



MASTER PLUMBERS & GASFITTERS ASSOCIATION WA

Media Kit 2017

Print
Digital
Facility signage



(08) 9471 6661



advertising@mpawa.asn.au

Overview of MPGA advertising opportunities for 2017 calendar year

Advertising opportunities for all print publications, digital communication channels and signage opportunities in 2017 are listed below. For more information, see specific details on the corresponding pages.

Print publications	Frequency	Total number annually
1. Magazine	Every four months	3
2. CEO letters	On demand	On demand
3. Inserts in Membership Packs*	On demand	On demand
Digital communications	Frequency	Total number annually
4. Electronic newsletter	Monthly	12
5. Dedicated “breaking news” email*	On demand	On demand
6. CEO’s blog	Fortnightly	24
7. Website	3-month package	4 packages
Find a plumber	3-month package	4 packages
Members only areas	3-month package	4 packages
8. Sponsored content (automated branded emails)*	Maximum one per month	Up to 12
9. Webcasts, video presentations and social media options*	On demand	On demand
Facility signage	Frequency	Total number annually
9. Training facilities: Maylands, Bayswater and Jandakot	Annual display	Multiple

*Details and pricing for these items will be provided on request

1.

Magazine

1.1 Master Plumber Western Australia

In 2017, we have totally revamped our magazine. The design, content style and size of the publication has been enhanced as part of our vision to make the plumbing industry better.

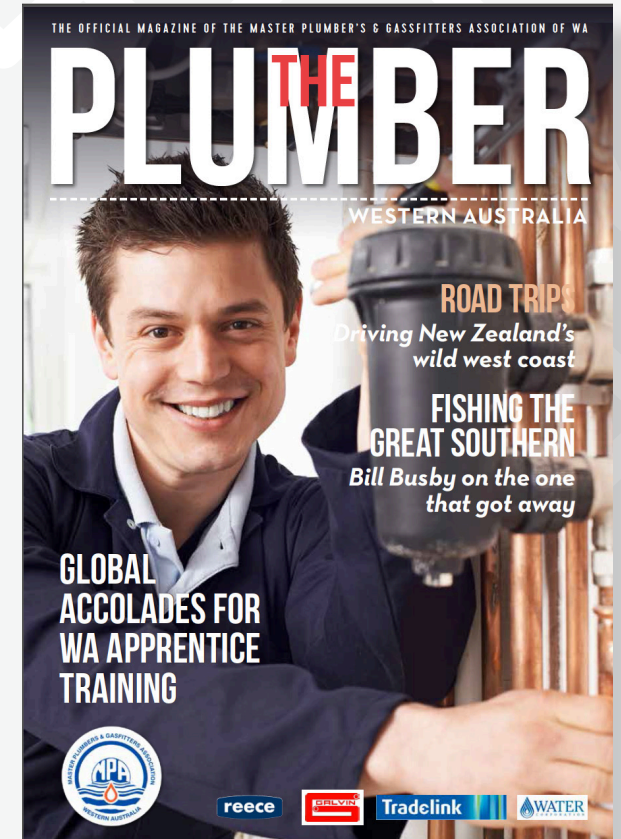
Content has been expanded to ensure it is both newsworthy and personal. From breaking stories on new technologies, to government and regulatory changes, to profiles of members, sponsors and Board representatives, we wanted the magazine to have greater impact in the market. We have introduced lifestyle features, and news and views of the industry from across the ANZ region, making *Master Plumber Western Australia* an indispensable read for those associated with the plumbing and gasfitting sectors.

We've increased the size to approximately 80 pages per edition, while the publication frequency has been

reduced to three bumper editions annually. *Master Plumber Western Australia* is WA's highest circulating plumbing and gasfitting publication for industry professionals, suppliers and stakeholders, with a combined distribution of more than 7,000 copies per year.

It is direct-mailed to all MPGA members and sponsors, often finding itself on to counters and coffee tables in trade outlets and plumbing businesses. It is also published in electronic format on the MPGA website, ensuring broader reach. That means it is available to everyone from business owners, to trade professionals to apprentices, providing information relevant at every level of the industry.

Frequency: Three print editions annually with electronic copies on MPGA website.

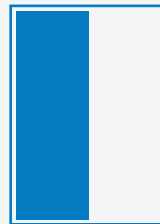


Advertising size options:

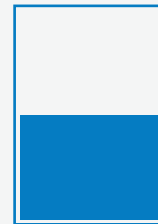
All advertisements require an additional 4mm bleed and crop marks on all sides.



