

YOUR FOCUS TO BUSINESS

AMTIL DIGITAL
MEDIA KIT 2021



AMTIL PRODUCT NEWS E-BLAST

- Display 830(w) x 900(h) pixels ; JPG, 96dpi, RGB
- Single email broadcast to 6000 industry-targetted professionals
- Average open rate: 18%
- Average click-through rate: 10%
- Artwork to specification required
1 week before 'Send Dates'

AMTIL Member Rate

\$1,900 + GST
per send

Non Member Rate

\$3,800 + GST per send



Display

830 pixels(w)
x 900 pixels(h)

AMTIL NEWS ROTATING BANNER

4 advertisers in a 4 week month and 5 advertisers in a 5 week month

- Banner 600(w) x 60(h) pixels ; JPG, 96dpi, RGB
- Local and international weekly broadcast to a minimum 6,000 qualified contacts
- Banner position rotated each Friday of the month
- Average open rate: 16%
- Average click-through rate: 11%
- Artwork and website link to specification required
1 week before 'Start Dates'

AMTIL Member Rate

\$1,800 + GST per
4 week month

\$2,250 + GST per
5 week month

Non Member Rate

\$3,600 + GST per 4 week month

\$4,500 + GST per 5 week month



Banner

600 pixels(w) x 60 pixels(h)

GET STARTED PACKAGE – 2 ADS

■ Base 300(w) x 250(h) pixels JPG, 96dpi, RGB 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 JPG, 96dpi, RGB Qty x 1

AMTIL Member Rate

\$400+ GST per month

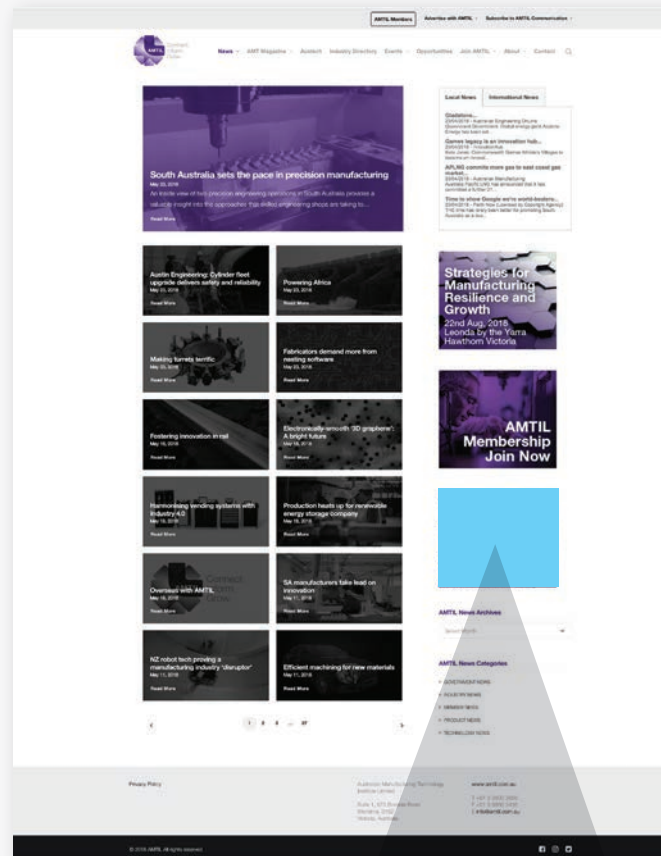
Non Member Rate

\$800 + GST per month

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

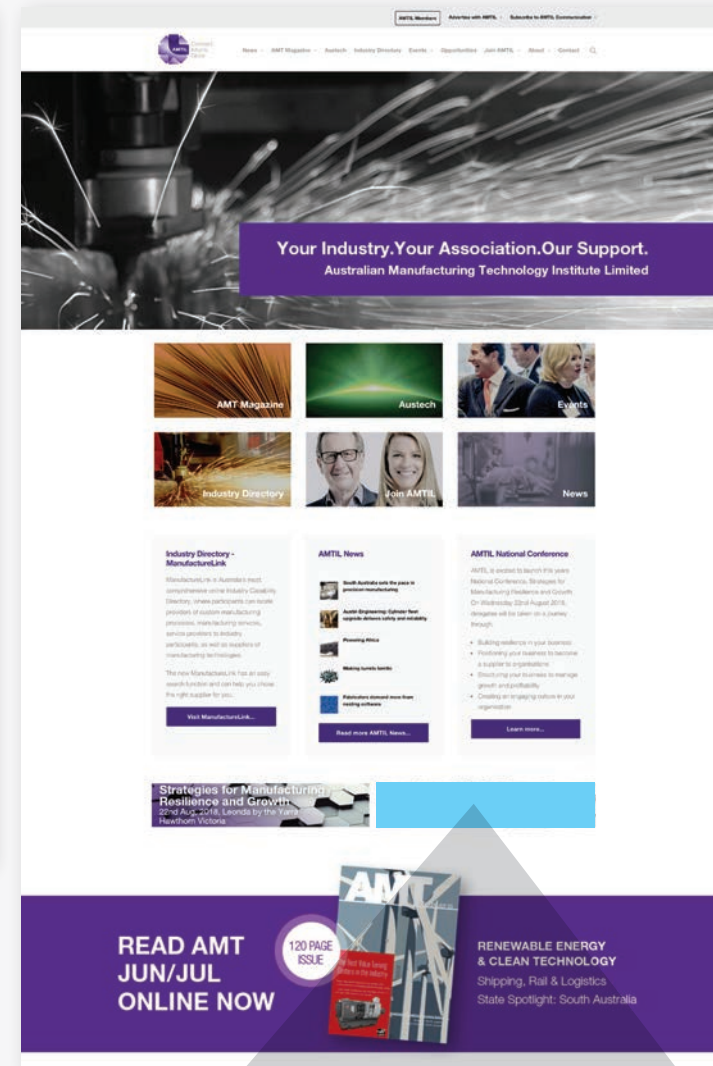
ONLINE DATA

- 8,000 visitors per month
- 25,000 average page views per month



Base

300 pixels(w) x 250 pixels(h)



Display

600 pixels(w) x 120 pixels(h)

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.

Big 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.

For further information or advertising rates visit www.amtil.com.au or contact **Nicholas Raftopoulos**, Sales Manager on 03 9800 3666 or email asamuelsson@amtil.com.au



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.

STAND OUT with an effective campaign that sets you apart from your competition.

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.

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.

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.

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.

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.