



MASTER PLUMBERS & GASFITTERS ASSOCIATION WA

Media Kit 2020

Digital



(08) 9471 6661



office@mpawa.asn.au

Overview of all MPGGA advertising & sponsorship opportunities in 2020

Advertising opportunities for all publications, digital communication channels, events and signage opportunities in 2020 are listed below. For more information, see specific details on the corresponding pages.

Print publications	Frequency	Total number annually
1. Magazine & End of Year Report	Every three months	4
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. CEO's blog	Monthly	12
6. Sponsored content	On demand	On demand
7. Website (multiple page options)	On demand	On demand

1.

Magazine

1.1 Master Plumber Western Australia

Master Plumber Western Australia is a highly informative and entertaining publication covering topics of interest to anyone working or training in and around the plumbing industry.

Content ranges from news, commentary and product reviews to expert advice to help plumbing contractors run better businesses. There is also a range of topics of general interest to business owners, their staff and families, apprentices and other industry stakeholders.

The magazine is distributed to members of the Master Plumbers & Gasfitters Association of Western Australia - consisting of successful business owners in an industry with a reputation for being one of

Australia's highest-earning trades. The publication is also sent to Associate Members (businesses servicing the plumbing sector) and apprentices, ensuring the next generation of plumbing professionals is kept up to date.

The current direct mail 2,500, reaching an estimated readership of approximately 10,500 each quarter.

Frequency: Three seasonal print editions (Autumn, Winter, Spring) plus a year book in early December. Online copies are distributed through MPGA digital channels.



Advertising size options:

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



Double page
(w 210mm x h 297mm)



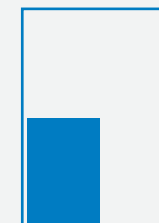
Full page
(w 210mm x h 297mm)



½ page vertical
(w 90mm x h 265mm)



½ page horizontal
(w 180mm x h 125mm)



¼ page vertical
(w 90mm x h 125mm)



¼ 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.

Standard positions	Advertising rate (GST excluded)	Discounted Associate member rate (GST excluded)
Double page	\$2,300	\$700
Full page	\$1,300	\$1,000
½ page vertical	\$1,000	\$800
½ page horizontal	\$1,000	\$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



1.4 Publication Dates:

Issue	Date	Publication date	Content & artwork deadline
1	Autumn	15 MAY	20 APRIL
2	Winter	26 JULY	2 JULY
3	Spring	27 OCTOBER	13 OCTOBER
4	Yearbook	30 MARCH	FEBRUARY 15



1.5 Delivery:

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



1.6 Cancellation Policy:

- ✘ **More than 1 month prior to material deadline:**
100% of agreed rate to be credited towards future advertising
- ✘ **Less than 1 month prior to publication:**
50% of agreed rate to be credited towards future advertising
- ✘ **After the material deadline:** *No refund or credit available.*

2.

News emails

2.1 Monthly E-Newsletter

Master Plumbers & Gasfitters Association of WA's e-newsletter is distributed monthly by direct email to members, suppliers and internal and external stakeholders (approximately 850 recipients at 31/1/2020).

2.2 CEO Newsletter

The Master Plumbers & Gasfitters Association of WA's CEO e-newsletter is distributed on average once a month to members, suppliers and other stakeholders (approx. 850). Additional CEO newsletters may be distributed to cater for breaking news.

2.2 Sponsored eDM

Reach a highly targeted and qualified audience (approx. 850) with your own content in a sponsored eDM. Built within a clearly identifiable Master Plumbers and Gasfitters Association of WA template, these eDMs typically enjoy significant interaction from members. You just need to provide your logo, text and images and we do the rest.



Just like their paper counterparts, electronic newsletters deliver messages direct to our audiences.

There are many advantages to email communications, including:

- ✓ **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
Member or CEO newsletter – single placement	\$550	Banner in .jpg format: 590w x 380d pixels plus URL link
Member or CEO newsletter – 3 month placement (3 insertions)	\$1500	Banner in .jpg format: 590w x 380d pixels plus URL link
Combined monthly and CEO newsletters – 3 month placement (6 insertions)	\$2900	Banner in .jpg format: 590w x 380 pixels plus URL link
Sponsored eDM (single issue)	\$1800	By agreement
Multi-insertion digital package options	POA	By agreement