



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:**

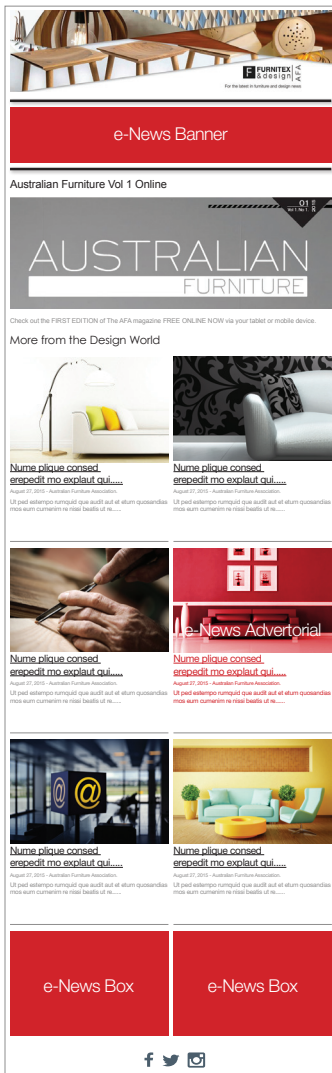
Simply fill in the booking form, make your payment and submit your copy and we'll do the rest. It couldn't be simpler. Please contact AFA Media to book your space today on (03) 8691 4244 or email [bdm@australianfurniture.org.au](mailto:bdm@australianfurniture.org.au)

# Advertising Ratecard

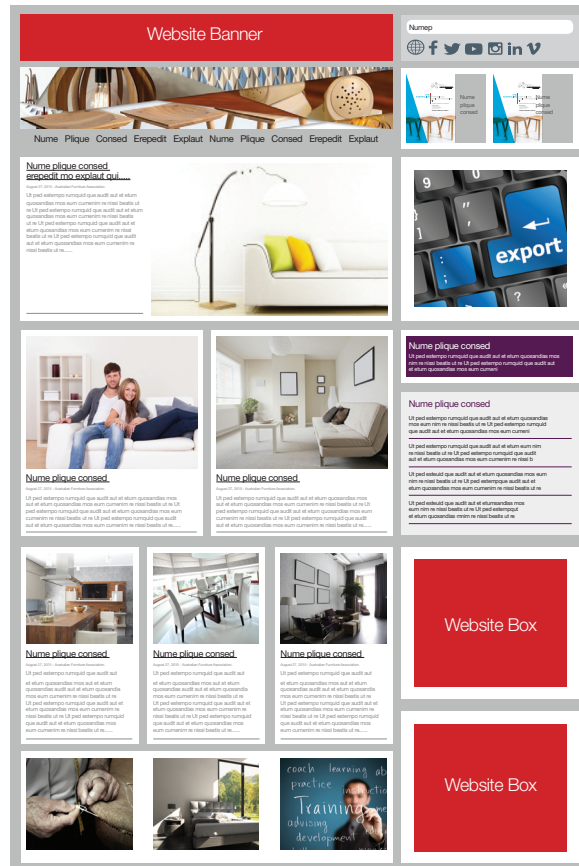
Product	Members Rates	Non-Members
e-News Banner Advertisement – per issue (link to your website)	\$1000.00	\$1,500.00
e-News Box Advertisement – per issue	\$500.00	\$750.00
e-News Advertorial – Text and Images – per issue 300 word limit	\$1200.00	\$1,800.00
Web Site Banner – per month (link to your website)	\$1000.00	\$1500.00
Website Box Advertisement – per month	\$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



### Website



### 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  Australian Furniture and Furnishing

#### Product

- e-News Banner Advertisement – per issue (link to your website)
- e-News Box Advertisement – per issue
- e-News Advertorial – Text and Images – per issue 300 word limit
- Web Site Banner – per month (link to your website)
- Website Box Advertisement – per month
- 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 (link to your website)	\$1000.00	\$1,500.00
<input type="radio"/> e-News Box Advertisement – per issue	\$500.00	\$750.00
<input type="radio"/> e-News Advertorial – Text and Images – per issue 300 word limit	\$1200.00	\$1,800.00
<input type="radio"/> Web Site Banner – per month (link to your website)	\$1000.00	\$1500.00
<input type="radio"/> Website Box Advertisement – per month	\$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 \_\_\_\_\_ ABN/ACN \_\_\_\_\_  
(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 [accounts@australianfurniture.org.au](mailto:accounts@australianfurniture.org.au)  
**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 & design Facebook - <https://www.facebook.com/furnitexanddesign/>  
Australian Furniture Association Instagram - <https://instagram.com/afamedia/>  
FURNITEX & design Instagram - [https://www.instagram.com/furnitex\\_design/?hl=en](https://www.instagram.com/furnitex_design/?hl=en)  
FURNITEX & design Twitter - <https://twitter.com/FURNITEXdesign>  
Australian Furniture Association Twitter - <https://twitter.com/afamedia>  
Australian Furniture Association Website - [www.australianfurniture.org.au](http://www.australianfurniture.org.au)  
FURNITEX & design Website - <http://furnitex.australianfurniture.org.au/>  
Australian Furniture Industry Awards (AFIA)  
& Australian Contemporary Emerging (ACE) Design Awards - <http://awards.australianfurniture.org.au/>