



THE IPA WEBSITE IS BEING UPDATED. HERE IS YOUR CHANCE TO BE INVOLVED!

WHAT'S NEW?

The Interior Plantscape Association (IPA) website is a meeting place for small and large businesses, wholesalers and suppliers to connect with other local industry leaders.

With a focus on improving the directory search engine experience on our website – showcasing IPA accredited members and listing non-accredited members – an exclusive advertising campaign is now on offer.

HIGHLIGHTS

- > First touch point for (new) customers who use the site irregularly.
- > Before using the directory, your business is seen.
- > The advertisement will link back to a designated url of your choice; eg. your company website.
- > Starting from \$95 you can have an Ad designed and uploaded for you.
- > Month to month promotional opportunities; ad message can change to whatever you would want it!
- > Choose an ad size that aligns with your marketing budget.
- > Receive a discount when you choose to advertise for consecutive months:
1 month Nil / 2 months -10% / +3 months

ONLINE ADVERTISING PROGRAM

Be seen first by our users as they browse through the website for news, research or suppliers. This is an exclusive opportunity to expose your business prominently to the customer.

Three (3) advertising opportunities are available, determined by size and price to accommodate all marketing budgets.

LAUNCH PRICING GUIDE

GOLD

Large 370 x 200px* Ad space
\$260 / 30 days

PLATINUM

Extra Large 770 x 200px* Ad space
\$320 / 30 days

DIAMOND

Prominent homepage or footer Ad space
\$380 / 30 days

*sizes are approximate at this stage and may vary while remaining to scale

Spaces per month are limited and selling fast. Ad preferences are filled by a first in, first served policy.