

Keep 
Australia
Beautiful

NSW

2021

media
KIT





WHO WE ARE

Keep Australia Beautiful NSW (KABNSW) are the leaders in transforming behaviour to create a less littered, more environmentally sustainable New South Wales.

With a legacy of successful community engagement since 1975, our core programs inspire individuals, organisations, business and government to actively care for their local environment. Through our programs we recognise and advocate for excellence in sustainable resource management and waste reduction.

Communities are at the heart of our mission and the KABNSW programs are based on acknowledging and rewarding their endeavours. Over a 40-year history we have built a state-wide network of dedicated individuals, businesses, schools, community groups and government bodies striving to deliver a cleaner environment.

KABNSW is an apolitical organisation. We do not lobby governments, but instead work in partnership with local and state governments, as well as industry, to deliver our range of practices.

WHY ADVERTISE WITH KABNSW

KABNSW offers a number of advertising opportunities ideal for you. With **more than 3,000 industry contacts**, KABNSW consists of a range of professionals stemming a vast array of industries and groups.

We offer a flexible and affordable range of advertising options to suit almost every purpose and budget.

Opportunities for exposure include website sponsorship, advertising in the KABNSW e-newsletter, program and event partnerships.

ADVERTISING RATES & TYPES

KABNSW WEBSITE

The KABNSW website, www.knswb.org.au, is the central information point for KABNSW stakeholders. It serves as a hub for accessing news, program information and documents, event information and registration, and more.

HOME PAGE BANNER

Promote your organisation, product or service with a high-profile website banner* on the KABNSW home page.

Pricing

One month

\$825 (inc. GST)

Three months

\$1980 (inc. GST)

Image Specifications

File type: JPG

Resolution: 72dpi

Colour Mode: RGB

Images sent by email must be provided as an attachment and not embedded in the body of an email, word document or similar.

**Banner is one of a number of rotating banners (5 seconds per banner). Material will be labelled as an advertisement.*

KABNSW E-NEWS

The 'Beaut is produced monthly. The contents generally include but are not limited to:

- KABNSW updates
- Industry information of interest
- Local and international news
- KABNSW Program opportunities
- KABNSW events

Advertisements in the KABNSW e-newsletter can include: company, product or service promotion, tender advertisements and job vacancies.

TEXT ADVERTISEMENT

This listing will be displayed within the bulk content of *The 'Beaut*. These adverts are ideal for job vacancies, product or service promotion and calls for tender.

Pricing

One edition

\$330 (inc. GST)

Three consecutive months (3 editions)

\$900 (inc. GST)

Image specifications

File type: JPG

Resolution: 72dpi

Colour Mode: RGB

Dimensions: 957px wide x 255px high

(Please note that, the final image dimensions will be adjusted based on the layout of the e-newsletter)

Maximum 1 image per advertisement. Images sent by email must be provided as an attachment and not embedded in the body of an email, word document or similar.

Text specifications

Maximum 250 words

Attachments

Maximum one attachment per advertisement. A complementary document may be hosted on the KABNSW server with a hyperlink included in the body of the advertisement.

LEADERBOARD ADVERTISEMENT

This is a premium advertising space in the most visible location of the newsletter. Only one position is available and is hyperlinked to your own website.

Pricing

One edition

\$1056 (inc. GST)

Three consecutive months (3 editions)

\$2860 (inc. GST)

Image specifications

File type: JPG

Resolution: 72dpi

Colour Mode: RGB

Dimensions: 660px wide x 108px high

Images sent by email must be provided as an attachment and not embedded in the body of an email, word document or similar.

CUBE ADVERTISEMENT

Only one position is available and is hyperlinked to your own website.

Pricing

One edition

\$605 (inc. GST)

Three consecutive months (3 editions)

\$1640 (inc. GST)

Image specifications

File type: JPG

Resolution: 72dpi

Colour Mode: RGB

Dimensions: 310px wide x 339px high

Images sent by email must be provided as an attachment and not embedded in the body of an email, word document or similar.

