



Australian Made, Australian Grown Logo

Online Edge

Your online edge is Australian Made



WEBSITE RATES & PROMOTIONS

Affordable online advertising for Australian made products is within reach of all Australian Made licensees.

RATES (+GST)

FEATURE PRODUCT TILE
Image + Text
1000x1000

\$800 *Per month +GST
Homepage featured product carousel with product photo and up to 50 words

MREC
300 x 250

\$450 *Per month +GST
Homepage plus eight other pages

MREC
300 x 600

\$200 *Per month +GST
Recipes and Competitions pages

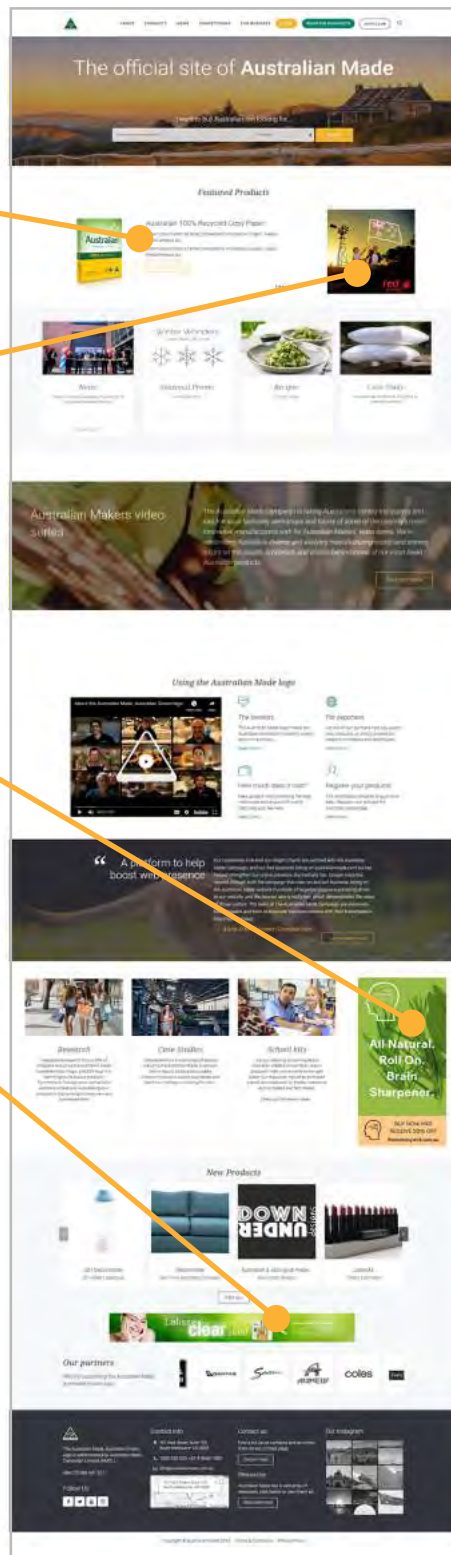
LEADERBOARD 728 x 90

\$390 *Per month +GST
Leaderboard is run of site and appears across all Australian Made content pages.

SEASONAL PROMOTIONS

- ▶ Hot Summer Products
- ▶ Mother's Day
- ▶ Winter Wonders
- ▶ Christmas Crackers

Talk to our team about online package options



Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au



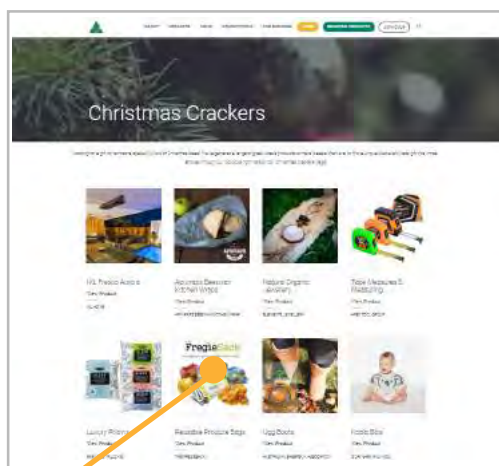
SEASONAL PROMOTIONS

Drive more consumers to your products during peak shopping periods with Australian Made Seasonal Promotions. Supported by search engine marketing, Seasonal Promotions are a great way to target shoppers looking to buy Aussie gifts.

