

ADVERTISING OPPORTUNITIES 2023

WEBSITE & FLEETDRIVE E-MAGAZINE



AUSTRALASIAN FLEET MANAGEMENT ASSOCIATION

Industry Body

Linking People & Knowledge

Creating Outcomes

afma.org.au info@afma.org.au 03 9866 6056



AfMA – Australasian Fleet Management Association



AfMA is a member based, not for profit, peak industry body for fleet management.

It exists to:

- **Promote** fleet management as a recognised profession
- **Provide** formal and informal education and development
- **Inform** and connect people operating in fleet management
- **Be a source** of information and knowledge
- **Advocate** on behalf of the industry

Our Audience

AfMA's audience is made up of influential decision makers from the fleet industry, ranging from Fleet Managers to CEOs. Readers come from all Australian states and territories, New Zealand and beyond. They represent all levels of government, all industry groups across both the private and not for profit sectors. Our supplier members include most manufacturers, fleet management organisations and suppliers of systems, products and services.



Distribution of FLEETDRIVE and Website Traffic

FLEETDRIVE e-Magazine



- 6 issues per year
- Reaches over 7,000 users per issue
- Distributed to AfMA Members, subscribed readers and AfMA LinkedIn followers across Australia, New Zealand and beyond

AfMA Website

- AfMA's website receives over 11,000 page views a month
- Advertisements appear on most pages of the website
- Advertisements rotate between a maximum of 7 paid advertisers
- Depending on your package your advert may receive over 70,000 impressions per month



Opportunity (Size/Price/Specifications)



FLEETDRIVE e-Magazine

¼ PAGE STRIP ADVERT 210mm (w) x 78mm (h)

- \$645 per issue (Member pricing \$495)

½ PAGE STRIP ADVERT 210mm (w) x 148.5mm (h)

- \$1,235 per issue (Member pricing \$950)

FULL PAGE STRIP ADVERT 210mm (w) x 297mm (h)

- \$2,535 (Member pricing \$1,950)

EDITORIAL STORY (300-600 words)*

- Normally \$2,535 (Member pricing \$1,950)

*All stories will also be republished on AfMA's news website

Prices exclude GST

AfMA Website

SUPPLIER BANNER 728 X 90

- \$2,075 per calendar month (Member pricing \$1,595)
- Located on the top and bottom of most web pages
- Rotates between corporate partners every 5 seconds
- Over 70,000 impression/per month

VIP SUPPLIER ADVERT 300 X 250

- \$1,625 per calendar month (Member pricing \$1,250)
- Located on upper side bar of most web pages
- Rotates between maximum 7 suppliers every 5 seconds
- Over 60,000 impression/per month

COMPLIMENTARY MEMBER ADVERT 300 X 250

- FREE with the purchase of annual membership
- Located on lower side bar of most web pages
- Rotates between AfMA supplier members every 5 seconds (no maximum of suppliers featured)
- Over 30,000 impression/per month

Notes

1. Artwork must be provided as PDF High-Res files with no trim or crop marks by due date
2. Artwork received after deadline will appear in next issue
3. Provide an active click through link if required
4. Editorials must be submitted as Word documents and include a logo and a High-Res featured image (JPG, EPS, or PNG format)

Notes

1. Artwork must be provided as JPG/PNG or EPS High-Res files with no trim or crop marks by due date
2. Artwork received after deadline will appear for less than a calendar month without refund
3. Provide an active click through link if required

Booking Form



Send completed form to info@afma.org.au

If you have any questions, please call the office on 03 9866 6056

Name		Title	
Organisation		Order Number	
Telephone		Mobile	
Email Address			

FLEETDRIVE							WEBSITE			TOTAL	
2023 Issue Date*	Issue Theme	Artwork Deadline	¼ Page Member - \$495 Non-Member - \$645	½ Page Member - \$950 Non-Member - \$1,235	Full Page Member - \$1,950 Non-Member - \$2,535	Editorial Member - \$1,695 Non-Member - \$2,070	Month (circle)^	Advert \$1,250 Non-Member - \$1,625	Banner \$1,595 Non-Member - \$2,075		
Issue 39 - Feb.	TBA	4 th February					January - February				
Issue 40 - Apr.	TBA	22 nd April					March - April				
Issue 41 - Jun.	TBA	13 th June					May - June				
Issue 42 - Aug.	TBA	9 th August					July - August				
Issue 43 - Oct.	TBA	27 th September					September- October				
Issue 44 - Dec.	TBA	18 th November					November - December				
*Issue date subject to change at AfMA's discretion ^Website advert required 3 days prior to 1st of the month									Prices exclude GST	Total	

Terms & Conditions

- Artwork placement within FleetDrive is allocated internally by editorial staff
- An order number must be provided with booking
- An invoice will be sent once bookings have been made and confirmed
- Payment terms are strictly 30 days from invoice date
- Bookings are non-refundable
- Advertising artwork is the responsibility of the advertiser