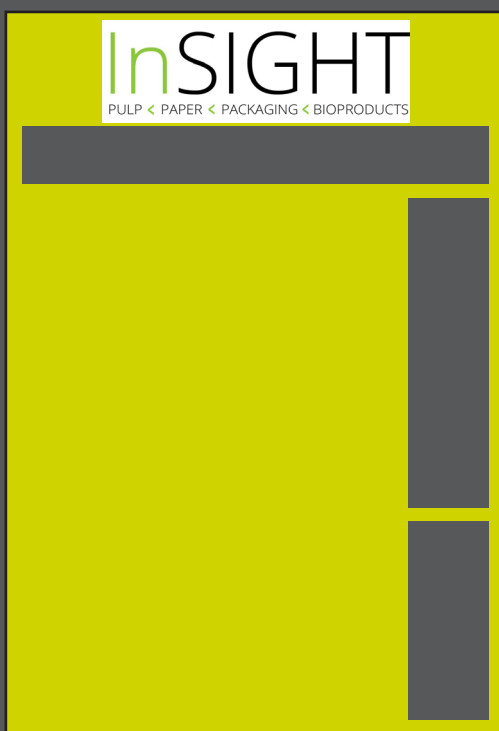


# 2025 WEBSITE ADVERTISING RATES

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



## 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.

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	3 month	6 month	12 month
Horizontal Banner	400	700	1250
Skyscraper	450	900	1450

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

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

Prices are per Advert	3 month	6 month	12 month
Side Bar	1000	1830	2330
Footer Banner	930	1670	2170
Rectangle	840	1520	2020

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

Select website page for advertisement :  
Membership , Training , Publications or News  
Advertise on all pages to get additional 5% discount.  
All website ads will be linked, rotations monthly if requested, analytics recorded on offer.  
ADVERTISING PACKAGES - Upon Request

## 3. ADVERTISING DESIGN SPECIFICATIONS

Inside (width x height in mm) (Website in pixels)	
Horizontal Banner (Newsletter)	158.75 x 35.19
Skyscraper (Newsletter)	35.19 x 158.75
Side Bar (Website)	160 x 300 pixels
Footer Banner (Website)	700 x 120 pixels
Rectangle (Website)	400 x 300 pixels

## 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