



# AIP PARTNERS



The Australian Institute of Packaging (AIP) provides opportunities for your company to partner with the Institute through our on-line newsletter, website and social media sites. These communication tools provide direct access and information on a regular basis to our Members and wider industry colleagues on the AIP database.



## AIP on-line newsletter

The AIP has a monthly on-line newsletter which is designed to keep Members and Industry colleagues abreast of all AIP events across Australasia. The newsletter also provides a technical corner for presentations, partner news, articles and case studies from industry. The newsletter is available via email and on-line eleven times a year.

## www.aipack.com.au

The AIP website ensures all Members and Industry colleagues have access to the calendar of events across the country, archived newsletters, partners information and news on a regular basis. All AIP Partners will be listed on the partners page on the AIP website.

## AIP Communications

All AIP Partner logos will be listed on bulk email communications to Members and Industry colleagues for 12 months.

## AIP Web Banner ads

All AIP Partners will receive a web banner on the AIP website for 12 months.

## AIP Social Media

The AIP will support all Partners with updates on their LinkedIn and Twitter sites.



## MEDIA RELEASES

All AIP partners are entitled to send media releases through for the monthly newsletter. Please email through any product, and or media releases on your company, by the 23rd of every month for the newsletter.

Entitlements are as follows:

- Gold Partners can submit 6x media releases/articles per year.
- Silver Partners can submit 4x media releases/articles per year.
- Bronze Partners can submit 3x media releases/articles per year.

## ADVERTISEMENT

The Australian Institute of Packaging (AIP) monthly on-line newsletter is a magazine style design which offers great exposure for AIP partners. All AIP partners are entitled to receive a colour advertisement in the monthly on-line newsletter, as a part of your 12 month package.

Entitlements are as follows:

- Gold Partners can submit 6x Full Page Advertisements per year.
- Silver Partners can submit 4x Half Page Horizontal Page Advertisements per year.
- Bronze Partners can submit 3x One Third Horizontal Page Advertisements per year.

## ARTWORK SIZES AND SPECIFICATIONS

### GOLD

Please supply a **210 x 297mm full page portrait ad** which will be run in six AIP monthly newsletters a year. Please provide the advertisement as a print ready pdf (no bleed or crop marks required).

### SILVER

Please supply a **190 x 140mm half page landscape ad** which will be run in four AIP monthly newsletters a year. Please provide the advertisement as a print ready pdf (no bleed or crop marks required).

### BRONZE

Please supply a **190 x 70mm quarter page landscape ad** which will be run in three AIP monthly newsletters a year. Please provide the advertisement as a print ready pdf (no bleed or crop marks required).

Please email the print ready artwork and media releases to [nerida@aipack.com.au](mailto:nerida@aipack.com.au)

Example:

190 mm

70 mm

**Need sustainable insulated packaging to grow your online business?**

During these COVID times, you can rely on WOOLPACK to keep your products cool, sustainably.

We offer a wide range of industry specific solutions for Ecommerce, Seafood and Pharmaceuticals.

PlanetProtectorPackaging.com

PLANET PROTECTOR PACKAGING



# AIP PARTNERS



## Gold \$1600 +GST per annum

- ✓ A full page full colour ad in the monthly on-line newsletter 6x times a year.
- ✓ Company logo on the AIP website [www.aipack.com.au](http://www.aipack.com.au) with a direct link to your company website.
- ✓ Submission of 6x media releases a year to have published within the monthly on-line newsletter.
- ✓ All AIP Partners to be listed on the AIP partner scrolling web banner on the website.
- ✓ All AIP Partner logos will be listed on most bulk email communications to Members.
- ✓ A special 338x227 pixel scrolling banner on homepage and a high number of other pages on the website.

## Silver \$1200 +GST per annum

- ✓ A half page horizontal full colour strip ad in the monthly on-line newsletter 4x times a year.
- ✓ Company logo on the AIP website [www.aipack.com.au](http://www.aipack.com.au) with a direct link to your company website.
- ✓ Submission of 4x media releases a year to have published within the monthly on-line newsletter
- ✓ All AIP Partners to be listed on the AIP partner scrolling web banner on the website.
- ✓ All AIP Partner logos will be listed on most bulk email communications to Members.
- ✓ A special 338x227 pixel scrolling banner on homepage and a high number of other pages on the website.

## Bronze \$800 +GST per annum

- ✓ A one-third horizontal full colour strip ad in the monthly on-line newsletter 3x times a year.
- ✓ Company logo on the AIP website [www.aipack.com.au](http://www.aipack.com.au) with a direct link to your company website.
- ✓ Submission of 3x media releases a year to have published within the monthly on-line newsletter.
- ✓ All AIP Partners to be listed on the AIP partner scrolling web banner on the website.
- ✓ All AIP Partner logos will be listed on most bulk email communications to Members.

**SCAN AND EMAIL BACK TO [mark@aipack.com.au](mailto:mark@aipack.com.au)**

- ☐ Yes we would like to be a Gold AIP Partner. \$1600 +GST.
- ☐ Yes we would like to be a Silver AIP Partner. \$1200 +GST.
- ☐ Yes we would like to be a Bronze AIP Partner. \$ 800 +GST.

Mr/Ms:  Given Name:  Surname:

Position:  Company:

Address:

Suburb:  State:  Post Code:  Country:

Ph:  Mob:

Email address: PRINT CLEARLY