SEASONAL PROMOTIONS

- ▶ Hot Summer Products (January & February)
- ▶ Mother's Day (March-May)
- ▶ Winter Wonders (June-August)
- ▶ Christmas Crackers (October-December)

Talk to our team about online package options



STANDARD PACKAGE:

SEASONAL PROMOTION PAGE

\$1,500 +GST

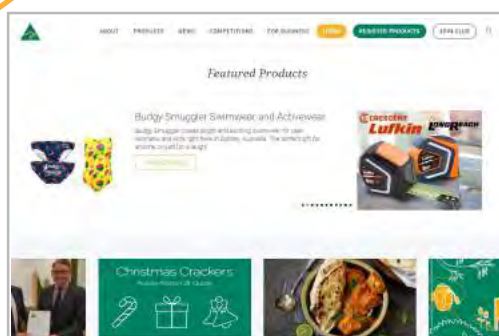
Highlight your product on a seasonal Aussie Made gift guide during seasonal shopping periods

FEATURE PRODUCT TILE
Image + Text
1000x1000

Your product will feature on a Feature Product Tile

COMPETITION
Image + Text

Your competition will feature on the website and in the Aussie Made Club newsletter



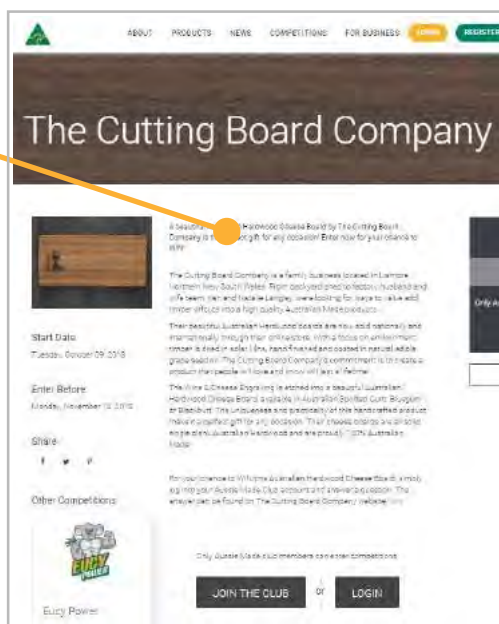
SEASONAL PROMOTIONS - ALL PACKAGE OPTIONS	
Seasonal Promotion Page Tile, Feature Product Tile, Competition	\$1,500 +GST
Seasonal Promotion Page Tile, 300x250 MREC, Competition	\$1,000 +GST
Seasonal Promotion Page Tile, 300x600 MREC, Competition	\$500 +GST

SEASONAL NEWSLETTER:

SEASONAL NEWSLETTER TILE
Image + Text
1000x1000

\$500 +GST

Add an optional Seasonal Newsletter Tile to any Seasonal Promotions package!



Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au



SEASONAL NEWSLETTERS

Reach Aussie consumers via our Seasonal Newsletters sent directly to our passionate Aussie Made Club members.

SEASONAL NEWSLETTER TILE



\$500 Per month +GST

Add a Seasonal Newsletter Tile to your seasonal promotion to extend your reach. Your image, copy and link will feature on a group newsletter sent directly to Aussie Made Club members.

The newsletter is sent directly to consumers during key shopping periods making it the perfect place to showcase your Aussie gifts.

