

# MEDIA KIT 2019

Australian Manufacturing Technology Institute Limited (AMTIL)

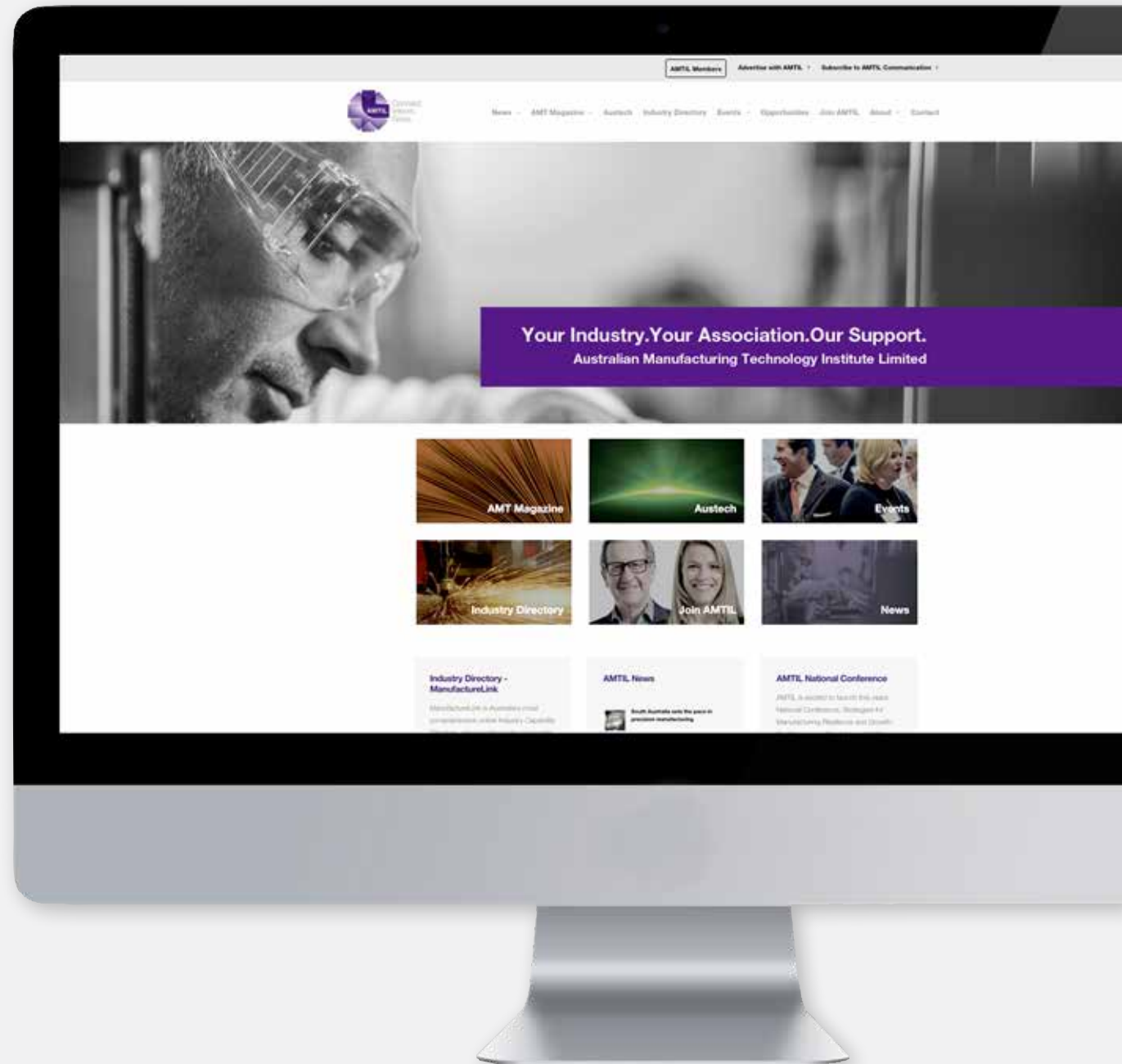
# AMTIL Digital Media

Australian Manufacturing Technology Institute Limited (AMTIL) is the peak national body, based in Melbourne Australia, representing the interests of manufacturing technology suppliers and users within the precision engineering and advanced manufacturing sector. AMTIL has its finger on the pulse and is well placed to educate and support businesses and individuals in the manufacturing industry.

Whether you are a manufacturer, importer or distributor, or a general manufacturing technology company, AMTIL has a range of services to help you and your business to connect, be informed and grow.

