



**Master
Plumbers**
SOUTH AUSTRALIA

**MEDIA &
ADVERTISING
KIT**

2017 / 2018





ABOUT US

Master Plumbers Association of South Australia Incorporated is a not-for-profit Member Association, Group Training Organisation and a Registered Training Organisation.

Our aim as the Industry Association is to promote and develop the ongoing protection of community health and safety through the provision of quality plumbing services.

As the centre point of industry information, we are committed to providing Members and the Industry with the latest news, as well as the tools, support and incentives necessary to achieve this.

Our Publications provide various advertising opportunities. This Media and Advertising Kit provides a further insight into Advertising opportunities with Master Plumbers Association of South Australia Inc.

CONTACT US

Master Plumbers Association of South Australia Incorporated

PO Box 219, Torrensville Plaza SA 5031

Ph: 08 8292 4000 Fax: 08 8292 4040

e: admin@mpasa.com.au

www.mpsa.com.au

Advertising enquiries and bookings:

Frances McCaffer

Ph: 08 8292 4000

e: frances.mccaffer@mpasa.com.au





ADVERTISING WITH MPA

Master Plumbers Association of South Australia Inc offers a range of fantastic advertising opportunities suitable for small, medium or large organisations.

We reach our Members and the industry through the following methods:

- Print (Plumbing SA Magazine, Annual Wall Planner)
- Email (Regular Member Update Newsletters)
- Web (Website and Facebook)

Advertising opportunities are currently available through our bi-monthly Magazine '**Plumbing SA**', as well as our annual **Wall Planner** and our **Website**.

Advertising with Master Plumbers Association of South Australia Incorporated is a fantastic way to reach the construction industry and beyond.

Advertising can include:

- Advertising by non plumbing related manufacturers and merchants which offers loyalty or other incentive programs
- Advertising from manufacturers and merchants that is of interest to the plumbing industry
- Advertising for services by plumbers which members could benefit from (eg manuals and documentation)
- New or general product advertising by manufacturers and merchants (must not include pricing).