INCLUSIONS

- ▶ Your chosen copy to speak directly to Aussie shoppers
- ▶ Your choice of image to showcase the Aussie product
- ▶ Your nominated web address to drive traffic to your shopping cart

SEASONAL NEWSLETTERS

- ▶ Hot Summer Products
- ▶ Mother's Day
- ▶ Winter Wonders
- ▶ Father's Day
- ▶ Christmas Crackers

Talk to our team about newsletter options

The screenshot shows a newsletter layout with a header 'Australian Made' and a date '2018'. It includes a greeting 'Hi,' followed by a paragraph about summer essentials. Below are several product tiles: 'Thongs Australia Thongs' with an image of feet in thongs and a 'Shop now' link; 'MiniJumbuk Cool wool cotton quilts' with an image of a quilt and a 'Shop now' link; 'Trayon Campers' with an image of a camper and a 'Shop now' link; 'Red Energy Your chance to win' with a '\$500' prize graphic and a 'Enter now' link; and 'Synergie Skin Skin analysis' with an image of a woman and a 'Register now' link. At the bottom, there are social media icons, a search bar, and contact information for the Australian Made Campaign Ltd.

Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au



CONSUMER NEWSLETTERS

Australian Made Club members are the 'best of the best' Aussie shoppers. Engage directly with our highly motivated audience with a range of Australian Made newsletter placements targeting consumers.

CONSUMER ADVERTORIAL TILE



Drive traffic to your e-commerce platform or online store with an Advertorial Tile that features at the top of our consumer newsletter.

\$1,500 Per month +GST

CONSUMER NEWSLETTER LEADERBOARD



\$1,125 Per month +GST

AUSSIE MADE FEATURE



Share your brand story with an Aussie Made Feature article. Aussie Made Club members love to read about brand history and local manufacturing.

\$1,900 Per month +GST

COMPETITIONS



The Aussie Made Club loves to sample new locally made products. Get your product in hand via Aussie Made competitions.

\$600 Per month +GST

Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au



BUSINESS NEWSLETTERS

Reach out to Marketing Managers, General Managers and Business Owners via a number of targeted Business Newsletter placements. The Australian Made Licensee Newsletter is sent to every Australian Made licence holder and is their go-to resource for Aussie Made news updates.

BUSINESS NEWSLETTER LEADERBOARD

LEADERBOARD 728 x 90

\$680 Per month +GST

The screenshot shows the top portion of an email newsletter. It features a header with the 'Australian Made' logo and the month 'AUGUST 2021'. Below the header, there are several article teasers with images and 'Read more' links. The articles include: 'Remember the green and gold: Aussie makers need your continued support', 'City of Joondalup becomes an Australian Made Campaign Supporter', and 'Join the Australian Made pavilion at the Small Business Expo!'. A green line with a dot points from the '\$680' price to the first article.

BUSINESS ADVERTORIAL TILE

ADVERTORIAL
Image + Text

Drive traffic to your business-to-business (B2b) product or B2b online store with a Business Advertorial Tile that features in our licensee newsletter.

\$1,500 Per month +GST

The screenshot shows a Business Advertorial Tile within the newsletter. It features a 'thongs' advertisement for 'AGHA's brand new digital Christmas Catalogue'. The tile includes a 'thongs' logo, a photo of people, and text describing the product as '100% Australian made natural rubber'. Below this, there are other article teasers: 'Australia's International Business Survey' and 'We want to follow you! Share your social media handles'. A green line with a dot points from the '\$1,500' price to the 'thongs' advertisement.

