



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

Digital Advertising Rates Guide

2022

APPA can help you advertise your products and services to a targeted group of promotional products businesses. Advertising opportunities available through the Association include:

Promotional Products Marketing Magazine

Half page advertisement:	\$250*
Full page advertisement:	\$400*
Double page advertisement:	\$750*

Promo Insider

Top banner advertisement:	\$280*
Banner advertisement:	\$250*

Decorator and Supplier Member Directory

Full page advertisement:	\$500*
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Email Marketing

One EDM to database:	\$995*
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APPA Search

Banner advertisement (monthly):	\$500*
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Interested in advertising with APPA?

Please email APPA Communications Manager Kirsten Fisers at info@appa.com.au to enquire about any of the advertising opportunities listed in this guide.

*All pricing excludes GST and is in AUD.

Magazine

The Promotional Products Marketing Magazine is a tri-annual digital magazine read by thousands of promotional products specialists and marketing professionals every year, and includes industry updates, promotional marketing news, themed product collections and more.

Pricing*

Half page advertisement:	\$250*
Full page advertisement:	\$400*
Double page advertisement:	\$750*

Artwork Dimensions

Half page advertisement:	210mm (W) x 148mm (H)
Full page advertisement:	210mm (W) x 297mm (H)
Double page advertisement:	420mm (W) x 297mm (H)

Planned 2022 Release Calendar

Issue 1 release date:	Monday 14 March
Content/artwork due:	Monday 28 February
Issue 2 release date:	Wednesday 22 June
Content/artwork due:	Tuesday 31 May
Issue 3 release date:	Wednesday 14 September
Content/artwork due:	Monday 15 August

*All pricing excludes GST and is in AUD.



Promo Insider

Promo Insider is a fortnightly e-newsletter sent out to APPA's database of more than 4,500 promotional marketing professionals. Artwork must be sent to APPA two days before the date of publication.

Pricing*

Top banner advertisement: \$280

Banner advertisement: \$250

Artwork Specifications

Size: 600px (W) x 200px (H)

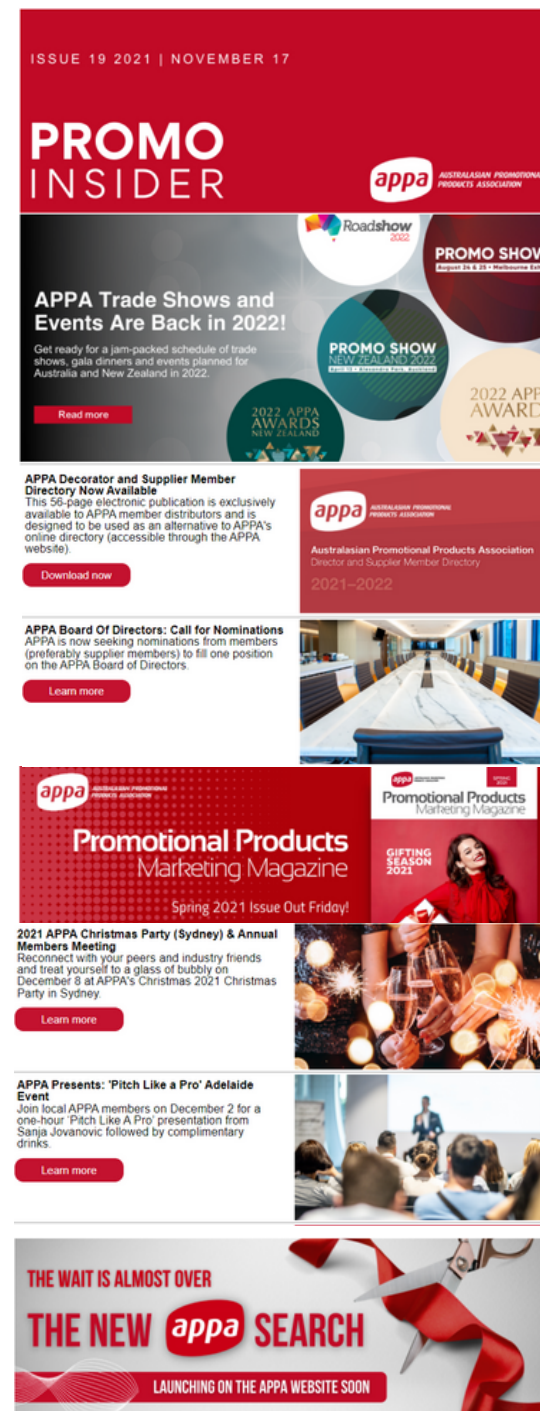
Format: jpg or png

SAMPLE ARTWORK SCALE

Newsletter Structure

The structure, format and design of the Promo Insider is pictured right. Please email info@appa.com.au to access previous issues or advertising artwork examples.