Online advertising is an effective way for companies to showcase their various products and services on offer, allowing quick and easy access to updated information at the touch of a button.

Communicating effectively through digital platforms enables a company to pass information to a large targeted group in order to increase brand awareness and generate sales. Companies today rely on the internet as a key source of information dissemination. Therefore, investing in a good digital marketing strategy will enable you to communicate your key messages and company information in a more efficient and effective manner.

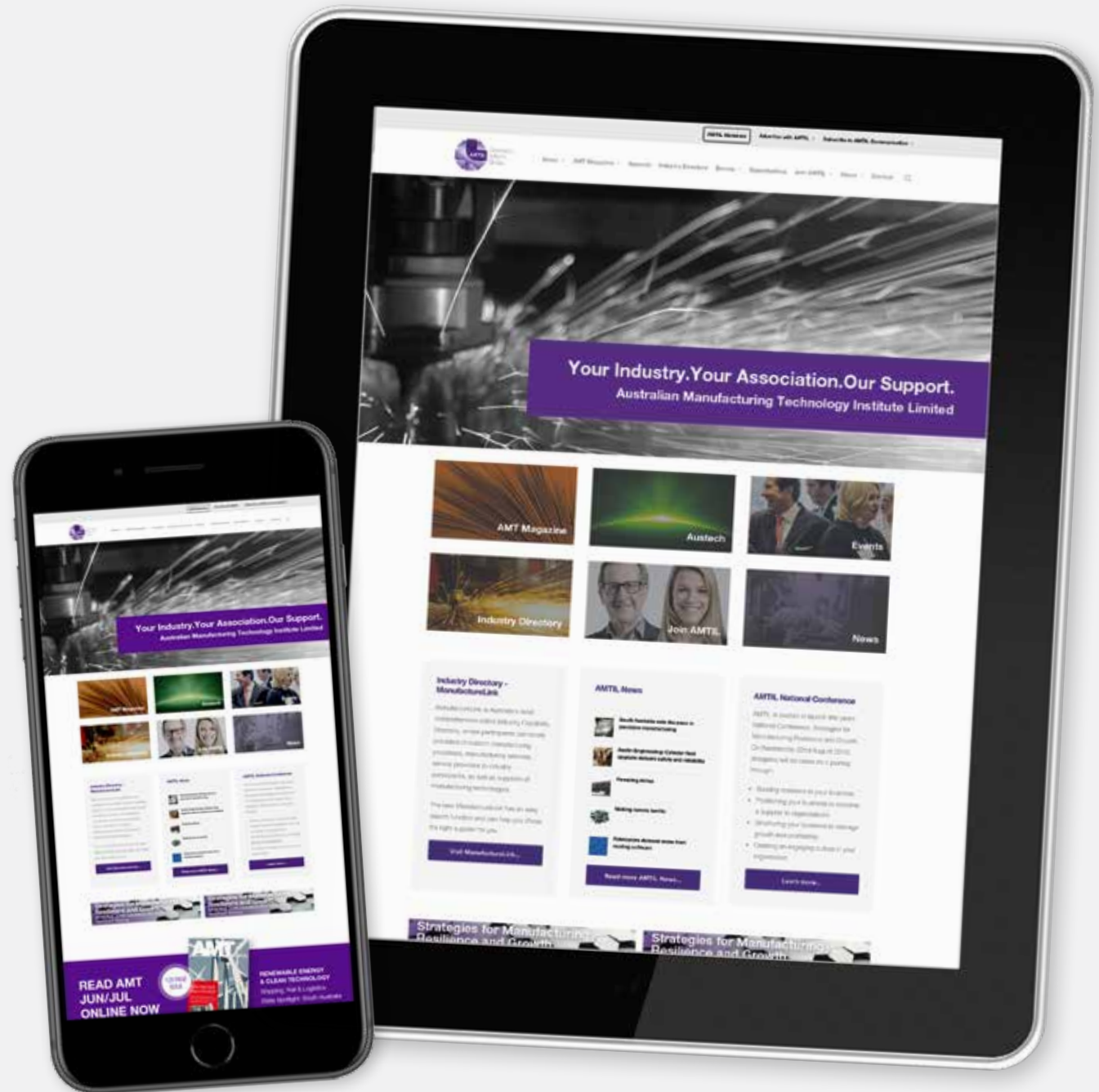


# The bigger picture in a smaller package

AMTIL offers an opportunity for you to market your business 24 hours a day, 7 days a week.

