



A marketing team that educates the public about organics

Australian Organic Rate Card

Effective February 2014

Grow your business with Australian Organic

Australian Certified Organic has the most recognised logo in the market place, so you can trust that we are communicating everyday with producers, processors, wholesalers, retailers and consumers. We want to give you an opportunity to do so too. Australian Certified Organic is owned by Australian Organic – a marketing team that educates the public about organics. No matter what your budget or whether you are a producer, processor, wholesaler, manufacturer or retailer, we have great ways of promoting your business through our market leading website and newsletter.

Australian Organic website

austorganic.com has over 6,800 unique visitors, 8,500 visits and over 18,000 page views each month. We are the top listed search result in Google for searches made by your target market relating to topics around “organic in Australia”.

Our reputation as the leading organic industry spokesperson also means we are the go-to group for media. So much so that in 2013 we generated over an estimated \$2.8 million in free promotion. Like our logo, Australian Organic provides advertising and marketing opportunities you can trust.

We have also made advertising opportunities simple. For one easy to understand investment you can receive three prime positions on the website for three months. Within those three months we will rotate your advertisement between the three spaces maximising the interest for our audience, and in turn their exposure to your message.

Website advertising placements	Value per month	3 months**
Advert 1: 628 x 90px Hyperlink to your company website Headline banner ad unit	\$900	\$2,000*
Advert 2: 220 x 250px Hyperlink to your company website Medium rectangle ad unit	\$700	
Advert 3: 628 x 90px Hyperlink to your company website Page footer ad unit	\$400	

Additional requirements

- Creative content in all sizes must be provided, unless design assistance is required from Australian Organic (additional design fee of \$284*).
- Note, your message can be the same or different, but must be scheduled at the start of the booking.
- Option to change advertisement placement during the 3 month campaign.

Other website advertising placements	Member price	Non-member price
Where to buy certified organic: Company details, contact details, website address.	Free	\$50*
Classifieds: Company details, contact details, website address	Free	\$50*

*Plus 10% GST

**Note, minimum booking is for three months



Example of advertisement placements on website

Each month Australian Organic publishes a much-anticipated email newsletter that has a distribution of well over 8,000 subscribers. An important advantage to advertisers in this publication is that we enjoy a very high open rate averaging 26% - nearly a third higher than our peers.

This is because our email is targeted to clients, members, media and consumers who care about the organic industry and want to hear from Australian Organic. They choose our newsletter to stay informed about the latest organic news, products and events and we are their advocate for the organic agricultural industry.

If our audience is your target market you can be sure to reach them through this highly effective publication. We can help you reach into the heart of the organic farming industry, Australia's third fastest growing market. Australian Organic newsletters are the channel to tune into for organic audiences and bring your market to you.

Newsletter advertising placements	1 month
Size 1: 150 x 150px Hyperlink to your company website	\$90*
Size 2: 150 x 300px Hyperlink to your company website	\$160*
Size 3: 490 x 150px Hyperlink to your company website	\$200*
Directory listing for Allowed Inputs: Company logo, 30 words, contact details, website address	\$10*

*Plus 10% GST



NEED A DESIGNER?
We are happy to help you with design

You will receive a full colour, print and web ready advertisement/s (.PDF, .JPG, .PNG), including one round of changes.

Australian Organic News
Size 1: \$88*
Size 2: \$88*
Size 3: \$110*

Australian Organic Website
Website package**: \$264*

*Plus 10% GST
**Note, this will include creative content for all three advertisement sizes.

Package deal

Book for three months and save with an Australian Organic package deal. Call us to find out more!

File specifications

- Supply artwork as a PDF
- Will also accept InDesign, Illustrator or Photoshop files
- Microsoft Publisher, Pagemaker, Excel, Powerpoint files will NOT be accepted.
- All fonts are to be embedded. All images supplied as JPEG, TIFF or EPS
- Minimum type size of 6 point

Requirements

All orders under \$500 need to be paid in advance via credit card. Orders over \$500 will be invoiced upon booking confirmation. We will supply you with an advertising report within 14 days after publishing.

Visit austorganic.com to download the advertising booking form or call us today for more information. Joanne Barber (07) 3350 5716 | joanne.barber@austorganic.com



The image shows a vertical layout of a newsletter page with various advertisement placements. At the top is the Australian Organic logo and a header image. Below is a 'Heading' section with a 'Find Out More' button. The main body contains several ad spots of different sizes (150x150px, 150x300px, 150x150px, 150x300px, 150x300px) interspersed with text columns. At the bottom, there are social media icons for Twitter, Facebook, and Email, along with copyright and contact information.

Example of advertisement placements on newsletter