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Member Directory



Advertise in the 2022/2023 Decorator and Supplier Member Directory, an essential resource for distributor members who are encouraged to download and refer to the guide year-round. Artwork must be sent to APPA in high-resolution pdf print format. Limited availability.

Pricing*

Full page advertisement: \$500
Double page advertisement: \$900

Artwork Dimensions

Full page advertisement: 210mm (W) x 297mm (H)
Double page advertisement: 420mm (W) x 297mm (H)

APPA
AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

LDAN BRANDS

der* has been offering quality casualwear since 1984, growing from a Canadian family business to one of the largest apparel manufacturers in the world, also supplying brands ANVIL, Alaya, Comfort Colors, and American Apparel.

02 9584 0300
WWW.LDANBRANDS.COM.AU

LOWEAVE

er by Gloveave is a division of Gloveave-Australian owned apparel icon operating since 1944. The Center by Gloveave range of uniform products include tailored suits, soft tops, washable separates and their easy care shirts.

08 9419 1800
WWW.GLOVEAVE.COM.AU

ARD ROCK ENTERPRISES/RAMO

is a fashion forward blank apparel supplier established in 1997. Over the last few years, Ramo has delivered the best value for your garments including tee, tank, polo, vest, workwear and organic babies wear.

02 9568 8311
WWW.ONLINERAMO.COM.AU

STYLE APPAREL

yle Apparel's stock brands, Beeson, Black Ops & Safety First Workwear. Minis of 1 piece Sublimated garments, Varn Dyed Stripe Dry Jerseys, Varsity Jackets & Hoodies. Our ActiveWear range has over 100 styles in stock over 500 colourways.

02 9517 2998
WWW.STYLEAPPAREL.COM.AU

DICO/BLACKCHROME

ablished in 2002, Blackchrome is an Australian company that specialises in the design, manufacture and supply of custom apparel. They have grown to become Australia's most reliable and trusted custom apparel supplier.

08 9244 5500
WWW.BLACKCHROME.COM.AU

LEWEAR

Wear supply garments for men, women, children, for work, school or teams. The men at Jule Wear ensure that all of their garments are manufactured with the highest quality to meet their client's expectations.

02 9761 1156
WWW.GOLDRUGGY.COM.AU

UNIFORMS AND APPAREL

romotional IT Solutions is an Australian owned and operated electronic wholesaler for the promotional and retail market. We represent major brands of BrandCharger and PSL, and What We Do.

02 8308 1222
WWW.PROMOTIONAL.IT.SOLUTIONS.COM.AU

TECHNOLOGY

Technology/Essential Promo is a leading unique and innovative promotional company offering a large range of corporate branded IT products, electronics, and can source a wide range of products.

02 9517 9412
WWW.YATAMA.COM.AU

XTREMES

is a Western Australian family-owned business that design and a range of bags and accessories suit the Australian mining and oils.

08 9274 8889
WWW.RUGGEDXTREMES.COM

ATER

is an Australian owned and family established in 1997, a kind in the custom bottled water company has been manufacturing a Sydney, Melbourne, Perth, Darwin.

1300 757 499
WWW.HYDROWATER.COM.AU

SPORTS.COM

Equipment, Games & Retail. Minimum Orders, No Set-up fees. 16, Bags, Sunboards, Snowboards, and fitness kits and much more.

02 8003 2259
WWW.SHANEDISRUPTSPORTS.COM

OTION

manufacturer of golf balls and more. Anything you need with your golf can do it. Personalised golf apparel and everything is made quality printers.

1300 619 123
WWW.GOLFNOTION.COM.AU

UM

Australian's leading manufacturer of branded merchandise and promotional items. We represent major brands of BrandCharger and PSL, and What We Do.

02 8308 1222
WWW.PROMOTIONAL.IT.SOLUTIONS.COM.AU

INTERNATIONAL

ational team industry leading supplier and wholesaler of corporate lifestyle apparel, bags and genuine all lifestyle promotional products - we, innovation.

02 9517 9412
WWW.YATAMA.COM.AU

CREATIVE LOCKER

ve Locker is an Australian business centred on and international. It's extensive knowledge, passion and over client requirements helps to Creative Locker as a premium promotional products.

