

# Advertising Specifications & Rates 2025-26

## Focus on Fodder Magazine

AFIA's quarterly magazine "Focus on Fodder" is produced each Winter, Spring, Summer and Autumn to align with our financial year, which starts on 1 April.

The magazine is distributed in hardcopy and made available electronically on AFIA's website. We also promote it through AFIA's social media channels.

Please note the various specifications, due dates and prices below. Should you choose to upgrade your advertisement, the cost will be difference between the one you have currently paid for, or is included in your sponsorship with the size you are increasing to.

If you are interested in booking or changing your advertising, please reach out directly to Vanessa Curtis: [vanessa@afia.org.au](mailto:vanessa@afia.org.au)

Size	Artwork specifications	Price (GST exclusive)	Due Dates
Full page	Portrait only <ul style="list-style-type: none"> <li>• Size: A4</li> <li>• Height: 297mm</li> <li>• Width: 210mm</li> <li>• Bleed: 3mm all sides</li> <li>• Include: crop marks</li> </ul>	\$1500 each	<b>Winter 2025</b> Thursday 5 June  <b>Spring 2025</b> Thursday 4 September  <b>Summer 2025</b> Thursday 20 November  <b>Autumn 2026</b> Thursday 5 March 2026
Half page	Portrait <ul style="list-style-type: none"> <li>• Height: 297mm</li> <li>• Width: 105mm</li> <li>• Bleed: 3mm all sides</li> <li>• Include: crop marks</li> </ul> Landscape <ul style="list-style-type: none"> <li>• Height: 145mm</li> <li>• Width: 210mm</li> <li>• Bleed: 3mm all sides</li> <li>• Include: crop marks</li> </ul>	\$1100 each	
Quarter page	Portrait <ul style="list-style-type: none"> <li>• Height: 145mm</li> <li>• Width: 105mm</li> <li>• Bleed: 3mm all sides</li> <li>• Include: crop marks</li> </ul> Landscape <ul style="list-style-type: none"> <li>• Height: 70mm</li> <li>• Width: 210mm</li> <li>• Bleed: 3mm all sides</li> <li>• Include: crop marks</li> </ul>	\$700 each	

## E-newsletter

AFIA's monthly e-newsletter is sent out to our full subscriber base during the first week of each month. As both our general subscriber base and membership base are on the rise, each month secures more eyeballs per email.

Our open rate average per email is 65%. Our click-through average per email is 10%. Some links attract more clicks than others.

### Banner dimensions:

All feature banners need to be: 600px by 200px

### Banner costs:

1x monthly post	\$ 800 + GST
3x monthly posts	\$1,800 + GST
6x monthly posts	\$3,000 + GST

Content needs to be submitted by the 25<sup>th</sup> of the month prior to sending

## Website month-long promotion

Each month we rotate the promotion opportunities across our Sponsors on the website. If you are interested in a month-long product, event, case study etc. promotion on the AFIA website, please send through either:

- a static graphic
- video file (no longer than 30 seconds)
- links will be hidden behind the graphic or video file should you want to link to an external web page.

### Graphic / Video dimensions:

800px by 450px

### Graphic / Video costs:

1x monthly graphic / video	\$1,500 + GST
3x monthly graphic / video	\$4,050 + GST
6x monthly graphic / video	\$7,200 + GST

Content needs to be submitted by the 25<sup>th</sup> of the month prior to uploading

## Solus eDM to AFIA subscriber base

If you have an event, a new product launching, or want to share a great success story, a Solus eDM is the perfect way to reach a captive audience. Sent on a specific date to align with your marketing programs, this co-branded (with AFIA) email will be sent out to all active subscribers, or just to a subset, depending on who you are targeting.

We will set up all your content, assets and links in our own template, which we will share with you for approval prior to sending it out to the designated audience. We will also share the open and click-through rate results from the send.

### What you need to provide:

- All the assets to include in the eDM (graphics, videos, links, logos)
- All copy, up to 300 words will be accepted
- Any documents will need to be downloadable from your website as they cannot be attached. Please include a link to download the file or a QR code for scanning.

All assets and content need to be submitted at least one week prior to sending

**Cost per Solus eDM:** \$2,500 + GST