



# PHYSICAL ACTIVITY AUSTRALIA

ADVERTISING KIT 2020

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## Advertising Reach

Physical Activity Australia (PAA) has had strong ties with the fitness community for over 30 years. Originally as VicFit and now as the national PAA, our audience includes fitness industry professionals, program providers, and fitness students across every state and territory.

Our monthly newsletter and weekly direct email mail are circulated to over **5,000 fitness professionals** and has a higher than industry average **open rate (29%)** with a responsive and engaged audience base.

Our website and social media channels have strong traffic and levels of organic reach. We are striving to create a strong sense of community for our registrants with a continual focus on building strong industry engagement and connectivity.

PAA offers competitive advertising rates across a number of digital marketing channels for you to promote and advertise your brand and products. In 2020, PA is also proud to offer new advertising opportunities such as Bonus Facebook ads and New product bursts in our newsletter.



## Advertising Campaign Summary

The below advertising summary indicates distribution frequency and rates. Rates are inclusive of GST.

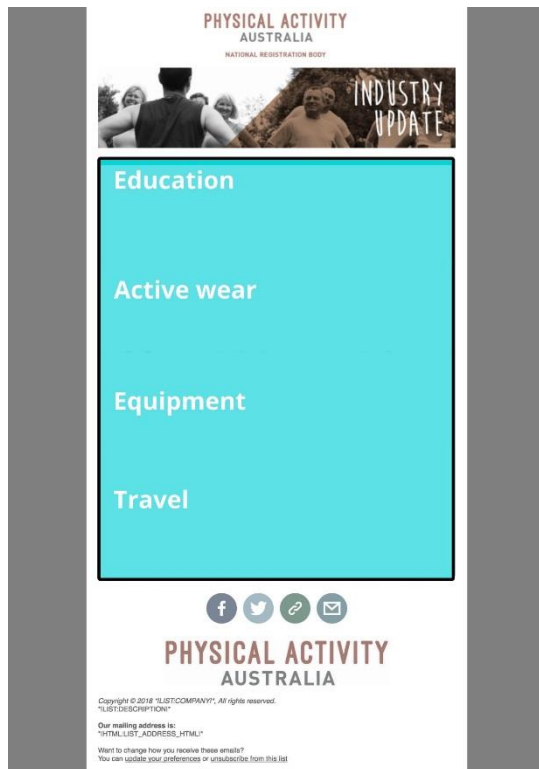
| Advertising Campaign           | Rates | Distribution   |
|--------------------------------|-------|--|
| Direct Email Advertising (DEA) | \$420 | First and Third Thursday of every Month                                    |
| Website Advertising            | \$450 | Monthly ...BONUS 2 x Facebook ads in the same month to over 2000 followers |
| Newsletter Advertising         | \$220 | Monthly (Due second week of the month)                                     |

- New Direct Email Advertising (DEA) contain multiple categories for multiple Ads. Subject to change based on demand.
- DEA limited to one ad per category for exclusivity reasons. For more information call or email us.
- If you are advertising a program with us, the program must meet the accreditation criteria.
- Website advertisement in 2020 will now include a rotating ad banner (Please note PAA website ad banner has been moved to the top of the page for more visibility).
- The rate for Website advertisement is for one ad for one month.

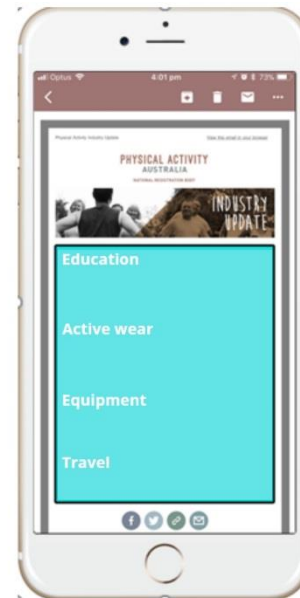


## Direct Email Advertising

Direct Email Advertising (DEA) is divided into specific categories to advertise your business to our 5000 members. Direct email advertising enables you to promote programs, workshops, venues, events or products. Emails are sent out every 1<sup>st</sup> and 3<sup>rd</sup> Thursday of every month to all Physical Activity Australia registrants and supporters who have agreed to receive third party information. Please note there will be exclusivity in the categories of; education, Activewear, Equipment, Travel and etc.



