

Digital Advertising Rates



APPA can help you advertise your products and services to a targeted group of promotional products businesses. Email APPA Communications Manager Kirsten Fisers at info@appa.com.au to enquire about or purchase any of the below.

Promo Insider

Promo Insider is a fortnightly e-newsletter sent out to APPA's database (more than 4,000 promotional marketing professionals). Creatives must be sent to APPA two days before publication in jpg. or png. format.

Promotional Products Marketing Magazine

The Promotional Products Marketing Magazine is a quarterly digital magazine for APPA members. Creatives must be sent to APPA in high-resolution PDF print format. Please email APPA for planned deadlines and publication dates.

Electronic Direct Mail (EDM)

An email to APPA members promoting your services. Creative/design services will incur additional fees Please contact APPA for EDM specifications and schedule.

Promo Insider		
Banner ad (top)	600px (w) x 200px (h)	\$280
Banner ad	600px (w) x 200px (h)	\$250

Promotional Products Marketing Magazine		
Quarter page	98mm (w) x 137mm (h)	\$150
Half page	196mm (w) x 137mm (h)	\$250
Full page	210mm (w) x 297mm (h)	\$400
Double page	420mm (w) x 297 (h)	\$750

Electronic Digital Marketing (EDM)	
EDM to APPA members	\$995

All pricing excludes GST. Please note that unless specified (i.e. top) APPA reserves the right to determine the placement and order of the advertisement.