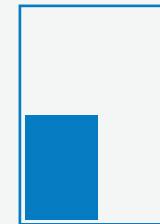
Full page
(w 210mm x h 297mm)



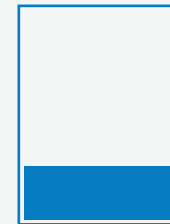
1/2 page vertical
(w 90mm x h 265mm)



1/2 page horizontal
(w 180mm x h 125mm)



1/4 page vertical
(w 90mm x h 125mm)



1/4 page horizontal
(w 180mm x h 60mm)



1.2 Material Specifications

Please supply all material in high resolution Adobe PDF format and CMYK colour according to the approved sizing options on the previous page. All fonts must be embedded or converted to outline. Responsibility will not be taken for incorrect colour reproduction for any provided advertising material.



1.3 Advertising Standards

All advertisements submitted to *Master Plumber Western Australia* are subject to publisher approval and must meet general conditions of the Advertising Standards Bureau of Australia. Advertisers are responsible for ensuring advertisements comply with all relevant Commonwealth and State laws.

The following rates apply to advertisement in the *Master Plumber Western Australia* magazine:

Standard positions	Advertising rate (GST excluded)	Member rate (GST excluded)
Full page	\$1,350	\$1,000
½ page vertical	\$1,100	\$800
½ page horizontal	\$1,100	\$800
¼ page vertical	\$700	\$500
¼ page horizontal	\$700	\$500
Premium positions		
Back cover	\$2,400	\$2,000
Inside front cover	\$1,900	\$1,600
Inside back cover	\$1,900	\$1,600
Wrap-around (conditions apply)	\$3,200	\$2,700
Inserts (2,350 copies)		
single A4 page	\$1,600	\$1,350
multi-page (price subject to weight)	POA	POA
+ printing 2,350 copies 2 sided insert	\$650	\$600
+ printing 2,350 copies 1 sided insert	\$550	\$500
+ designing & printing 2,350 copies 2 sided insert	\$950	\$900
+ designing & printing 2,350 copies 1 sided insert	\$800	\$750
Other options by negotiation	POA	POA



1.4 Publication Dates

Issue	Date	Publication date	Content & artwork deadline
1	March / April 2017	29 March 2017	1 March 2017
2	July / August 2017	26 July 2017	28 June 2017
3	November / December 2017	6 December 2017	7 November 2017



1.5 Delivery

Files prepared according to the material specifications can be emailed to advertising@mpawa.asn.au



1.6 Cancellation Policy

- ✘ **More than 4 weeks prior to material deadline:**
100% of agreed rate to be credited towards future advertising
- ✘ **Less than 4 weeks prior to material deadline:**
50% of agreed rate to be credited towards future advertising
- ✘ **After the material deadline:** *No refund or credit available.*

2.

**News emails
& website**

2.1 Monthly E-Newsletter

Master Plumbers & Gasfitters Association of WA's e-newsletter is distributed monthly by direct email to members, apprentices and internal and external stakeholders (approximately 1000 recipients at 1/12/2016).

The MPGA e-newsletter informs our members and apprentices on the following topics:

- ✓ Plumbing and gasfitting industry issues
- ✓ Updates on rules and regulations
- ✓ Occupational Health & Safety obligations & updates
- ✓ Wage, rates and awards
- ✓ Updates on tax obligations
- ✓ Marketing and quoting
- ✓ Event news
- ✓ Training news and course updates

2.2 CEO Newsletter

The Master Plumbers & Gasfitters Association of WA's new CEO e-newsletter is distributed fortnightly to members, apprentices and other stakeholders (approx. 1000). Additional CEO newsletters may be distributed to cater for breaking news.

The CEO e-newsletter is designed to keep members and apprentices updated on the association's activities, actions and benefits, including:

- ✓ Breaking news in the plumbing and gasfitting industry
- ✓ Member benefits and value offerings
- ✓ Updates on MPGA lobbying and action
- ✓ Expert advice and opinions on running a small business



Just like their paper counterparts, electronic newsletters deliver messages direct to highly targeted audiences. There are various advantages to email delivery:

- ✓ **Email is fast**
- ✓ **Information can be delivered as it happens**
- ✓ **Direct links to advertiser websites and online information**

Both e-newsletters contain a single banner ad position below the lead story, making it a highly targeted, premium offering. A number of package options are available on a first-come, first served basis:

Position	Cost (GST excluded)	Material specifications
Monthly newsletter only – 3 month placement (3 insertions)	\$1500	Banner in .jpg format: 728w x 90d pixels plus URL link
CEO newsletter only – 3 month placement (minimum 6 insertions*)	\$3000	Banner in .jpg format: 728w x 90d pixels plus URL link
Combined monthly and CEO newsletters – 3 month placement (minimum 9 insertions*)	\$4050	Banner in .jpg format: 728w x 90d pixels plus URL link
Other options by negotiation	POA	Banner in .jpg format: 728w x 90d pixels plus URL link

*Note that additional issues of the CEO newsletter may be distributed on an ad hoc basis. In such cases, placement will be provided free of charge to the current advertiser.

