



ADVERTISING ON THE AUSTRALIAN MADE WEBSITE

Australian Made Media now offers exclusively to AMAG licensees an **Online Media Package**. The package includes banner advertising and Featured Product placement.

Four reasons to advertise online

- Enables you to find customers rather than customers having to find you
- Increases exposure which leads to increased consumer awareness
- Targets interested shoppers who want to buy Australian products
- Maximises online expenditure by providing a targeted environment and audience

Up to 40,000 visitors access AMAG's site each month looking for businesses like yours and these figures are expected to grow.

"Online advertising is a cost effective way for a business to get their message out to shoppers and consumers. Our website provides rich, relevant information of what is Australian made and where to find it, bringing consumers to our Licensees," AMM National sales Director Sandra Crestani says.

To find out more about the **launch discounted offers**, contact Sandra Crestani on 1800 350 520 or email sandra@australianmademedia.com.au

BANNER FACTS

Banners run on the three section of the website; Consumer, Business and Resource Centre and on the Search Result pages. Five rotating positions within each placement. Standard display advertisements include; Skyscraper and Landscape formats.



Skyscraper Banner (240 x 400)



Landscape Banner (468 x 60)

HINTS AND TIPS FOR BANNER ADVERTISING

Banner creative or design plays a crucial role in the overall effectiveness of the response of a campaign.

- Needs to be engaging and eye catching in order to grab the consumer's attention
- Offer needs to be loud and clear
- Offer needs to be strong enough to prompt further interest from the consumer
- For lengthy campaigns licensees should provide at least 2 different creatives so consumer interest is kept fresh and the campaign optimised



DELIVERY OF MATERIAL

Please submit completed form &/or banner and product material to creativesupport@australianmademedia.com.au

TO ADVERTISE

You have banners and want to promote your brand & products

To get involved and book your placement, contact AMM National Sales Director Sandra Crestani on 1800 350 520 or email sandra@australianmademedia.com.au

OR

You don't have banners and want to promote your brand & products

Australian Made Media provides the full service:

- Online strategy & creative recommendation
- Design and production of Australian Made branded banners
- Placement and campaign reporting

For pricing & bookings contact AMM National Sales Director Sandra Crestani on 1800 350 520 or email sandra@australianmademedia.com.au