



MEDIAKIT 2013

promoting the value of play

The revenue raised through the MARKETPLACE will be utilised to directly support our member related activities, member services and resources. So helping us to help you!

Presenting the new play industry MARKETPLACE

As part of our commitment to develop initiatives to support members, Play Australia now provides advertising opportunities to reach a niche target market within the national play sector.



This is the

MARKETPLACE

Advertising in the MARKETPLACE gives you the unique opportunity to be seen by the thousands of people interested in play who are visiting our web pages everyday.

The Play Australia website receives an average of 4700 page requests per month and over 300 Play Australia members receive our quarterly Member News.

This offers an opportunity for Play Australia members to support each other commercially as well as professionally and to promote a play sector committed to quality and best practice.

We hope that being able to promote your products and services to others within the play sector will encourage collaborations and networking between different specialist service

providers who are passionate to deliver quality play experiences for our children and communities.

So if you support the development of creative play opportunities then advertise in the Play Australia MARKETPLACE. Share your products and services with others who share our commitment to promote the value and importance of children's play activities.



Play Australia members have the *exclusive* offer to advertise within a *niche* targeted market within the *playground* industry

Member News

A quarterly newsletter delivered to the Play Australia network and membership database across Australia.

Available as hard copy and download from the Play Australia website

Circulation: 3000 emails to the Play Australia network and hard copies distributed at all training and special events

Format: Print
Digital

Colour: Full colour

Visibility: 3 months online exposure for the duration of the newsletter edition

| | TYPE | DIMENSIONS | PRICE (+GST) |
|----------|---|---|-------------------|
| Option 1 | <ul style="list-style-type: none"> - Print colour ad (only three available per issue) - Same ad featured online on MARKETPLACE landing page | 92mm wide x 73mm high | \$500 per edition |
| Option 2 | <ul style="list-style-type: none"> - Member Profile Sponsorship including 'Thank you to our edition supporter www.yourcompanyname.com.au' message in front page footer - 1 full colour ad featured online on MARKETPLACE landing page | <ul style="list-style-type: none"> - One article with your company logo or image (to be re-sized to fit) - Colour ad on MARKETPLACE landing page to be provided as: 92mm wide x 73mm high | \$750 per edition |

Advertising rates listed are for print ready artwork supplied by the client. Artwork must be supplied following specification below.

Preparation of artwork will incur the following charges:
 - \$120 artwork preparation charge by Play Australia
 - \$70 editing charge for changes to artwork

Artwork Specifications

All artwork must have a minimum resolution of 300dpi. Web resolution images are not accepted. All fonts have to be converted to outline.

Acceptable file formats: JPG, PDF, EPS (*Strictly no WORD, Publisher or PowerPoint*)

Artwork under 10MB can be supplied via email to claudia@freesoul.cc. Artwork over 10MB can be sent via Dropbox. Please contact Claudia for access to the Dropbox. Hard copies are not accepted.



MARKETPLACE Directory

An online directory on the Play Australia website that's available to be viewed publicly for a period of 12 months.

Available as hard copy and download from the Play Australia website

Website traffic: 4700 page requests / month

Format: Digital

Colour: Full colour

Visibility: One year



| | TYPE | DIMENSIONS | PRICE (+GST) |
|----------|--|---|----------------|
| Option 1 | Directory listing - your company logo - descriptive text - contact details with hyper-link | Logo: max. width 170px Max. 30 words in descriptive text Name, Phone, Email and Website | \$500 per year |
| Option 2 | Digital colour ad | 254px wide by 200px high | \$750 per year |

Advertising rates listed are for digital ready artwork supplied by the client. Artwork must be supplied following specification below.

Preparation of artwork will incur the following charges:
- \$120 artwork preparation charge by Play Australia
- \$70 editing charge for changes to artwork

Artwork Specifications

All artwork must have a minimum resolution of 72dpi.
All fonts have to be converted to outline.

Acceptable file formats: JPG, PDF, EPS
Strictly no WORD, Publisher or Power Point

Artwork supplied should be under 10MB and emailed to renaee@playaustralia.org.au



Member News MARKETPLACE Directory

Organisation name

Contact name

Address

Suburb

State

Postcode

Phone

Email

Signature

Date

Please tick all the options that you would like to book:

| MEMBER NEWS (Please tick the box for each quarter you would like to book) | | | | | | | | |
|--|---|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | Summer 2013 | | Autumn 2014 | | Winter 2014 | | Spring 2014 | |
| Option | <input type="checkbox"/> Option 1 | <input type="checkbox"/> Option 2 | <input type="checkbox"/> Option 1 | <input type="checkbox"/> Option 2 | <input type="checkbox"/> Option 1 | <input type="checkbox"/> Option 2 | <input type="checkbox"/> Option 1 | <input type="checkbox"/> Option 2 |
| Cost | \$500/issue | \$750/issue | \$500/issue | \$750/issue | \$500/issue | \$750/issue | \$500/issue | \$750/issue |
| Details | - Play Australia will contact you for the required member profile article. - Email your full colour ad to claudia@freesoul.cc or send it via Dropbox. | | | | | | | |

| MARKETPLACE DIRECTORY (Please tick the box for each option you would like to book) | |
|---|--|
| 12 months online exposure | |
| Option | <input type="checkbox"/> Option 1 <input type="checkbox"/> Option 2 |
| Cost | \$500/year <input type="checkbox"/> \$750/year |
| Details | Please email the following information to reanae@playaustralia.org.au . Company name, text (30 words max.), contact name, contact title, address, phone number, email, website, logo/image (72dpi) |

Payment details:

Send cheque or money order to Play Australia PO Box 2060 North Melbourne VIC 3051 or EFT to Victoria Teachers Mutual Bank, BSB 704 191 – Account 190786. Please include Marketplace in the reference field when making EFT payment.

Forward your booking sheet either via pdf scan to info@playaustralia.org.au or post it together with your cheque or internet payment receipt to Play Australia PO Box 2060 North Melbourne VIC 3051.