This will ensure potential customers can obtain information about your company and your products easily and readily at the touch of a button. Having a strong digital presence also provides businesses with the flexibility to update their marketing strategy to reflect the latest trends and developments. This investment is especially important for businesses in a highly competitive market to ensure they are positioning themselves effectively against their competitors.

Organisations aiming to grow their business need to seriously consider digital marketing as part of their package of tools for generating leads to be converted to sales.



### TARGETTED AUDIENCE

UP TO

# 9000+

CONTACTS  
(PRODUCT NEWS)

### IMPACT

# 19%

AMTIL NEWS

AVERAGE OPEN RATES  
(17% PRODUCT NEWS)

### OUTCOME

# 16%

AMTIL NEWS

AVERAGE CLICK THRUS  
(6% PRODUCT NEWS)

### RESULTS

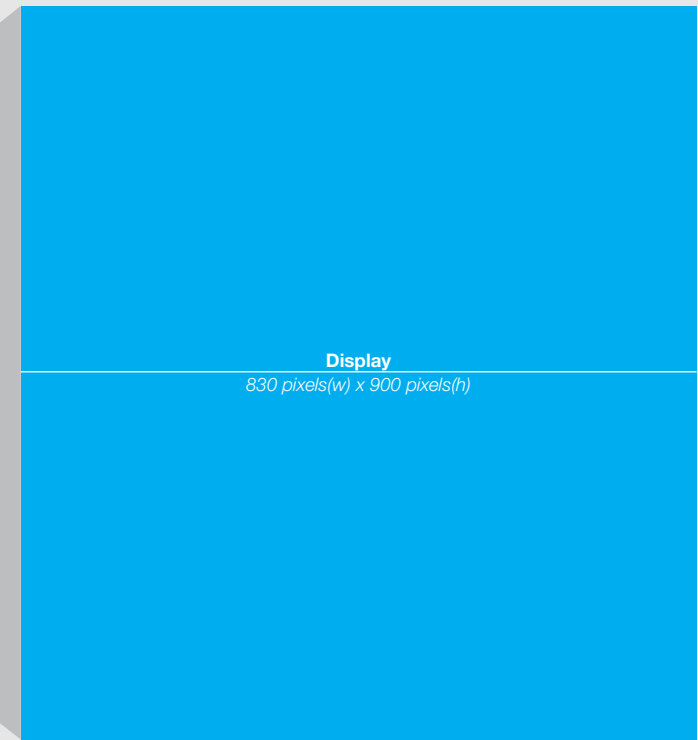
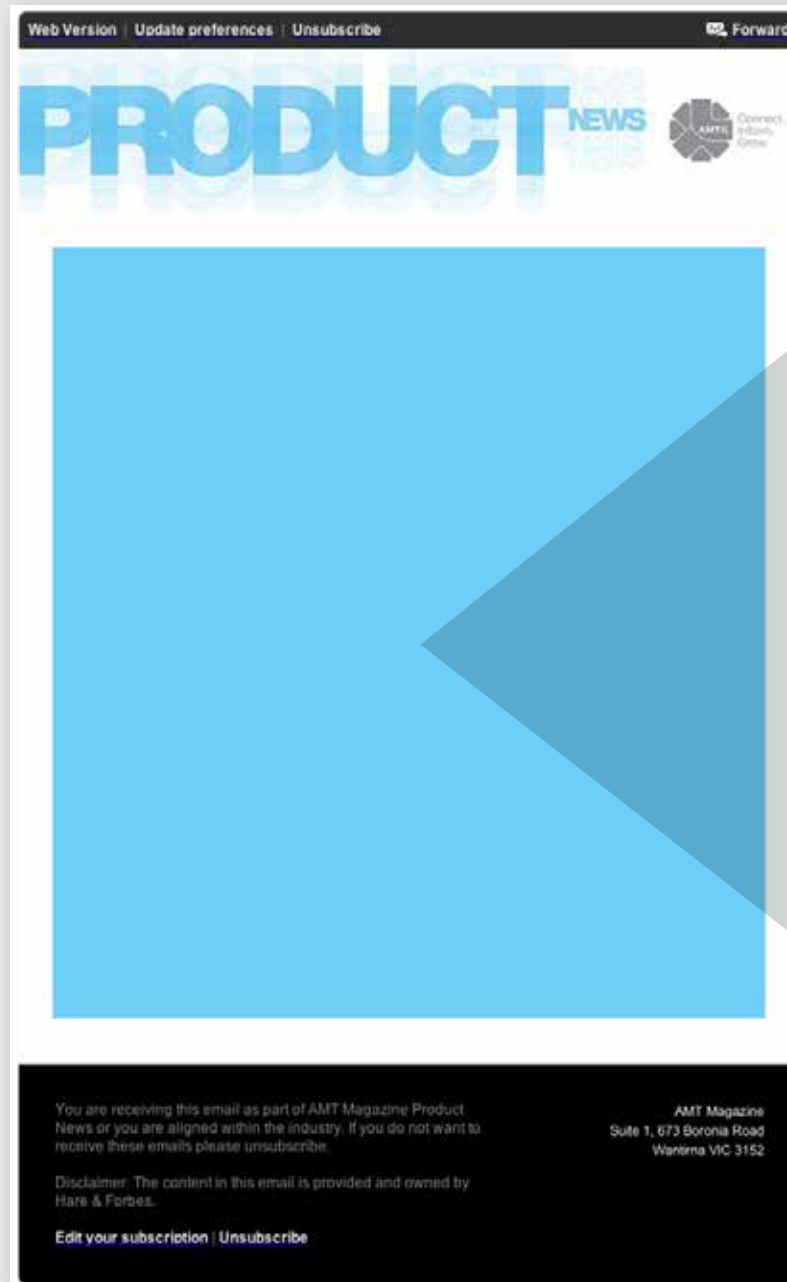
STATISTICAL REPORTING SUBMITTED