Web view direct email advert



Mobile view direct email advert



## Direct email advertising rates

| Advertising Campaign     | Rates | Distribution                           |
|--------------------------|-------|--|
| Direct Email Advertising | \$420 | First and Third Thursday of each Month |

## Direct email advertising ad specifications

- Limited to 100 words per category.
- Only static .jpg .png and .gif files accepted (no rich media is accepted however URLs to videos are accepted e.g. YouTube)
- Please specify the clickthrough link that will be used. The link will open in a new window.
- Images should be a minimum of 460x600. You may create a larger image but please maintain the ratio 460x600.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- All prices are GST inclusive.

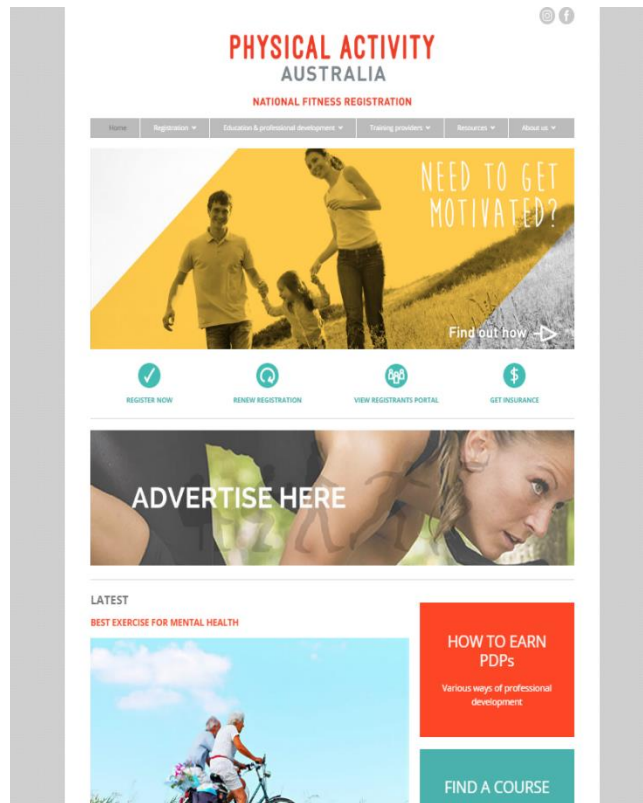
## Direct email advertising best practice recommendations

- Content can consist of advertiser's name and contact details, logo, website link, email, relevant images or video (included at Physical Activity Australia's discretion) Program or product description, Pre-requisite for program participation, Program date and venue or shop location, program or product cost, other locations where the provider delivers their program or product is available, professional development point allocation.
- When designing your advertisement, be aware that PAA sites are mobile responsive and your advert needs to consider display on multiple devices.
- Forms, such as search boxes, are not recommended because they are not well supported by email clients.
- Combat image suppression by adding ALT text to your images. That way, if the image is not downloaded the subscriber will still be able to see a description of the content.

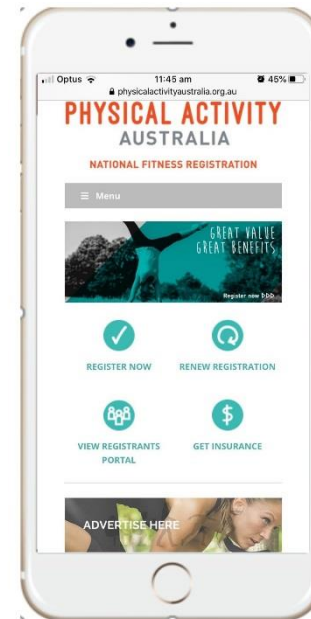


## Website Advertising

Program providers and fitness-related services can be advertised on the home page and accredited courses and workshops Page of the Physical Activity Australia website as indicated below. As of December 2019, PAA has over 4900 unique visitors per month.



Web view website advertisement



Mobile view website advertisement (responsive ad size)



## Website advertising rates

| Advertising Campaign | Rates | Distribution  |
|----------------------|-------|---|
| Website Advertising  | \$450 | Per Monthly ad includes 2 x Facebook mentions in the same month |

## Website advertising ad specifications

- Rotate advertisement banner is located at [Home](#) page and [Accredited Courses and workshops](#) Page (our most visible pages)
- Creative should ideally be 940pixels wide by 235 high.
- Only static .jpg .png and .gif files accepted.
- Please specify the clickthrough link that will be used. The link will open in a new window.
- A website advertisement is for a minimum of four weeks.
- Facebook picture must 1,200 x 630 pixels to allow for 470 width. One ad will be repeated twice FREE.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- All prices are GST inclusive.

