



**Australasian  
Institute  
of Packaging**

# AIP PARTNERS

The Australasian 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 Corporate Partners with updated company news, product launches etc through the AIP LinkedIn group and the X platforms.

**AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA**



## MEDIA RELEASES & NEWS UPDATES

All AIP partners are entitled to send media releases through for the monthly newsletter. Where appropriate the AIP may also include in social media and on the AIP website. 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.

## AIP NEWSLETTER ADVERTISEMENT

The Australasian 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 Landscape Advertisements per year.
- Bronze Partners can submit 3x One Quarter Page Landscape Advertisements per year.

## AIP SOCIAL MEDIA



The Australasian Institute of Packaging (AIP) has a LinkedIn Group and a X account for social media opportunities. AIP partners can tailor the advertisement to meet the specifications for AIP ads for social media platforms as well.

## ARTWORK SIZES AND SPECIFICATIONS

### GOLD PARTNER NEWSLETTER ADVERTISEMENT

Please supply a **210 x 297mm full page portrait ad** which will be run in 6x AIP monthly newsletters a year. Please provide the advertisement as a print ready pdf (no bleed or crop marks required).

### SILVER NEWSLETTER ADVERTISEMENT

Please supply a **190 x 140mm half page landscape ad** which will be run in 4x AIP monthly newsletters a year. Please provide the advertisement as a print ready pdf (no bleed or crop marks required).

### BRONZE NEWSLETTER ADVERTISEMENT

Please supply a **190 x 70mm quarter page landscape ad** which will be run in 3x 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 [mark@aipack.com.au](mailto:mark@aipack.com.au)

## FOR ALL CORPORATE PARTNERS

### AIP HOME PAGE WEB BANNER

Please supply a **AIP home page web banner** for the AIP website. Please provide the banner as a 300dpi high quality jpeg at 821 x 2280 pixels (69.5 x 193mm), less than 5Mb.

### AIP SMALL WEB PAGE ADVERTISEMENT

Please supply a **high resolution company logo** in vector format as an Illustrator eps or ai if possible or a high quality 300dpi jpeg if vector is not available.

### AIP SQUARE SOCIAL MEDIA BANNER

Please supply a **square social media banner** for the AIP socials. Please provide the banner as a 300dpi high quality jpeg at 1689 x 1689 pixels (143 x 143mm), less than 5Mb.



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# AIP PARTNERS

## ARTWORK SPECIFICATIONS

### NEWSLETTER ADVERTISEMENTS

#### A4 FULL PAGE PORTRAIT ADVERT

297mm x 210mm



#### HALF PAGE LANDSCAPE ADVERT

140mm x 190mm



#### QUARTER PAGE LANDSCAPE ADVERT

70mm x 190mm



#### PLEASE SUPPLY

High resolution pdf

No trims or bleeds required

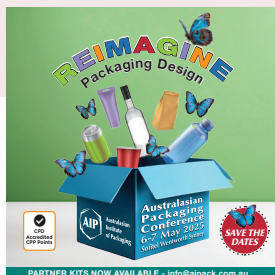
Outline fonts if possible

### SOCIAL MEDIA & AIP WEBSITE

#### SQUARE BANNER

143 mm x 143 mm

1689 x 1689 pixels



#### AIP HOME PAGE BANNER

69.5 mm x 193 mm

821 x 2280 pixels



#### PLEASE SUPPLY

JPG format

RGB color

less than 5 MB

### COMPANY LOGO

#### PLEASE SUPPLY

Your high resolution company logo in vector format as an Illustrator eps or ai if possible or a high quality 300dpi jpeg if vector is not available.



## Gold \$1800 +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.

## Silver \$1400 +GST per annum

- ✓ A half page landscape 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.

## Bronze \$900 +GST per annum

- ✓ A one quarter page landscape 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. \$1800 +GST.
- ☐ Yes we would like to be a Silver AIP Partner. \$1400 +GST.
- ☐ Yes we would like to be a Bronze AIP Partner. \$900 +GST.

Mr/Ms:  Given Name:  Surname:

Position:  Company:

Address:

Suburb:  State:  Post Code:  Country:

Ph:  Mob:

Email address: PRINT CLEARLY