INDUSTRY LEADING RATES

## AMTIL PRODUCT NEWS E-BLAST

- Display 830(w) x 900(h) pixels  
96dpi, RGB, JPG
- Single email broadcast to 9,000  
industry-targetted professionals
- Average open rate: 17%
- Average click-through rate: 6%

## POA



## AMTIL NEWS BANNER

Limited to 1 advertiser only per week

- Banner 600(w) x 60(h) pixels  
96dpi, RGB, JPG
- Local and international weekly broadcast  
to a minimum 7,000 qualified contacts
- Two consecutive weeks per booking
- Average open rate: 19%
- Average click-through rate: 16%

# POA

Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward

**AMTIL NEWS** Connect. Inform. Grow.

**Banner**  
600 pixels(w) x 60 pixels(h)

120 PAGE ISSUE  
**READ AMT ONLINE NOW**  
Click here

Dear **Louise**  
We are delighted to present to you a copy of our Jun-Jul 2016 edition of AMT Magazine 'hot off the press', with our compliments.

Please feel free to forward this to your customers and contacts. Should you have any enquiries regarding the AMT or AMTIL please do not hesitate to contact our office.  
*Shane Infant*  
Publisher

**AMTIL NEWS** - For the full list of current AMTIL News [click here](#)

**Australian PMI: Manufacturing consolidates in May**  
The Australian Industry Group Australian Performance of Manufacturing Index (Australian PMI) has consolidated its recent gains, falling 2.4 points to 51.0 in May to remain above the 50-point level separating expansion from contraction. [Read more](#)

**Entries sought for Australian Technologies Competition**  
The 2016 Australian Technologies Competition is now open for entries, this year featuring new awards categories and an even wider reach. Now in its sixth year, the Competition has established itself as Australia's premier technology accelerator. [Read more](#)

**3D Vinyl PVC – An Aussie-developed world-first**  
Sydney-based Chemson Pacific has announced the launch of 3D Vinyl PVC, a groundbreaking invention 100% conceived, developed and tested in Australia. It is believed to be the first of its kind in the world. By pioneering a PVC formulation with true [Read more](#)

**LOCAL / INTERNATIONAL NEWS** - For more Local / International News [click here](#)

**LOCAL**  
**Dreamliner Sees Victorian Manufacturing Take Flight** Premier Daniel Andrews has joined global aviation giant [Read more](#)

**INTERNATIONAL**  
**Chinese steel production and the global backlash** China stands as the world's top producer of steel, and their recent [Read more](#)

**Aussie link to China car parts sting** Police in China have raided a factory with 33,000 counterfeit car safety parts [Read more](#)

**The Impact of the Blockchain Goes Beyond Financial Services** The technology most likely to change the next decade [Read more](#)

## GET STARTED PACKAGE – 2 ADS

- Base 300(w) x 250(h) pixels  
96dpi, RGB, JPG  
Qty x 2

### AMTIL Member Rate

**\$250** + GST per month

### Non Member Rate

**\$500** + GST per month

*Circulated throughout News/  
Press Centre/ManufactureLink/  
Events sections*

## PREMIUM PACKAGE – 3 ADS

- Base 300(w) x 250(h) pixels  
Qty x 2
- Display 600(w) x 120(h) pixels  
96dpi, RGB, JPG  
Qty x 1