## Website advertising best practice recommendations

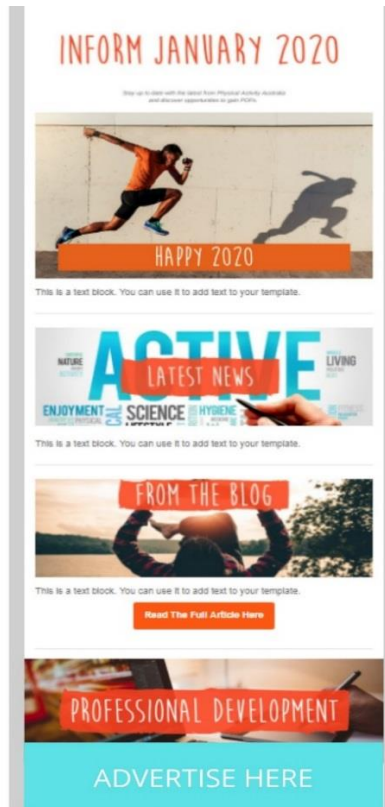
- When designing your advertisement, be aware that the image will be scaled down for mobile devices.
- Add ALT text to your images. That way, if the image is not downloaded the user will still be able to see a description of the content.



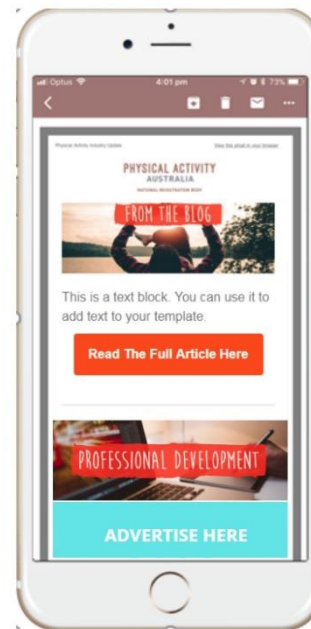


## Newsletter Advertising

Physical Activity Australia's Newsletter is **distributed on the second week of the month** and provides subscribers with the latest PAA news and industry development. There is an opportunity for program providers and industry businesses to promote upcoming events, workshops and success stories. Inform is distributed on a monthly basis.



Web view newsletter advert



Mobile view newsletter advert



**Newsletter advertising rates**

| Advertising Campaign   | Rates | Distribution |
|------------------------|-------|--------------|
| Newsletter Advertising | \$220 | Monthly      |

**Newsletter advertising ad specifications**

- Limited to 40 words.
- Only static .jpg .png and .gif files accepted. Please specify the clickthrough link that will be used.
- Rich media is not accepted for email advertisements.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- PAA is not responsible for any changes to the ad creative itself. All changes have to be made by the client and resubmitted for trafficking.
- Please include the URL that your advertisement will link to. The link will open in a new window.
- All prices are GST inclusive.

**Newsletter advertising best practice recommendations**

- Content can consist of advertiser’s name and contact details, logo, website link, email, relevant images or video (included at Physical Activity Australia’s discretion) Program or product description, Pre-requisite for program participation, Program date and venue or shop location, program or product cost, other locations where the provider delivers their program or product is available, professional development point allocation.
- When designing your advertisement, be aware that the image will be scaled down for mobile devices.
- Forms, such as search boxes, are not recommended because they are not well supported by email clients.
- Combat image suppression by adding ALT text to your images. That way, if the image is not downloaded the subscriber will still be able to see a description of the content.



## Booking and Material Procedure

### Booking Procedure

- All bookings must be confirmed in writing.
- Deadlines; DEA and Website 7 days prior, Newsletter 14 days prior to Live date.

### BOOKINGS

Phone: 1300 784 467 (Option 1)

Email: [register@physicalactivityaustralia.org.au](mailto:register@physicalactivityaustralia.org.au)

### Cancellation Procedure

- The cancellation deadline is 5 days prior to the booking deadline.
- Cancellations must be confirmed in writing prior to the cancellation deadline.
- All bookings taken inside cancellation deadline are taken on a noncancellation basis. No liability will be accepted unless the above procedures are followed.

### Terms and conditions

- Please note that all forms of advertising, relevant content must be provided to PAA 14 days before the advert is scheduled to be distributed.
- Prices are per advert by category e.g. education, supplements, active wear and places are allocated on a first come first serve basis.
- PAA is not liable for ad results or missing the scheduled distribution date of your advert.
- By advertising with PAA you agree to our advertising terms and conditions which are available on our website <https://www.physicalactivityaustralia.org.au/advertising-terms-and-conditions/>.

