



2019-2020 ADVERTISING KIT



Advertising with the Australian Wagyu Association



Expand your audience. Advertising with the Australian Wagyu Association (AWA) gives you access to an ever growing global Wagyu network.

AWA members are from all sectors of the value chain. Our membership extends beyond Australia with over 14% of our membership located internationally.

The AWA offers advertisers the opportunity to speak directly to the key stakeholders in the domestic and international Wagyu marketplace.

ADVERTISING OPPORTUNITIES...

- » MONTHLY eNEWS MEMBER UPDATE
- » WEEKLY SALES EMAIL
- » MAGAZINE ADVERTISING
- » WEBSITE BANNER ADVERTISING

MONTHLY

eNEWS MEMBER UPDATE (email)

The Australian Wagyu Association (AWA) publishes a monthly eNews. Distributed widely to the growing online Wagyu community, the AWA is offering advertisers the opportunity to speak directly to the Wagyu community and increase traffic to your website.

eNEWS BANNER AD RATES

All prices are listed in AUD and includes GST. Places limited - bookings are essential.

AWA MEMBERS

per month \$119
for 12 months \$1,430

NON MEMBERS

per month \$143
for 12 months \$1,716

SPECIFICATIONS/DELIVERY

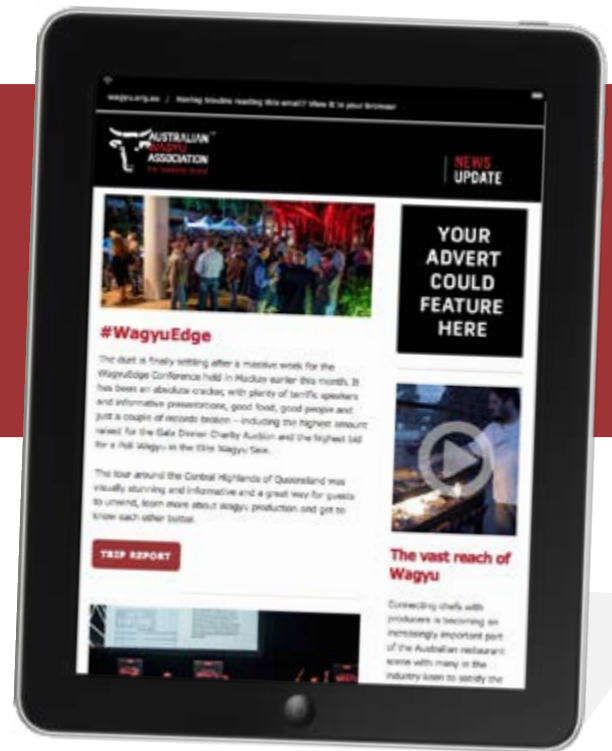
Dimensions: 300 x 350 pixels

Format: JPEG or GIF

Max file size: 150KB

Email artwork to:

Advertisements can be supplied to specifications or we can help you with the design for \$152/hour. Please note: we do not accept .swf files. Contact Heather Frazier for information:



Subscribers*	1,900+
Frequency	monthly
Format	email inbox

*June2018

TERMS & CONDITIONS

We are committed to ensuring accurate and up-to-date information is provided to members. The AWA reserve the right to exclude any advertisements with content which may cause offence or amend artwork to remove unauthorised products/words. If this occurs, you will be advised and given the opportunity to supply new artwork providing the deadline has not passed. Additional charges may apply. Design services and resizing of images are not included within the advertised rates and will be subject to additional charges.

WEEKLY

SALES LISTING (email broadcast)

Broadcast your message to the growing AWA Wagyu community by listing your sale in the AWA's Weekly Sales Update email.

Distributed weekly, this is an excellent way to target potential buyers within the Wagyu Community who have subscribed to the AWA database.

WEEKLY SALES LISTING RATE

All prices are listed in AUD and include GST.

AWA MEMBER per listing \$363.00

NON MEMBER per listing \$435.60

Broadcast your message to the growing AWA Wagyu community by listing your upcoming auction or on-farm animal sale, animals or property for sale or wanted advertisement within our Weekly Sales Email.

SPECIFICATIONS PER LISTING

Each listing can include up to 2 images, a brief 100-word description, contact for inquiries and links to a website and/or PDF flyer/catalogue.

If you wish to advertise Wagyu fullblood, purebred or composite animals, each animal must be registered and have at least one EBV (weight, marbling, carcass or TCI) in the top 50% in Wagyu BREEDPLAN. Bookings to be submitted by an AWA member or nominated agent.

Want to advertise more than 10 animals? Ask us about catalogue packages that includes: 2 x weekly sales emails, 1 x Facebook post on AWA page + creation of a catalogue linked into the AWA Herdbook.

Deadline for ad copy/links: 2 pm Thursday prior to listing run date.