### AMTIL Member Rate

**\$400** + GST per month

### Non Member Rate

**\$800** + GST per month

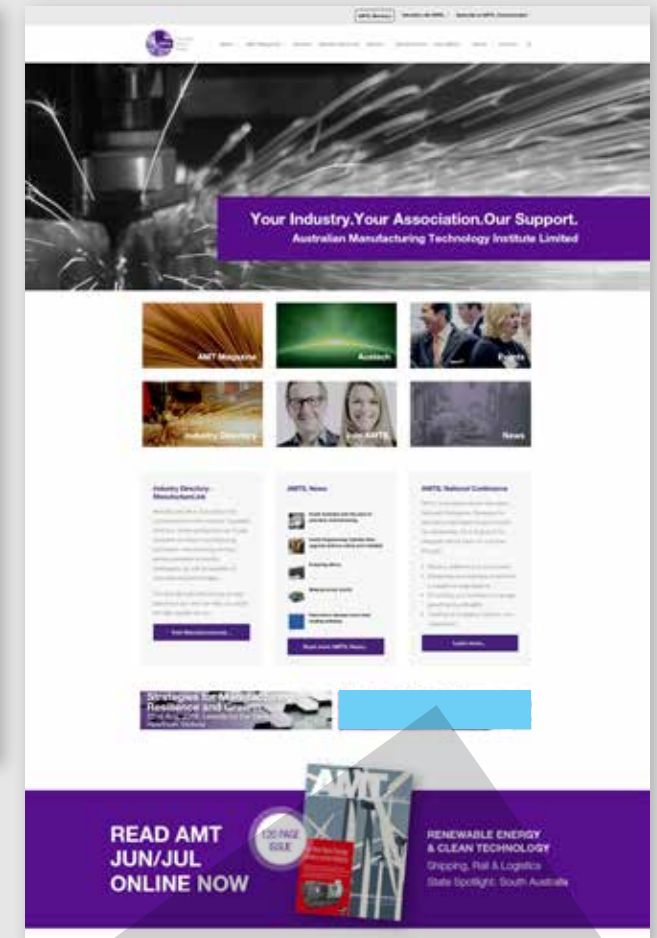
*Circulated throughout Home Page/  
News/Press Centre/ManufactureLink/  
Events sections*

### ONLINE DATA

- Single click-through directly to your website
- Industry-targeted contact group
- 60,000+ online advertising impressions per month (dependant on package)
- 7,000 visitors per month
- 25,000 average page views per month
- Average pages viewed: 6.65
- Time spent on our site: 2.36 mins
- Lead up to AUSTECH, visitors and page views increase by a further 50%



**Base**  
300 pixels(w) x 250 pixels(h)



**Display**  
600 pixels(w) x 120 pixels(h)





#### Sales Manager

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Connect.  
Inform.  
Grow.

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## Benefits of Advertising

Advertising can be used for the purpose of increasing business or sales, and with a solid and effective campaign, it can set into motion many positive impacts within your business. An effective, consistent and well-planned advertising campaign can reach your customers and bring cumulative benefits.

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**Stand out** with an effective campaign that sets you apart from your competition.

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**Boost traffic** across the board via your print and online campaign, sparking interest and curiosity about your products and services; prompting your customers to visit your website, sign up for an e-newsletter or contact you directly.

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**Brand awareness** is an essential objective when advertising as it increases exposure and builds trust – the vital key with all customers. Increased exposure delivers increased opportunity. Consistent, frequent and effective advertising draws your customer to your offering and sets the stage for future brand awareness.

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**Choose the right vehicle** such as trade publications that focus on specific industries relevant to your business success and ones that hold integrity in the market place. Ensuring your business is visible through these mediums puts you front and centre in the right target market.

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Advertising will **inform and educate** your customers of new advancements and/or product releases. Learning more about your product or service helps them make a better informed decision.

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Smart businesses view continual marketing and advertising as an investment rather than a cost. They need to **consider what return on investment** they receive in the form of heightened consumer awareness, improved brand sentiment, or direct sales. Evaluating the results are vital to confirming the investment and avoid wasteful messages. Engaging professional graphic designers can help ensure clarity of message from the very start, giving your audience a succinct but clear idea of what it is that you offer. This could save valuable dollars in the long run.