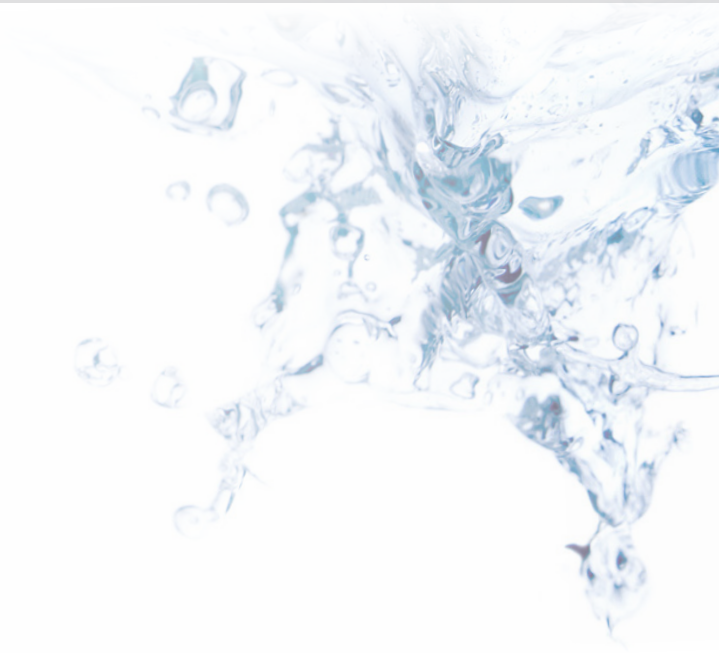


DEMOGRAPHICS

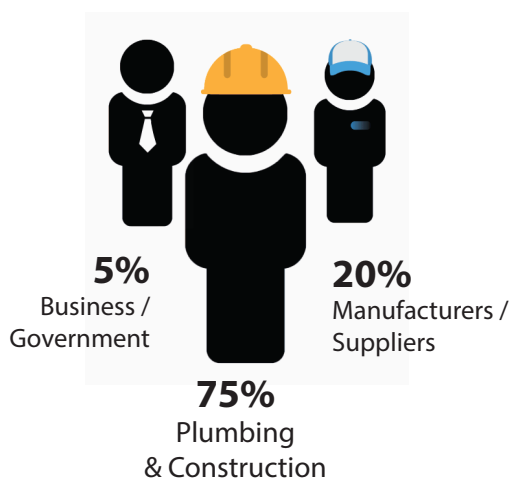
Our Advertising predominantly reaches the Plumbing and Construction industry. 75% of our audience consists of Plumbers and other construction related workers. The other 25% is made up of Manufacturers, Media, Retail and Government bodies.

Research and industry statistics indicate that our audience consists of ages between 16 - 65 and are predominantly male workers.

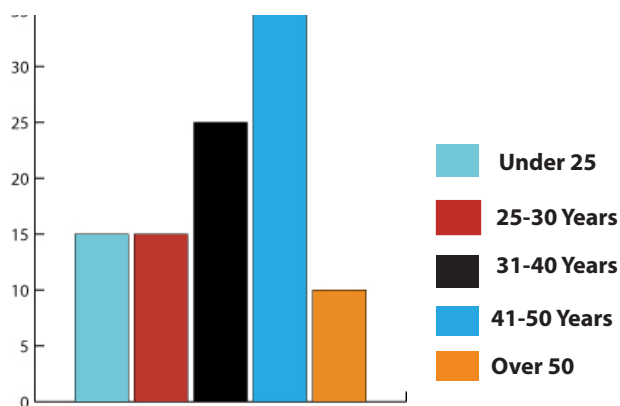
As our Membership base is located in South Australia, 85% of our audience is also based in SA, with 10% of our Membership based in Northern Territory and 5% in the remainder states and territories.



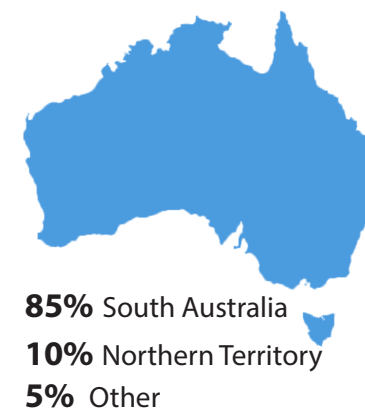
INDUSTRY



AGE GROUP



LOCATION





PLUMBING SA

Plumbing SA is the official Magazine of the Master Plumbers Association of South Australia and is read extensively across the industry.

Market research indicates that over 10,000 people read Plumbing SA, including 75% of the plumbing industry, and approximately 3000 plumbers. It is also read by other trades within the building and construction industry.

The purpose of the Plumbing SA is to:

- provide information and advice to educate and inform plumbers on industry news, issues and events
- To promote a professional plumbing industry to the public
- To assist plumbers in their day to day business operations

Plumbing SA Magazine features information on:

- Industry news, events and training
- Changes to legislative and regulatory requirements
- Industrial and employment issues
- Business and legal information
- Health and environmental issues
- New products and technologies
- Member services and benefits
- Group Training / Apprentice updates

Circulation of Plumbing SA is comprised of 2500 print versions, which are mailed to recipients directly.

Plumbing SA can also be found at Manufacturer/Supplier counters for Plumbers to take with them as they drop by to purchase supplies.

In addition to this, Plumbing SA is also published electronically and is available for Members to download from our website at any time.

Media, local and state government representatives are sent copies of Plumbing SA to ensure they are aware of issues affecting the industry.

- **A4 Full Colour Glossy Print**
- **36 Pages per issue**
- **Mailed directly to recipients**
- **Available electronically**



Six issues per year:

- January - February
- March - April
- May - June
- July - August
- September - October
- November - December



PLUMBING SA

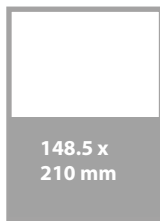
Master Plumbers Association of SA Inc offers a range of options for Advertising in our bi-monthly Plumbing SA Magazine.

