

# MEDIAKIT



## Plumbing & Painting

TRAINING AND APPRENTICE EMPLOYMENT

# MEDIAKIT

## MONTHLY E-NEWSLETTER

**MPA Skills' e-newsletter is distributed monthly to host employers, apprentices, students and industry partners (1150 in total).**

The MPA SKILLS e-newsletter informs host employers and apprentices on the following topics:

- Plumbing and gasfitting industry issues
- Updates on rules and regulations
- Work, Health & Safety obligations and updates
- Award wage rates updates
- Updates on tax obligations
- Marketing and quoting updates
- Events news
- New products and specials from our Industry Partners
- Available plumbing courses and training

Electronic newsletters deliver written messages. However, there are a few advantages as oppose to distributing paper letters:

- Email is fast
- Instant information for our audience
- Downloadable fulfilment pieces and links to other websites and promotion flyers, landing pages, are instantly accessible

## E-NEWSLETTER ADVERTISING OPTIONS

POSITION	COST (GST EXCLUDED)	MATERIAL SPECIFICATIONS
Prime spot banner at the top of the e-newsletter*	\$500	Banner in jpg format h 100 x w 600 pixels + link to website or promotion flyer
Banner at the bottom of the e-newsletter	\$250	Banner in jpg format H 100 x w 600 pixels + link to website or promotion flyer
Standard frame in the e-newsletter	\$300	Spiel of about 30 words + image in jpg format + link to website or promotion flyer

\*The prime spot is required to alternate so that each edition has a different appearance.

**The opening rate of the monthly plumbing e-newsletter is on average: 52%**

# MPA SKILLS

## E-NEWSLETTER ADVERTISING AGREEMENT

Please fill in and email back to Petra Wouters [petraw@mpaskills.com.au](mailto:petraw@mpaskills.com.au)

PUBLICATION DATE	POSITION	COST (GST EXCLUDED)	PUBLICATION DATE	POSITION	COST (GST EXCLUDED)
March 2021			April 2021		
May 2021			June 2021		
July 2021			August 2021		
September 2021			October 2021		
November 2021			December 2021		

**20% off when purchasing quarterly or for back to back months**

Please note that material submission is required 7 days before the publication date!

### BOOKING DETAILS

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address for invoicing: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total cost (exclusive of GST): \$ \_\_\_\_\_

I am authorised to sign this document on behalf of the company: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

# WEBSITES

## MPA SKILLS PLUMBING WEBSITE: [PLUMBING.MPASKILLS.COM.AU](https://plumbing.mpaskills.com.au)

### WEBSITE ADVERTISING OPTIONS:

POSITION	1 SPOT FOR 1 MONTH	1 SPOT FOR 12 MONTHS	MATERIAL SPECIFICATIONS
Big banner on Industry Partners and Sponsors page <a href="https://plumbing.mpaskills.com.au/industry-partners/">https://plumbing.mpaskills.com.au/industry-partners/</a>	\$500	\$5,000 (excl GST)	Banner in jpg format w 1000 x h 280 pixels + link to website or promotion flyer
Banner on any other page on the website, down the bottom of the page	\$250	\$1,000 (excl GST)	Banner in jpg format w 1000 x h 100 pixels + link to website or promotion flyer

## MPA SKILLS LABOUR FORCE WEBSITE: [LABOURFORCE.MPASKILLS.COM.AU](https://labourforce.mpaskills.com.au)

### WEBSITE ADVERTISING OPTIONS:

POSITION	1 SPOT FOR 1 MONTH	1 SPOT FOR 12 MONTHS	MATERIAL SPECIFICATIONS
Big banner on Industry Partners and Sponsors page <a href="https://plumbing.mpaskills.com.au/industry-partners/">https://plumbing.mpaskills.com.au/industry-partners/</a>	\$500	\$5,000 (excl GST)	Banner in jpg format w 1000 x h 280 pixels + link to website or promotion flyer
Banner on any other page on the website, down the bottom of the page	\$250	\$1,000 (excl GST)	Banner in jpg format w 1000 x h 100 pixels + link to website or promotion flyer
Advert on Jobs Board page	\$50 (excl GST)	\$500 (excl GST)	Spot of approximately 50 words and link to website

# MPA SKILLS

## WEBSITE ADVERTISING AGREEMENT

Please fill in and email back to Petra Wouters [petraw@mpaskills.com.au](mailto:petraw@mpaskills.com.au)

2021	PLUMBING WEBSITE	LABOUR FORCE WEBSITE	COST (GST EXCLUDED)	2021	PLUMBING WEBSITE	LABOUR FORCE WEBSITE	COST (GST EXCLUDED)
	Page?	Page?			Page?	Page?	
March 2021				April 2021			
May 2021				June 2021			
July 2021				August 2021			
September 2021				October 2021			
November 2021				December 2021			

Please note that material submission is required 7 days before the publication date!

### BOOKING DETAILS

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address for invoicing: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total cost (exclusive of GST): \$ \_\_\_\_\_

I am authorised to sign this document on behalf of the company: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

# SOCIAL MEDIA

## MPA SKILLS SOCIAL MEDIA – FACEBOOK – INSTAGRAM – LINKEDIN

### SOCIAL MEDIA ADVERTISING OPTIONS:

POSITION	COST PER ADVERT	COST PER 12 ADVERTS (PAID IN ADVANCE)	MATERIAL SPECIFICATIONS
Social media post on Facebook – Instagram - LinkedIn	\$250 (excl GST)	\$2,000 (excl GST)	Image in jpg format 800 x 800 px. Text of approx. 20 words and link to website or promotion flyer

# MPA SKILLS

## SOCIAL MEDIA ADVERTISING AGREEMENT

Please fill in and email back to Petra Wouters [petraw@mpaskills.com.au](mailto:petraw@mpaskills.com.au)

2021	FACEBOOK/ INSTAGRAM/ LINKEDIN	COST (GST EXCLUDED)	2021	FACEBOOK/ INSTAGRAM/ LINKEDIN	COST (GST EXCLUDED)
	<b>Number of adverts:</b>			<b>Number of adverts:</b>	
March 2021			April 2021		
May 2021			June 2021		
July 2021			August 2021		
September 2021			October 2021		
November 2021			December 2021		

Please note that material submission is required 7 days before the publication date!

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Position: \_\_\_\_\_

Address for invoicing: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total cost (exclusive of GST): \$ \_\_\_\_\_

I am authorised to sign this document on behalf of the company: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_