



ADVERTISING ON THE AUSTRALIAN MADE WEBSITE

Online Media Packages

Australian Made Media offers exclusively to Australian Made, Australian Grown licensees *two fantastic online media packages*, designed to help you drive sales for your Aussie made or grown products.

Australian Made Media's packages:

- Enable you to find customers rather than customers having to find you
- Increase exposure which leads to increased consumer awareness
- Target interested shoppers who want to buy Australian products
- Maximise online expenditure by providing a targeted environment and audience

Up to 15,000 unique visitors access Australian Made'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. Our website provides rich, relevant information of what is Australian made and where to find it, bringing shoppers to our licensees."

Banner Advertising



Skyscraper Banner (240 x 400)

Banners run on the three section of the website; Consumer, Business and Resource Centre and on the Search Result pages. There are five rotating positions within each placement.

Hints and tips for banner advertising:

- Banner creative or design plays a crucial role in the overall effectiveness of the response of a campaign
- Your banner needs to be engaging and eye catching in order to grab the shopper's attention
- Your offer needs to be loud and clear
- Your offer needs to be strong enough to prompt further interest from the shopper

To Advertise

Advertising is easy! To get involved and book your placement, just give us a call on **1800 350 520** or send us an email at info@australianmade.com.au