Please refer to the guide below for size and layout options:



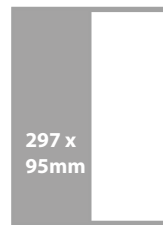
Full Page

Inside Front cover
Inside Back Cover
Full back cover
Inside Full Page



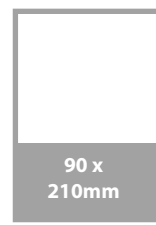
Half Page

Horizontal



Half Page

Vertical



1/3 Page

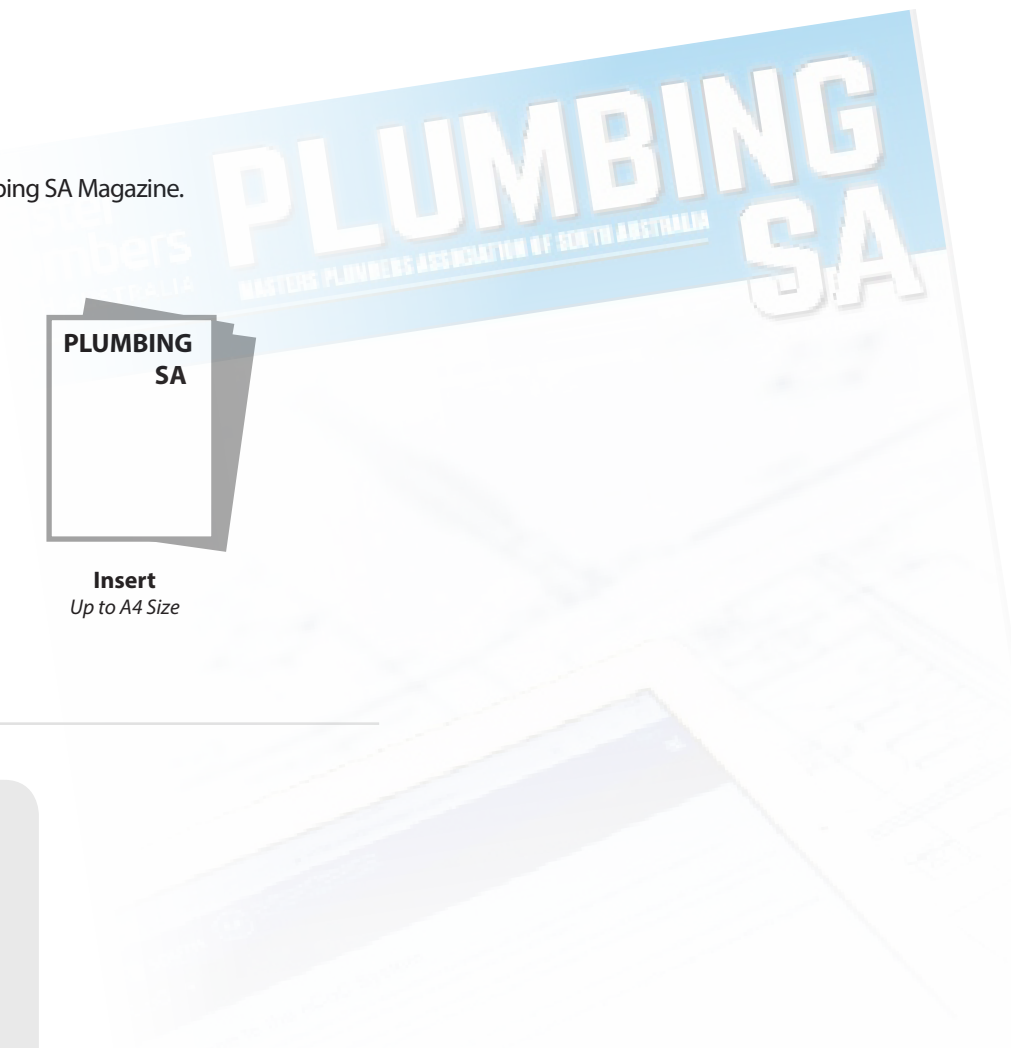
Horizontal



PLUMBING SA

Insert

Up to A4 Size



Material Specifications

Please supply all advertisements in high resolution format to allow us to ensure your advertisement is presented as well as possible.

