

# ADVERTISING OPPORTUNITIES 2024

## WEBSITE & FLEETDRIVE E-MAGAZINE



AUSTRALASIAN FLEET MANAGEMENT ASSOCIATION

### Industry Body

### Linking People & Knowledge

### Creating Outcomes

The image displays three covers of the FleetDrive e-magazine. The first cover, titled 'Strategic Focus', features a hand pointing at a glowing car icon with various icons above it. The second cover, titled 'Emerging Technology in Fleet', shows a person wearing a VR headset. The third cover, titled 'Safety on All Sides of the Wheel', depicts a hand interacting with a futuristic car dashboard. Each cover includes the AFMA logo and the title 'FLEETDRIVE'. Below the covers are logos for AFMA, PEDDERS (SUSPENSION & BRAKES), and AUTOROLA. The bottom right corner also features logos for GEOTAB, Red8 (DRIVING CONFIDENCE), and AMPOL.

# 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 ADVERT 210mm (w) x 148.5mm (h)

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

### FULL PAGE 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**

#### 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)

## 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
- Can be a high-resolution jpeg or gif file 728 x 90 px
- Rotates between corporate partners every 6 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
- Can be a high-resolution jpeg or gif file 300 x 250 px
- Rotates between maximum 7 suppliers every 6 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
- Can be a high-resolution jpeg or gif file 300 x 250 px
- Rotates between AfMA supplier members every 6 seconds (no maximum of suppliers featured)
- Over 30,000 impression/per month

#### 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](mailto: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	
2024 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 45 - Feb.	What's New in 2024	8 <sup>th</sup> February					January - February				
Issue 46 - Apr.	Electric Vehicles	18 <sup>th</sup> April					March - April				
Issue 47 - Jun.	Supplier Focus	14 <sup>th</sup> June					May - June				
Issue 48 - Aug.	Safety	9 <sup>th</sup> August					July - August				
Issue 49 - Oct.	Technology	18 <sup>th</sup> October					September- October				
Issue 50 - Dec.	Year-End Wrap Up	13 <sup>th</sup> December					November - December				
<small>*Issue date subject to change at AfMA's discretion                      ^Website advert required 3 days prior to 1st of the month</small>									<b>Prices exclude GST</b>	<b>Total</b>	

## 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