Contact the Australian Made team for more info

1800 350 520

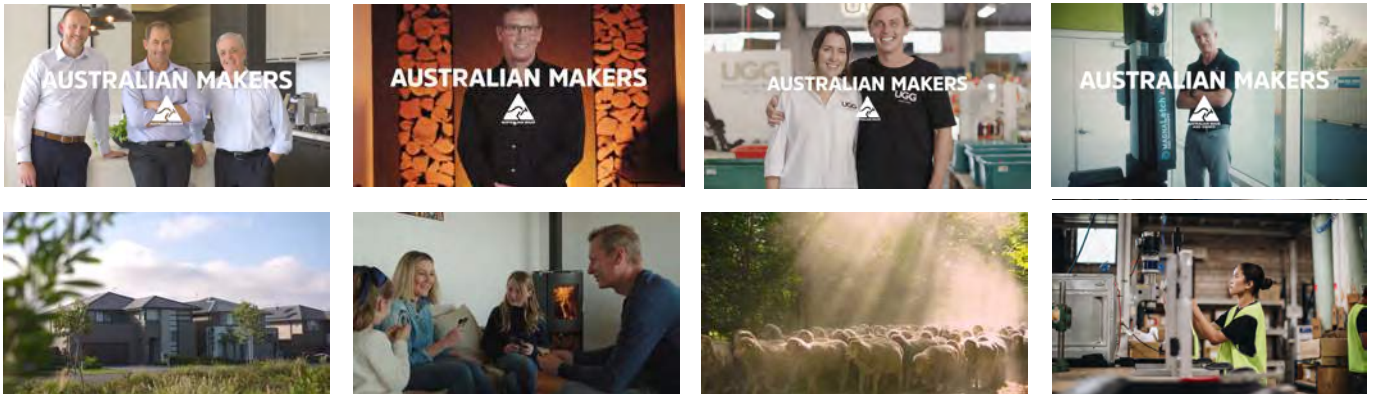
info@australianmade.com.au

AUSTRALIAN MAKERS



Showcase the unique story behind your Aussie products with an Australian Made branded 'Australian Makers' video. Tell the story of your products' creation in this video series that lets you talk directly to consumers in a documentary style interview.

Supported by social media and search engine marketing, this is the perfect opportunity to introduce your 'Australian Makers' story to our highly engaged audience.



INCLUSIONS:



1 x Full length co-branded 'Australian Makers' video content approx. 2-3 mins (+30 sec cutdown)



1 x Listing on the 'Australian Makers' page, including the advertisers' choice of URL



1 x Boosted social media post to run on Australian Made's Facebook and YouTube pages*

EXTRA VALUE:



The 'Australian Makers' page is promoted in the Aussie Made Club newsletter.



The 'Australian Makers' page is promoted on the website homepage.



The 'Australian Makers' page is supported by Australian Made's regular digital advertising with Google.



Your 'Australian Makers' video will run on Australian Made's social media channels.

TOTAL \$9,500 + GST^{^*}

Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au

T&CS: [^]Includes travel costs to film at Licensee's main premises in major Australian cities and regional centres. AMCL reserves the right to charge additional travel expenses related to any other location. To be agreed by AMCL and Licensee in advance of filming. *The advertiser may increase the social media boosting budget at their own discretion. All products must be licensed to carry the Australian Made, Australian Grown logo to participate. The Australian Made Campaign retains editorial control of all Australian Made branded video content. The advertiser will have joint ownership of the video i.e the ability to use the final cut on their own channels. All rights will be cleared for use in perpetuity on all media.*All film dates are subject to availability.



AUSSIE MADE FEATURE

A personalised Australian Made Feature article is the perfect way to tell shoppers why being authentically Aussie and manufacturing locally is important to your brand in a news feature style content piece.

AUSSIE MADE FEATURE



Tell your unique manufacturing story alongside quotes, photos and videos in an Australian Made branded Feature.

INCLUSIONS



Your 'Aussie Made Feature' article will run on Australian Made's social media channels.



The 'Aussie Made Features' page is promoted in the Aussie Made Club newsletter.



The 'Aussie Made Feature' articles page is promoted on the homepage of the Australian Made website.



Feature articles are supported by a dedicated digital advertising campaign with Google.

TOTAL \$1,900 +GST



Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au

T&CS: ^Australian Made cannot guarantee media coverage beyond australianmade.com.au. All products featured must be licensed to carry the Australian Made, Australian Grown logo to participate. The advertiser may increase the social media boosting budget at their own discretion. Australian Made retains editorial control of the Aussie Made Feature and social media content.



AUSTRALIAN MADE CAMPAIGN LIMITED

ABN 20 086 641 527

Level 4, 111 Coventry Street, Southbank VIC 3006

P. 03 9686 1500 / 1800 350 520 F. 03 9686 1600

E. info@australianmade.com.au

www.australianmade.com.au