it exceeds this, an additional hourly rate of \$75+GST per hour will be charged to the advertiser.

Monthly update - \$150+GST

Keep your advertising fresh and targeted each month by updating your full-page advertisement for \$150+GST.

BOOK To get started, please add the service to your order when booking. To add one of the services to an existing order, please email sales@agha.com.au.

YOUR ONLINE SUPPLIER SHOWCASE LISTING

Once confirmed, you will receive an email which includes your login details for your listing on the Online Supplier Showcase.

Here you can log in and update your showcase listing by uploading content, images, brochures and more!

Once received it is important that you start updating your listing as soon as possible to ensure your showcase is complete prior to the Online Industry Catalogue launching each month. You can update your listing as often as you prefer from now until December. All changes made to your listing will be updated in real time.

Please note this listing is entirely self-maintained by the advertiser. If you have any questions regarding your listing, please email events@agha.com.au.



BOOK

your 6 months suppliers sales opportunities before the deadline



SUBMIT

your advertisement for the Online Industry Catalogue or request a design service before the deadline

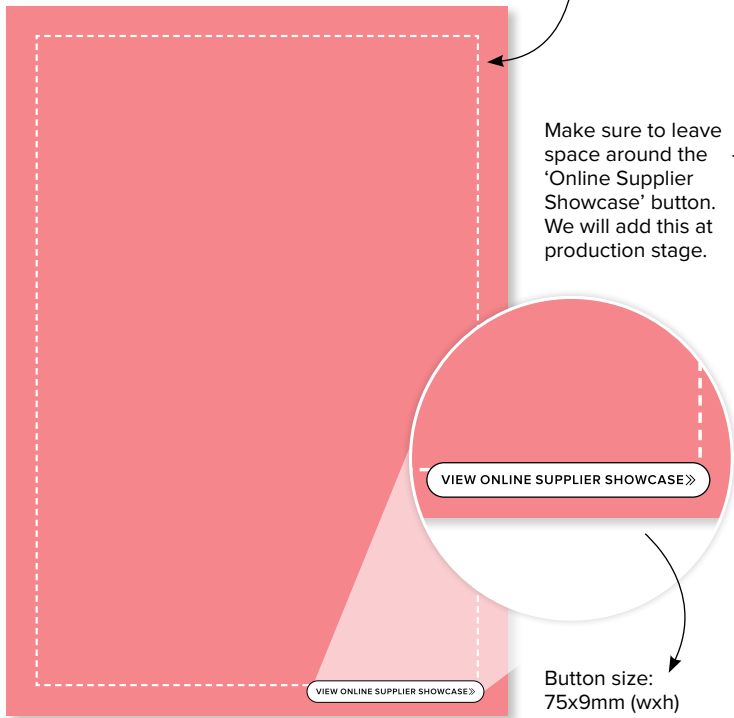


UPLOAD

your details, images and/or videos and manage your Online Supplier Showcase

ARTWORK SPECS

Specs	Dimension (w x h)	Type Area (w x h)	Colour/Resolution
Digital Full Page Ad	210x297 mm	190x277 mm	RGB (at least 150dpi)

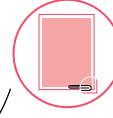


HOW TO SET UP & PREPARE YOUR DIGITAL ARTWORK



CORRECT SIZE

Make sure your file is the correct size by following the artwork specs.



TYPE AREA/MARGIN

Make sure images or type are within the specified type area to make sure there's enough space for your "Online Supplier Showcase" button.



IMAGE RESOLUTION & COLOUR

All images used within your design must be saved at least 150dpi and in RGB for best results.



EMBED FONTS

Embed or outlined your fonts before saving the artwork as High Quality PDF.



EMBED IMAGES

Be sure to embed any linked images before sending.



FILE TYPE

Your artwork needs to be saved as single PDF page/s. If you have booked a double-page spread (DPS), please submit as multiple single pages.



SUBMITTING YOUR ARTWORK

Email your artwork to advertising@agha.com.au. Please include your company name and 'premium package full-page advertisement' in your email subject line.

PREMIUM PACKAGE IMAGE SUBMISSIONS

If you have booked a premium package, you must also submit a selection of promotional images for our team to use for the additional digital promotion the package provides including:

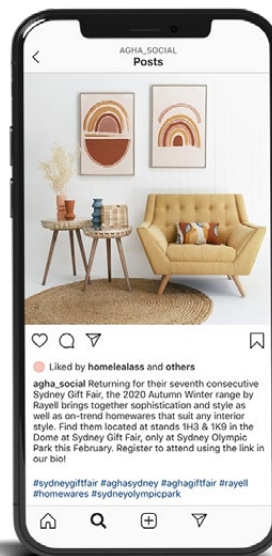
- 1x Social media post on Instagram and/or Facebook
- 1x Product image featured within promotional eDM to buyer database

To help our team provide this promotion, please submit between 3-5 quality, high-resolution product or lifestyle images to advertising@agha.com.au before the deadline. Any images received after this date may not be included in the digital promotions.

Our team will then select at least 1 image from your submission to use for your promotion. If you have a preferred image you would like us to use, please let us know.

When submitting, please include your company name and 'premium package images' in the subject line of your email. When submitting the images, you can either attach to your email or send through a link to a WeTransfer or Dropbox account. We also request you include direct links to your social media pages so we can tag you in the promotional post.

Example Instagram post



Example email promotion



Please note if you do not submit these images, we cannot promote you and you may forfeit this digital exposure.

TERMS & CONDITIONS

AGHA reserves the right to reject or withdraw from publication any advertising, at any time. All advertising is conditional on; advertising payment must be made upon booking. AGHA has the right to change or remove rates and packages without notice. Packages are subject to availability at time of booking. The advertiser is responsible for the submission of accurate, final artwork prior to the artwork deadline. AGHA has the right to reject and/or withdraw late, incomplete or offensive artwork without notice, and all costs will be invoiced to the advertiser at 100%. Online Supplier Showcase listings are entirely self-maintained by the advertiser. Visit agha.com.au for full terms and conditions.

FOR ARTWORK ENQUIRIES CONTACT



advertising@agha.com.au



02 9763 3222



agha.com.au