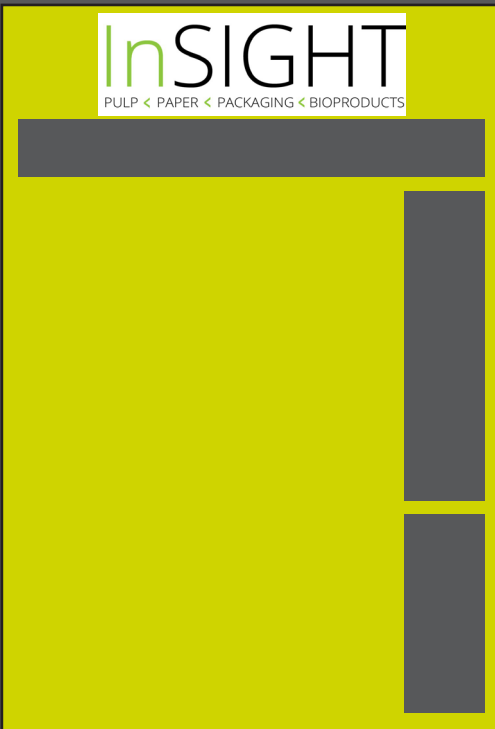


# 2024 WEBSITE ADVERTISING RATES

Appita is the leading not-for-profit industry association supporting the advancement of the Australian and New Zealand pulp, paper, packaging and bioproducts industries.



Appita reserves the right to refuse any advertisement which is deemed unsuitable for inclusion in the Appita magazine.

For advertising contact:

Jenny Ponter  
Tel: +61 (0) 3 9467 9722  
jenny@appita.com  
www.appita.com

# Appita website

## 1. E-NEWSLETTER RATES (Australian dollars excl gst)

Prices are per Advert	1 month	3 month	6 month	12 month
Horizontal Banner	250	400	700	1250
Skyscraper	300	450	900	1450
Vertical Banner	200	350	650	1150

Appita Members: 20% discount applies. Agency: 10% discount applies.

## 2. WEBSITE ADVERTISING RATES (Australian dollars excl gst)

Prices are per Advert	1 month	3 month	6 month	12 month
Website Advertising	-	700	1260	2268
Premium Listing (Members only)	-	-	-	350

Appita Members: 20% discount applies. Agency: 10% discount applies.

## 3. ADVERTISING DESIGN SPECIFICATIONS

Inside (width x height in mm)	
Horizontal Banner	158.75 x 35.19
Skyscraper	35.19 x 158.75
Vertical Banner	35.19 x 63.5
Website Advertisements	400 x 300

## 4. CONTENT & ADVERTISING DEADLINES

Medium	Content/Advert Deadline
E-Newsletter	On or before 20th of each month
Premium Listing (Members only)	Upon Request
Website Advertising	Upon Request

## 5. TECHNICAL SPECIFICATIONS

- Digital artwork supplied at 300dpi.
- Files supplied as high res PDF or JPEG ( minimum 5 KB).
- Files set to CMYK, black & white artwork set to grayscale or bitmap.
- All screen and printer fonts and linked images must be supplied if not embedded in the file.