



AUSTRALIAN  
FURNITURE ASSOCIATION

# Advertising Media Kit

IT'S AS EASY AS 1-2-3!



**Piece:** Astrid 2.0 Seat Sofa  
**Designer:** Design Furniture  
**State:** South Australia



**Piece:** Vertical Furniture  
**Designer:** Dylan Falecki  
**State:** New South Wales

## Booking:

Simply fill in the booking form, make your payment and submit your copy and we'll do the rest. It couldn't be simpler. Please contact AFA Media to book your space today on (03) 9856 1600 or email [corporatemedi@australianfurniture.org.au](mailto:corporatemedi@australianfurniture.org.au)

# Advertising Ratecard

Product	Members Rates	Non-Members
e-News Banner Advertisement – per issue (B2C only)	\$1000.00	\$1,500.00
e-News Box Advertisement – per issue (link to your website) (B2C only)	\$500.00	\$750.00
e-News Advertorial – Text and Images – per issue 300 word limit (B2B + B2C)	\$750.00	\$1,000.00
Web Site Banner – per month	\$1000.00	\$1500.00
Website Box Advertisement – per month (link to your website)	\$750.00	\$1,000.00
Social Media – Related to eNews Article (per blast maximum 2 social media platforms)	\$100.00	\$300.00
Solus eBulletins (unique to your business)	\$2,500.00	\$4,000.00
Australian Furniture Magazine	Price on application	Price on application
Job Bulletins (employment)	FREE	\$300.00
Project Opportunities (sourcing suppliers/collaborators)	FREE All pricing excludes gst	\$400.00 All pricing excludes gst

## Specifications

### e-News



**e-News Banner**



**Australian Furniture Vol 1 Online**

Check out the FIRST EDITION of The AFA magazine FREE ONLINE NOW via your tablet or mobile device.

**More from the Design World**



**e-News Advertorial**



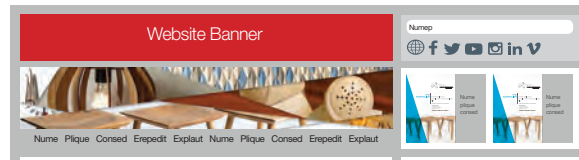
**e-News Box**



**e-News Box**

f t i


### Website




**Website Banner**



**Website Box**




**Website Box**



**Website Box**



**Website Box**



**Website Box**

### Dimensions

- e-News**
- e-News Banner**  
650 pixels wide x 80 pixels high
- e-News Advertorial**  
320 pixels wide x 213 pixels high, plus 300word limit
- e-News Box**  
320 pixels wide x 213 pixels high
- Website**
- Website Banner**  
728 pixels wide x 90 pixels high
- Website Box**  
360 pixels wide x 250 pixels high

### Flash Specifications

Please note: Flash-based ads are not permitted within e-newsletters.



# Australian Furniture Association

## Advertising Booking Form

### Publication

AFA NEWS  FURNITEX & design

#### Product

- e-News Banner Advertisement – per issue (B2C only)
- e-News Box Advertisement – per issue (link to your website) (B2C only)
- e-News Advertorial – Text and Images – per issue 300 word limit (B2B +B2C)
- Web Site Banner – per month
- Website Box Advertisement – per month (link to your website)
- Social Media – Related to eNews Article (per blast maximum 2 social media platforms)
- Solus eBulletins (unique to your business)
- Australian Furniture Magazine
- Job Bulletins (employment)
- Project Opportunities (sourcing suppliers/collaborators)

#### Members Rates

#### Non-Members Rates

<input type="radio"/> e-News Banner Advertisement – per issue (B2C only)	\$1000.00	\$1,500.00
<input type="radio"/> e-News Box Advertisement – per issue (link to your website) (B2C only)	\$500.00	\$750.00
<input type="radio"/> e-News Advertorial – Text and Images – per issue 300 word limit (B2B +B2C)	\$750.00	\$1,000.00
<input type="radio"/> Web Site Banner – per month	\$1000.00	\$1500.00
<input type="radio"/> Website Box Advertisement – per month (link to your website)	\$750.00	\$1,000.00
<input type="radio"/> Social Media – Related to eNews Article (per blast maximum 2 social media platforms)	\$100.00	\$300.00
<input type="radio"/> Solus eBulletins (unique to your business)	\$2,500.00	\$4,000.00
<input type="radio"/> Australian Furniture Magazine	Price on application	Price on application
<input type="radio"/> Job Bulletins (employment)	FREE	\$300.00
<input type="radio"/> Project Opportunities (sourcing suppliers/collaborators)	FREE	\$400.00

All pricing excludes gst

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### Contact Details

Entity/Company Name \_\_\_\_\_

Trading Name \_\_\_\_\_ Business Number \_\_\_\_\_  
(if applicable)

Mr  Mrs  Ms  Miss  Dr  Other \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook \_\_\_\_\_ Twitter \_\_\_\_\_

Instagram \_\_\_\_\_ Other Social Media Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State or Region \_\_\_\_\_

Country \_\_\_\_\_ Postcode \_\_\_\_\_

### Payment Details

#### Accounts Payable Contact

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

Payment Amount \$ \_\_\_\_\_ Customer Purchase Order \_\_\_\_\_  
(if applicable)

#### Pay By

Cheque  Direct Deposit Details - **Bank: Westpac Account Name: AFA Limited BSB: 033 002 Account No.: 840 469**  
Please email remittance to [membership@australianfurniture.org.au](mailto:membership@australianfurniture.org.au) or fax +613 9856 1611  
**Swift Code: Westpac Bank WPACAU25**

Credit Card  Visa  Mastercard

Credit Card Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Credit Card Number | \_\_\_\_\_ | CSV | \_\_\_\_\_ |

Applicant signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

## Designer

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- Product                       Interiors                       Architecture

- Supplier                       Retail                       Education/Training institution  
 Manufacturer                       Wholesale                       Tenders  
 Importer                       Machinery/Equipment                       Developer/Construction

## Professional Services

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- Sales Agent                       Accounting                       IT  
 Legal                       Marketing

## Other

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- (please specify) \_\_\_\_\_

## Media Links

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- Australian Furniture Association Facebook - <https://www.facebook.com/pages/Australian-Furniture-Association>  
FURNITEX connect Facebook - <https://www.facebook.com/pages/Furnitex-connect>  
Australian Furniture Association Instagram - <https://instagram.com/afamedia/>  
FURNITEX connect Instagram - [https://instagram.com/furnitex\\_connect](https://instagram.com/furnitex_connect)  
FURNITEX connect Twitter - <https://twitter.com/FURNITEXconnect>  
Australian Furniture Association Twitter - <https://twitter.com/afamedia>  
Australian Furniture Association Website - [www.australianfurniture.org.au](http://www.australianfurniture.org.au)  
FURNITEX connect Website - [www.furnitex.com.au](http://www.furnitex.com.au)  
Australian Furniture Industry Awards (AFIA)  
& Australian Contemporary Emerging (ACE) Design Awards - [www.ausfia.com.au](http://www.ausfia.com.au)