Accepted file types:

- Adobe PDF
- JPEG / PNG
- Photoshop / Illustrator / InDesign

Please also ensure your Advertisements are the correct size, as provided above.

Advertising Deadlines

- Jan - Feb:** Second Friday in November
Mar - Apr: Last Friday in January
May - Jun: Last Friday in March
Jul - Aug: Last Friday in May
Sep - Oct: Last Friday in July
Nov - Dec: Last Friday in September

* Full material requirements are detailed on Page10.

Please refer to Page 9 for Plumbing SA Advertising Rates.



WEBSITE

Our Website features a range of vital information available to our Members, the general public and the Construction industry. Advertising on our website is a fantastic opportunity to get your brand across to our members and the general public.

Banner Advertising

Banner Advertising is located at the top of the website and is visible on every page. Banners rotate automatically and randomly and can be either a moving / flash file, or a static image.

- Located at the top of the page
- Linked to your website
- Banners can be flash or static
- Horizontal layout
- Dimensions - 628 x 90 pixels
- Accepted file types: SWF (Flash), GIF, JPEG, PDF, PNG

\$275.00
/ quarter (inc GST)

Tile Advertising

Tile Advertising is located on the right hand side of every page. Tile Banners are static and do not change positions upon refresh.

- Located on the side of the page
- Linked to your website
- Vertical layout
- Dimensions - 120 x 240 pixels
- Accepted file types: GIF, JPEG, PDF, PNG

**Please note that tile advertising is subject to availability*

\$275.00
/ quarter (inc GST)





WALL PLANNER

Master Plumbers Association of SA Inc distributes a Wall Planner annually for the upcoming year, which is included as an insert in the **January / February** issue of Plumbing SA (issued in December).

This Wall Planner includes important industry dates, events and public holidays.

Printed on glossy A1 paper, the MPA Wall Planner has proven to be extremely popular with Members to assist in planning the year ahead.

Measuring approximately 84cm L x 60cm W, this planner is also a fantastic advertising space and includes 16 advertising positions.

To advertise on our Wall Planner, or for further information, please contact us on (08) 8292 4000.

- 16 advertising positions
- Full Colour print
- Printed on glossy paper
- 2000 copies distributed

Wall Planner Advertising

Horizontal

11 cm W x 8cm H

(base of Wall Planner)



**Please note that Wall Planner advertising is subject to availability.*



ADVERTISING RATES

Effective 1st July 2017

*** All prices including GST**

Plumbing SA Magazine	Dimensions	Cost per issue
Full back cover	297mm (h) x 210mm (w)	\$1193.64
Inside front cover	297mm (h) x 210mm (w)	\$1193.64
Inside back cover	297mm (h) x 210mm (w)	\$1143.90
Full page	297mm (h) x 210mm (w)	\$994.70
Full Page - 6 issues (Save 10%)	297mm (h) x 210mm (w)	\$904.28
Half Page Horizontal	148.5mm (h) x 210mm (w)	\$485.10
Half Page Vertical	297mm (h) x 95mm (w)	\$485.10
1/3 page Horizontal	90mm (h) x 210mm (w)	\$336.60

Plumbing SA Inserts	Dimensions	Cost per issue
One sheet (single or double sided)	A4 Size	\$1200.00

**Please note that the above pricing for Plumbing SA inserts does not include printing.*

Wall Planner	Dimensions	Cost
Standard Advertisement	800mm (h) x 110mm (w)	\$547.00

Website	Dimensions	Cost per quarter
Banner Advertising	628 x 90 pixels	\$275.00 / quarter
Tile Advertising	120 x 240 pixels	\$275.00 / quarter

*Please note that MPASA reserves the right to update the pricing, sizing and conditions of its advertising at any time without notice. Advertisers who have a recurring advertisements arrangement with MPA will be notified should the above pricing be altered within the term of the arrangement.

