

# DTA Web Advertising Rate Card



## Gold Sponsor: 12 month period - 1 Gold Sponsor accepted per year - exclusive

TOTAL COST for 12 months \$9,500

1. 12 month static advertisement prime banner position on Home page (value \$3000)
2. 12 month slider advertisement (2 images alternating with DTA images) at top of News page (value \$1000)
3. 12 month static permanent Prime Banner Position at top of Resources pages (value \$1000)
4. Inclusion of material into annual conference satchel (printed material and/or items) + prime position display throughout conference and awards presentation (value \$600)
5. Trade Directory Prime Linked Logo Entry 50 words with logo linked to your website and link to 1 page info and photo (value \$600)
6. Colour logo on DTA annual conference satchel (value \$3000) (approx. 35 x 110mm branding area for logo depending on satchel chosen - TBC)
7. Half page advertisement in conference printed programme (\$600 value)
8. DTA Award for Excellence share name ( e.g. DTA - Your Company - Award for Excellence) and representative on stage during award presentation (value \$1500)
9. Acknowledgment of sponsorship (verbal and logo on-screen) at cocktail party award celebration
10. 12 month inclusion of B&W logo on DTA workshop flyers (value \$900)
11. Attendance for 2 people at Conference and cocktail party included (\$1200)
12. One relevant article submitted for inclusion in DTA eNewsletter DTA Connections per year (subject to editor's approval) (value \$500)

## Silver Sponsor: 12 month period - max. 6 Silver Sponsors accepted at any one time

TOTAL COST for 12 months \$4,500

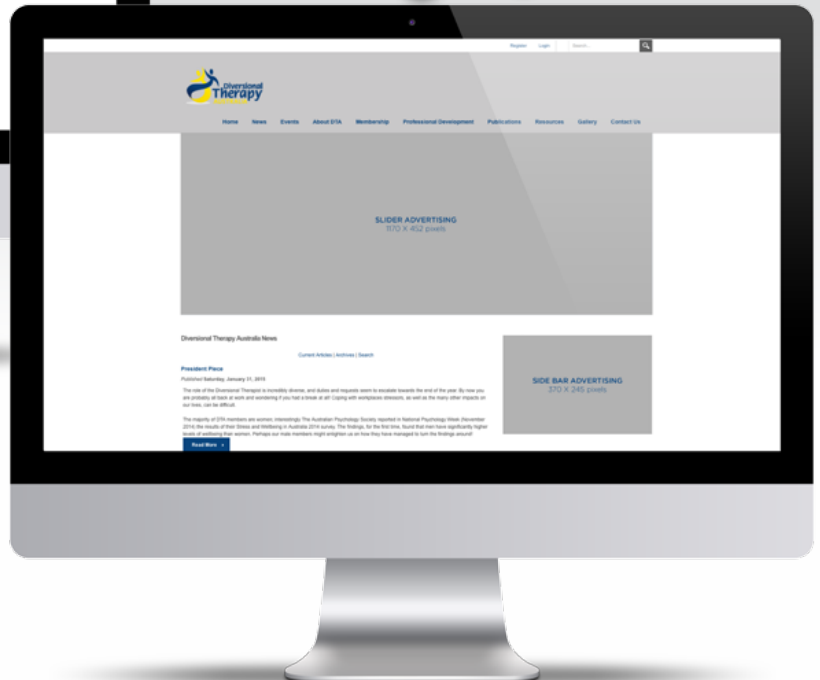
1. 12 month static advertisement on Home page (value\$2000)
2. 12 month Sidebar advertisement on News and Resources pages (value\$1000)
3. Trade Directory Prime Linked Logo Entry 50 words with logo linked to your website and link to 1 page info and photo (value \$600)
4. Inclusion of material into annual conference satchel (printed material and/or items) + display (secondary position) throughout conference and awards presentation (value \$400)
5. Quarter page ad in conference printed programme (value \$300)
6. Acknowledgment of sponsorship (verbal and logo on-screen) at cocktail party award celebration
7. Attendance for 1 person at conference and cocktail party included (value \$600)
13. One relevant article submitted for inclusion in DTA eNewsletter DTA Connections per year (subject to editor's approval) (value \$500)

## Trade Directory entry:

1. Standard Entry - 25 word Product or Service Description per heading \$89/3 month; \$149/6 month; \$299/year
2. Logo Entry - 50 word Product or Service Description with small logo \$109/3 months; \$199/6 months \$369/year
3. Prime Linked Logo Entry - 50 word Product or Service Description with logo linked to your website and READ MORE link to 1 page info and photo \$209/3 months; \$399/6 months \$599/year

**Conditions:** all art to be supplied to specs by sponsor; all material for inclusion to be supplied by sponsor and delivered to address specified. All banners for display at conference to be supplied by sponsor. Paid in advance or by 3 monthly instalments in advance. Acceptance will be on application after approval from DTA Board. DTA Board reserves the right to decline any offer of advertising or sponsorship.

# DTA Web Advertising Specifications



All files to be supplied as either JPEG or PNG static files. Animated GIF or SWF files cannot be accepted. Supplied files are to be set up to these specified sizes. DTA Board reserves the right to decline any advertising they feel is inappropriate.

Advertising and design and artwork services can be supplied by Fluid Marketing Pty Ltd. Please email [scott.holmes@fluidmarketing.com.au](mailto:scott.holmes@fluidmarketing.com.au) or call 0419 140 980 to discuss your needs.

**SLIDER ADVERTISING**  
1170 X 452 pixels

**SIDE BAR ADVERTISING**  
370 X 245 pixels

**GOLD SPONSOR**  
1170 X 325 pixels

**SILVER SPONSOR**  
190 X 190 pixels