2.3 Website

The association's website, www.masterplumbers.asn.au, provides both members and the public with access to a broad range of information and resources, including WA's most comprehensive search engine to Find a Master Plumber. Traffic figures continue to grow year on year and a limited number of advertising opportunities are available to take advantage of these targeted audiences.

- ✓ **Average total page views/month:** **8,330**
- ✓ **Average unique page views/month:** **5,830**
- ✓ **Average time on site:** **2m12s**

Page/Position	Cost (GST excluded)	Material specifications
Find a Master Plumber: Top Banner - 3 month package	\$2100	Banner in .jpg format: 720w x 90d pixels plus URL link
Find a Master Plumber: Medium Rectangle - 3 month package*	\$1800	Banner in .jpg format: 262w x 524d pixels plus URL link
Find a Master Plumber: Bottom Banner - 3 month package	\$1500	Banner in .jpg format: 720w x 90d pixels plus URL link
Find a Job: Bottom Banner - 3 month package	\$1500	Banner in .jpg format: 720w x 90d pixels plus URL link
Members Login Page: Banner - 3 month package	\$1500	Banner in .jpg format: 720w x 90d pixels plus URL link
*Up to three advertisements can run simultaneously; position priority on a first-come, first served basis. Other options available by negotiation.		

3.

Facility signage

4.2 Industry Training Centres

The MPGA manages three training centre facilities across Western Australia. Opportunities to brand designated walls, rooms and workshops exist at Maylands, Jandakot and Bayswater. These centres cater for some **4000 people** annually, ranging from apprentices to industry professionals undertaking further training. Signage at the centres reaches captive audiences across the spectrum of the plumbing and gasfitting, and painting and decorating industries throughout the year.



Jandakot

Location/option	Size (width x height)	Cost/annum (ex GST)
Classroom signage (x2)	Signage on door(297mm x 210mm) Internal Wall Signage (3000mm x 1500mm)	\$4,500
Stairwell signage (1 only)	Wall signage in main stairwell (2000mm x 3000mm)	\$4,500
Thoroughfare signage (x3 only)	Wall signage in internal thoroughfares (3000mm x 1500mm)	\$3,000
Workshop banner (painting x2; plumbing x4)	Suspended banner (5000mm x 2500mm)	\$5,000
Work area signage (Painting x9; plumbing x18)	Signage on student 3m x 3m work area (2400mm x 400mm)	\$2,500
External signage (x2)	Signage facing street (2400mm x 1200mm)	\$5,000
External window/door signage (x3)	Main entry way window decals (1600mm x 1000mm)	\$4,500
External sponsor wall (x48)	Street-facing signage for sponsor organisations	\$2,000 (included in sponsorship packages)
Product showcase	Details on request	POA



Maylands

Location/option	Size (width x height)	Cost/annum (ex GST)
Building sponsorship (paintingx1; plumbing/gasfitting x2)	Rooftop signage, internal signage, building naming rights and internal product showcase area	\$12,000
Classroom signage (x12)	Signage on door (297mm x 210mm) Internal Wall Signage (1800mm x 900mm)	\$4,500
Entry way/waitingarea/ thoroughfare signage (x4)	Wall signage in main entry and waiting areas (2400mm x 1200mm)	\$5,000
External signage within complex area (x15)	External signage within complex - no street frontage (2400mm x 1200mm)	\$3,500
Workshop banner (paintingx1; plumbing x2)	Suspended banner (5000mm x 1200mm)	\$4,500
Workshop - work area signage (Painting x20; plumbing x10)	Signage on student 3m x 3m work area (1800mm x 600mm)	\$2,500
Product showcase	Details on request	POA



Bayswater

(Plumbing/
gasfitting only)

Location/option	Size (width x height)	Cost/annum (ex GST)
Building sponsorship (x1)	Street-front signage, internal product showcase area	\$10,000
Internal welding room sponsorship (x1)	Signage on walls - Product showcase area	\$6,000
Internal signage (x10)	Wall signage in main workshop area (2400mm x 1200mm)	\$3,000
Product showcase	Details on request	POA