



Australian Fertiliser Services Association

Registered Number 603 301 266 ABN 41 603 301 266

Krysteen McElroy

AFSA Executive Officer

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20 August 2018

On behalf of the AFSA members, we would like to take this opportunity to thank you for your support of our Association and in particular, for being involved in the production of Fertiliser News.

The Fertiliser News is currently delivered in March, July and November to over 330 businesses and industry stakeholders and contains reports from each state as well as many interesting and relevant industry articles and promotions. Having the support of advertisers, such as yourselves, is very important to the future of the magazine and we will endeavour to assist you wherever possible.

To make the process more efficient for all involved, the AFSA Board we now have in place an annual agreement for advertisers. The following costing structure (including GST) has been implemented from 1st August 2018

| <i>Size of Advertisement</i> | <i>Cost per edition for Annual Agreement</i> | <i>Per Edition (if annual agreement not signed)</i> |
|---|---|--|
| Back page and editorial - no longer available | \$718 | \$795 |
| Full page and editorial | \$637 | \$705 |
| ½ page | \$377 | \$420 |

To give you as much flexibility as possible and to meet the needs of your business, the option is available to vary the size of the advertisement each edition. For example; opt for the Back page and editorial in July, half page in November and a full page in March or simply retain the same size advertisement each edition.

We look forward to your support of Fertiliser News and the fertiliser services industry, and would encourage you to return the attached agreement at your earliest convenience to ensure your advertisement can be run when required.

Regards and thank you once again for your support

Krysteen McElroy
Executive Officer



Annual Agreement 2018/19 Advertising in Fertiliser News

| | | | | | |
|--|--|----------------------------------|-----------------------|------------------------------------|--------------------------------|
| Name of Company/Business | | | | | |
| Contact Name for Advertising and Content | | | | | |
| Email | | | Mobile: | | |
| What is your invoicing preference? | Per edition | | Annually | | |
| | | | | | |
| Edition | Back Page and Editorial \$718 | Full Page and Editorial \$637 | Half of Page \$377 | No Advert required in this edition | <i>Content required by</i> |
| November 2018 | <i>No longer available – on going agreement in place</i> | | | | <i>15th October</i> |
| March 2019 | | | | | <i>15th April</i> |
| July 2019 | | | | | <i>15th June</i> |

Please indicate advertisement size for each edition in above table

- Magazine is full colour throughout with all over varnish on gloss art 115gsm paper.
- Images to be supplied at a minimum of 300 dpi (smart phone images are acceptable provided in original size)
- Adverts to be supplied as high resolution PDFs
- Articles to be supplied in word doc or other editable format
- Editorials are to be up to 1000 words (or 600 words and pictures)
- Above costings include GST
- Advertising to be supplied direct to Abbey Sherwell at Adcell via email abbey@adcellgroup.com.au

Name:

Signature:

Date:

Please return to Krysteen McElroy at bkmcelroy22@outlook.com