Please also note that Plumbing SA Inserts must be provided to MPA printed and ready for distribution. The above pricing for inserts does not include printing costs.



BOOKINGS

To Advertise in any of our publications, or on our website please contact:

Frances McCaffer

p: 08 8292 4000

e: frances.mccaffer@mpasa.com.au



MATERIAL REQUIREMENTS

Advertising with MPA must meet the requirements listed below:

Plumbing SA / Wall Planner

- Advertisements for print must be supplied as a high resolution, press quality PDF
- All elements of advertisements must be in CMYK
- All fonts must be embedded
- Images and logos must be at least 300 dpi
- Advertisements must include a 3mm bleed with trim marks visible
- Text and logos must be a minimum of 5mm clear of the trim area
- Advertisements must be provided in the correct size, as per the specifications on Page 9.
- MPA does not take responsibility for colour accuracy if the above requirements are not met.
- Any files supplied outside the above requirements may incur an additional fee where modifications are required by MPA. Additional fees will be calculated based upon time.

Website

- Advertisements for the web must be high resolution SWF (Flash), GIF, JPEG, PDF, or PNG files
- Advertisements must be provided in the correct size as specified on page 9.

MPA will provide a proof of your advertisement for review prior to publishing. Advertisers will be provided a time frame for the opportunity to make changes to their advertisement where necessary.

If you require additional assistance supplying your advertisement as per the requirements above, please contact us.





TERMS AND CONDITIONS

Advertising with MPA is subject to the following Terms and Conditions:

General

- Advertising bookings must be made in writing by completing the booking form (supplied upon request).
- Full payment must be made within 7 days of the Invoice issue date
- Payment can be made by Credit Card, Bank Transfer or cheque
- Non Payment as per the terms outlined may result in affect future advertising with MPA
- MPA must be notified of cancellations at least 14 days prior to the print deadline of the magazine

Advertising

- Advertising must be supplied as per the material requirements listed on Page 10.
- All advertising materials must be approved and MPA reserves the right to omit any advertising which is deemed inaccurate, offensive or misleading
- Although MPA takes measures to check spelling and grammar of advertisements, it is solely the responsibility of the advertiser to ensure accuracy of advertisements.

- Requests for a specific position may be considered, however MPA cannot guarantee such requests unless a position premium rate has been negotiated prior.
- Plumbing SA Advertisements must be received prior to the due date specified on page 6.
- Advertising is limited to one advertisement per company, per issue
- Watermark logo and licence number must appear on all plumbing product advertisements where watermarking is required by legislation
- Website advertising will remain in place and invoiced quarterly, unless cancelled by the advertiser.

Advertising must not include:

- Mention of competitors brand, perceived weakness or products / service
- Specific pricing details
- Specials advertising (i.e buy this product and get one free, etc)
- Sales promotions by merchants and manufacturers



Disclaimer

- Master Plumbers Association of SA Inc accepts no liability to advertisers for the publication of advertising which may be held contrary to the Australian Consumer Law (ACL) 2011.
- It is the responsibility of the advertiser to ensure that advertisements comply with the Competition and Consumer Act 2010.
- Advertisements are run at the risk of the Advertiser and are not insured or endorsed by MPA.
- Master Plumbers Association of South Australia Incorporated takes no legal responsibility for the products, and/or services advertised.
- Master Plumbers Association of SA Inc reserves the right to cancel, amend or suspend any Advertising agreement, or omit any Advertisements deemed to be outside MPA's Advertising Policy.