1300 138 463
WWW.THEDIGITALLOCKER.COM.AU

LECTION

on aims to provide reliable products in quality decoration at the best price. They have a wide range of all your client's needs and sources if products from overseas.

03 9789 9999
WWW.DIGITALGROUP.COM.AU

C GIFT

is more than just Australia's biggest giftware, they are not 1 for products and corporate gifts. produce a massive range of items and branded business gifts, by own in-house design team.

02 8666 4001
WWW.CHANAMGIFT.COM.AU

C HEADWEAR/GRACE COLLECTION

ation specialises in the creation and of various custom-made products, from innovative decoration and offer a great selection of many sliding stock headwear, flags, and clothing.

02 9584 4888
WWW.GRACECOLLECTION.COM.AU

CREW

on in 1992, Colour Crew has only planned in the print industry, custom with a broad colour palette. Colour Crew remains providing cutting-edge products to their customers.

07 3607 8600
MAIL@COLOURCREW.COM.AU

BROIDERY AND SCREEN PRINTING SERVICES

inal Award Winner and expert, most experienced company. With 150 embroidery, pile printing and heat press, decorate thousands of garments the art facility each day.

07 3381 6044
WWW.COREE.COM.AU

SCREENPRINTING

printing offer a range of services to ensure that your clients are satisfied. Dynamic and also your authorized colorist.

02 9648 4477
WWW.DYNAMICSCREENPRINTING.COM.AU

ERY WORKS

As make branding easy, so you can take care of your production. They offer the services available, a world class and free freight in from your.

04 94 351 1159
WWW.EMERGENCYWORKS.CO.NZ

ENGRAVED.COM.AU

g on metal, glass, timber and stone. ENGRAVED.COM.AU is back to front. With 25 years experience and combining both industrial sign backgrounds gives the team a unique perspective on your job.

02 8788 2648
WWW.ENGRAVED.COM.AU

ENGRAVED.COM.AU

Victoria's fastest growing screen print or transfer onto national products. From dropping and packaging, Enboard can

03 9600 7000
WWW.ENGRAVED.COM.AU

*All pricing excludes GST and is in AUD.

Email Marketing

Send Electronic Digital Mail (EDM) promoting your products and/or services to APPA's database of promotional marketing professionals. Creative/design services will incur additional fees. Please contact APPA for EDM schedule and availability.

Pricing*

One EDM to database: \$995

EDM Dimensions

Email body width: 600px

APPA Search

APPA Search gives distributors the power to search and browse the product ranges of its supplier members in one convenient place. The powerful search engine is only accessible by APPA members and showcases tens of thousands of products.

Supplier members have the opportunity to put their brand front and center by placing a banner advertisement on the APPA Search website.

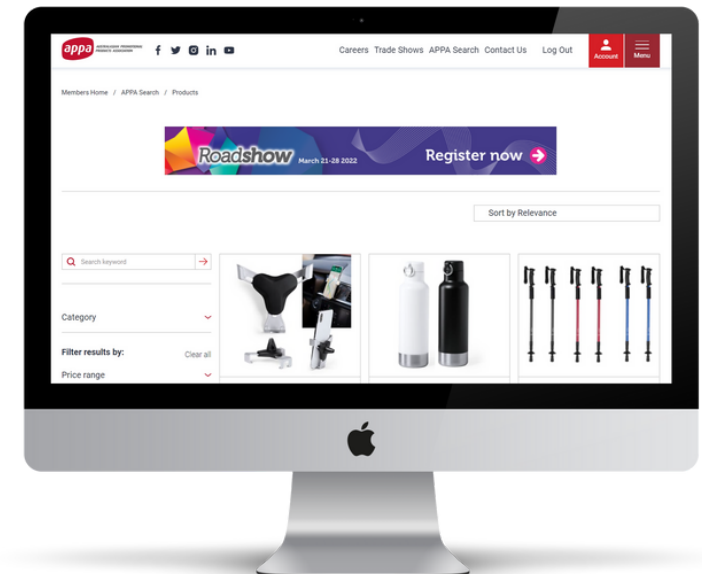
Banner advertisements will be displayed on the website for one month and can be booked for no more than three months per year by a supplier member.

Pricing*

Digital banner advertisement: \$500 (one month duration)

Artwork Dimensions

728px x 90px (in high-resolution png, jpg or pdf format)



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