Subscribers*	1,900+
Frequency	weekly
Format	email inbox

*June2018

TERMS & CONDITIONS

We are committed to ensuring accurate and up-to-date information is provided to members. The AWA reserve the right to exclude any advertisements with content which may cause offence or amend artwork to remove unauthorised products/words. If this occurs, you will be advised and given the opportunity to supply new artwork providing the deadline has not passed. Additional charges may apply. Design services and resizing of images are not included within the advertised rates and will be subject to additional charges.

BOOK ONLINE >>

QUARTERLY AUSTRALIAN WAGYU UPDATE (print & digital)

The Wagyu industry's premier trade magazine produced by the Australian Wagyu Association (AWA). The magazine keeps the decision-makers informed about essential information to help promote and develop the Wagyu brand as a market leader. Each issue is sent directly to all AWA members, new subscribers, and Wagyu industry representatives.



ADVERTISING RATES

All prices are listed in AUD and includes GST.

	member	non-member
full page	\$971	\$1318
½ page	\$675	\$1065
¼ page	\$532	\$675
inside front cover	\$1318	\$1684
inside back cover	\$1238	\$1597
centre spread	\$2662	\$3328
back cover	\$1684	\$2036

ADVERTISING SPECIFICATIONS

full page	185 x 259mm
½ page	185 x 129mm
¼ page	92.5 x 129mm
centre spread	390 x 259mm
inside front/back covers	210 x 297mm + 3mm bleed
back cover	210 x 297mm + 3mm bleed

Book advertising? Contact Heather Frazier for all magazine advertising inquiries:

Print distribution *	1,100+
Digital display/month (ave) *	2800+
Digital read time (ave) *	7.10 mins
Frequency	quarterly
Format	print & digital

*August 2017

TERMS & CONDITIONS

The AWA reserve the right to amend existing artwork to remove any unauthorised products/words and may charge you for this. A full colour hard copy proof should be supplied with all advertisements otherwise responsibility will not be accepted for any misrepresentations. Design services and re-sizing of advertisements are not included within these rates and will be subject to additional charges. The AWA reserve the right to exclude any advertisements with content which may cause offence. If this occurs, you will be advised and given the opportunity to supply new artwork providing the deadline has not passed.

YEARLY WEB BANNER ADVERTISING

Advertise online via the Australian Wagyu Association's growing global Wagyu network by placing a display web banner advertisement.

We will link your ad directly to your website so that our readers can click through to your website from the AWA website for 12 Months.

ROTATING BANNER AD RATE

All prices are listed in AUD and includes GST. Refreshing every few seconds, your advertisement will be on rotation on the AWA website. Places limited - bookings are essential.

per month listing (AWA member)	\$305
per month listing (non member)	\$366
12 month listing (AWA member)	\$1,827
12 month listing (non member)	\$2,193

SPECIFICATIONS/DELIVERY

Dimensions: 270 x 270 pixels

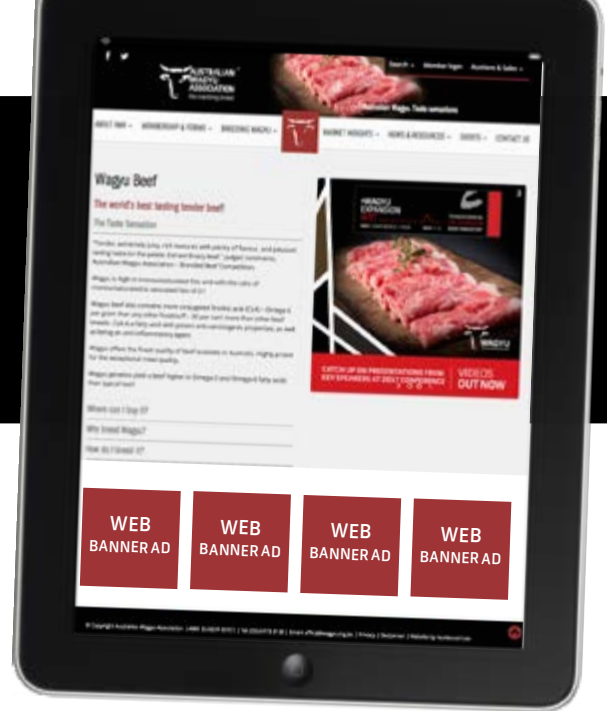
Format: JPEG or GIF

Max file size: 150KB

Email artwork to:

Advertisements can be supplied to specifications or we can help you with the design for \$152/hour.

Please note: we do not accept .swf files. Contact Heather Frazier for information:



Visitors / month * 12,300+

Page views / month * 21,370+

Read time (ave) * 3.22 mins

*July2017

TERMS & CONDITIONS

The AWA reserve the right to amend existing artwork to remove any unauthorised products/words and may charge you for this. A full colour hard copy proof should be supplied with all advertisements otherwise responsibility will not be accepted for any misrepresentations. Design services and re-sizing of advertisements are not included within these rates and will be subject to additional charges. The AWA reserve the right to exclude any advertisements with content which may cause offence. If this occurs, you will be advised and given the opportunity to supply new artwork providing the deadline has not passed.