BANNER ADVERTISEMENT

Banner advertisements are ideal for calls to action and branding. They include a hyperlink to your own website.

Pricing

One edition

\$440 (inc. GST)

Three consecutive months (3 editions)

\$1190 (inc. GST)

Image specifications

File type: JPG

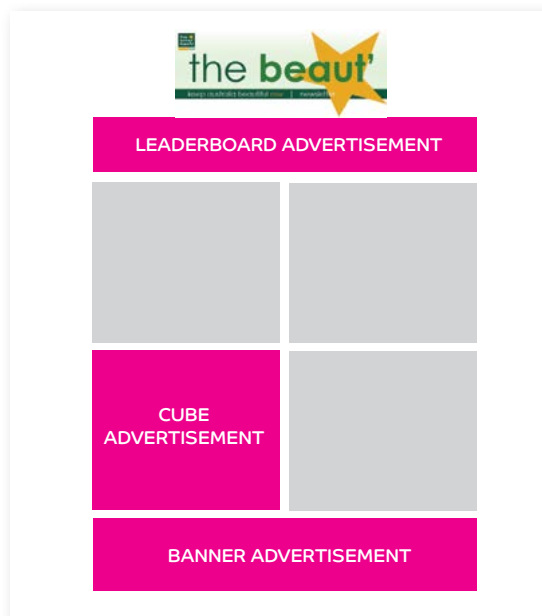
Resolution: 72dpi

Colour Mode: RGB

Dimensions: 660px wide x 108px high

Images sent by email must be provided as an attachment and not embedded in the body of an email, word document or similar.

E-NEWS AD LAYOUT



PARTNERSHIP OPPORTUNITIES

In addition to our digital and web products, we offer a range of partnership opportunities for our programs and KABNSW events.

Why partner a KABNSW event?

- Drive awareness and understanding of your organisation among the top decision makers in the NSW state government, local government and industry
- Enhance relationships with key clients, prospects and stakeholders
- Drive product sales and generate awareness and leads among leading organisations, councils and groups
- Reinforce your position in the environment industry
- Differentiate your brand in the marketplace
- Highlight your commitment to furthering excellence in the environmental sector
- Showcase your corporate leadership in addressing critical issues

OUR PARTNERS



MARS WRIGLEY



TERMS & CONDITIONS

1. Booking must be received prior to the commencement of advertising.
2. All advertisements are subject to editorial and Senior Management approval. Keep Australia Beautiful NSW (KABNSW) reserves the right to reject any advertisement it considers unsuitable for publication.
3. Artwork must conform to the KABNSW's specifications, and KABNSW reserves the right to charge for additional work that is required to amend the artwork. Any costs incurred by KABNSW for artwork will be billed to the advertiser.
4. All advertisements are accepted subject to space being available in the publication. KABNSW does not guarantee that advertisements will be placed. If a supplied advertisement has not been accepted, a full refund will be provided.
5. The advertiser and their agent warrants that nothing in the advertising material infringes any Federal, State or Territory laws or the rights of any person.
6. Cancellation by an advertiser or agency of any portion of a signed agreement nullifies all rates and/or position protection for the balance of the agreement. A 50% refund will be granted if written notification of cancellation is received on or before the booking deadline. If notification of cancellation is received after these dates, no refund will be granted.
7. Acceptance of advertising does not necessarily include endorsement of advertised products or services.
8. KABNSW reserves the right to refuse any advertising that is deemed to be in direct competition with KABNSW products or services.
9. While every effort will be made to match the material supplied, KABNSW does not accept responsibility for any oversights or errors once the advertisement has been approved for publication by the Advertiser.
10. The placing of advertising implies acceptance of the Terms and Conditions laid down in this document.

PAYMENT

Payment is due within 14 days of invoice. KABNSW reserves the right to request payment in advance of publication.

INFORMATION

For more information or to book advertising space, contact Keep Australia Beautiful NSW on 02 8594 4000 or email: info@knswb.org.au

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