



## e-Promoting to the protected cropping industry

While advertising in PCA's quarterly Soilless Australia magazine remains the most successful way to reach people in the protected cropping industry in a targeted and cost-effective manner there are additional advertising opportunities. If you wish to reach growers between the seasonal magazine publication dates, you may wish to consider advertising in PCA's e-newsletter *Undercover*, or commercial email-outs.

### Undercover - e-newsletter block advertising

*Undercover* is published monthly and distributed to all members.

¼ page advertisements are available at the following rates (plus gst):

**PCA Corporate Member \$200**

**Not for Profit/Educational Institution \$400**

**PCA Individual Member \$300**

**Commercial Non-member \$500**

*Specifications - Advert size – 190mm wide x 80mm deep. Art to be supplied in pdf.*

### Commercial e-mailouts

A4 sized stand-alone e-mailouts can be sent to all members at the following rates (plus gst):

**PCA Corporate Member \$200**

**Not for Profit/Educational Institution \$400**

**PCA Individual Member \$300**

**Commercial Non-member \$500**

*All e-mailouts will carry a disclaimer that clarifies that the document is being published on a commercial basis and that distribution to members does not signify PCA endorsement of the promoting organisation or its products and services.*

*There will be a limit of one commercial e-mailout distributed per month. Art to be supplied in pdf.*

### Commercial e-mailout/Undercover e-news Package

Package rate for one e-mailout and one e-newsletter promotional block within a 4-week timeframe (plus gst):

**PCA Members: Corporate \$300**

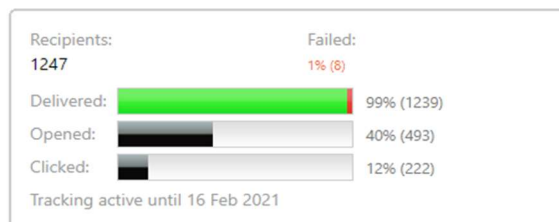
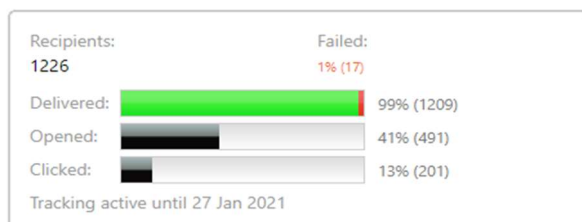
**Not for Profit/Educational Institution \$700**

**Individual \$500**

**Commercial Non-member \$900**

*There will be a limit of one commercial e-mailout distributed per month. Art to be supplied in pdf.*

### PCA e-promotion statistics



### Bookings and queries:

PCA Secretariat – [protectedcropping@asnevents.net.au](mailto:protectedcropping@asnevents.net.au) or phone 03 8560 4391