

Newsletter Advertising Policy and Rates

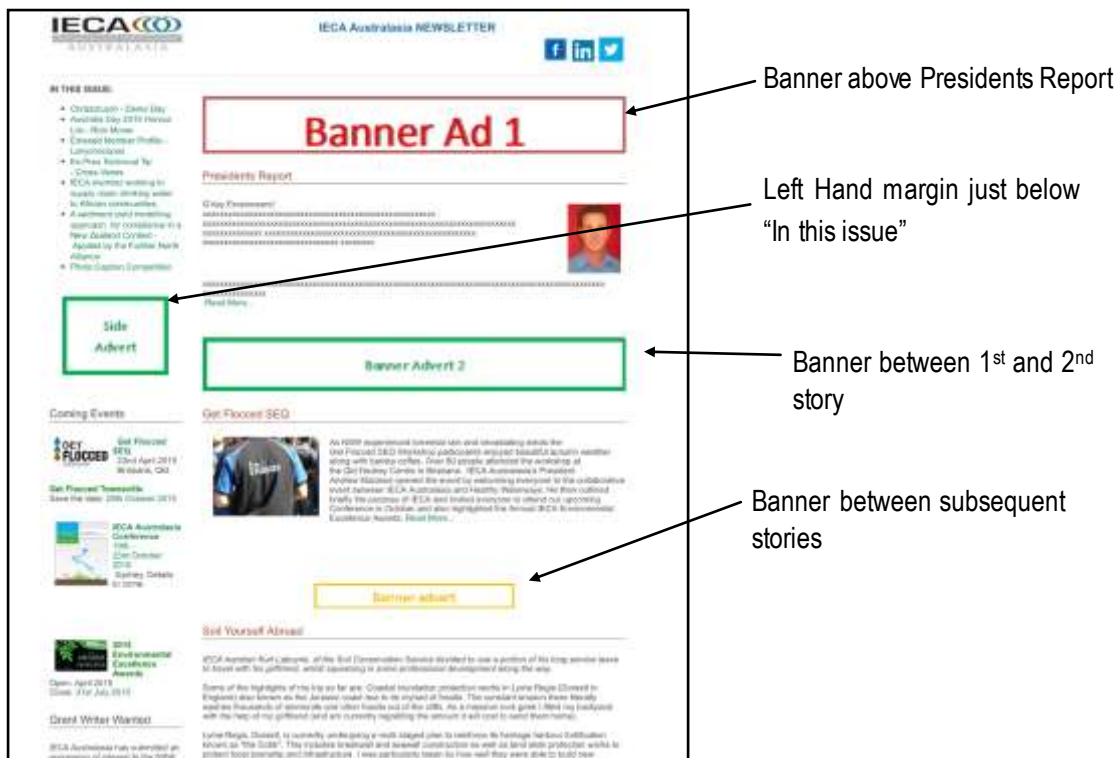
Placing your ad in the IECA Australasia newsletter puts you in front of key decision makers in the erosion control industry. It will be your most cost effective advertising ever.

We aim to publish four electronic newsletters each year and email it directly to all IECA Australasia members and to the IECA Australasia database which is just under 2000 and growing. The Newsletter is also uploaded onto the IECA Australasia website. The IECA Australasia website is recording over 4000 views every month.

Rates:

	Members Rate (incl GST)	Non-members rate (incl GST)
Banner above Presidents Report	\$220	\$275
Left Hand margin just below "In this issue"	\$165	\$220
Banner between 1 st and 2 nd story	\$110	\$165
Banner between subsequent stories	\$88	\$110

NB: Each advert will have a link directly to your website or an email address of your choosing.



The image shows a screenshot of the IECA Australasia Newsletter with several callouts pointing to specific advertising locations:

- Banner above Presidents Report:** Points to a red-bordered box labeled "Banner Ad 1" located at the top of the main content area.
- Left Hand margin just below "In this issue":** Points to a green-bordered box labeled "Side Advert" on the left-hand side of the newsletter.
- Banner between 1st and 2nd story:** Points to a green-bordered box labeled "Banner Advert 2" located between two main articles.
- Banner between subsequent stories:** Points to a yellow-bordered box labeled "Banner advert" located between two smaller articles.

General Conditions:

- ⇒ Payment to be received in advance.
- ⇒ Inclusion of advertising material in IECA newsletter has the primary objective of conveying information about products or services used in Erosion and Sediment Control. Advertisements that do not contribute to this purpose may be rejected.
- ⇒ The content of the advertising must be consistent with the professional nature of the newsletter and consider its likely readership. Appropriate advertisements' are those which relate to the erosion industry and do not conflict with the purposes of the Association or are otherwise inappropriate for a professional association publication. Appropriate advertisements include those relating to conferences, publications, government announcements, academic or training courses, best practice products and consulting services.
- ⇒ Advertisements must not be able to be easily confused with editorial content.

- ⇒ All advertisements accepted at the sole discretion of the Newsletter editor.
- ⇒ Calls for advertisements will be made prior to each Newsletter. No multi issue bookings will be taken.

Instructions for listing:

Please email advertisement to admin@austieca.com.au.

Banner adverts need to be 800W x 100H in jpeg, png format.

Side bar advert need to be 200W x 200H in jpeg or png format.

For any enquires, contact the Chapter Office on +61 2 4677 0901, admin@austieca.com.au