



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

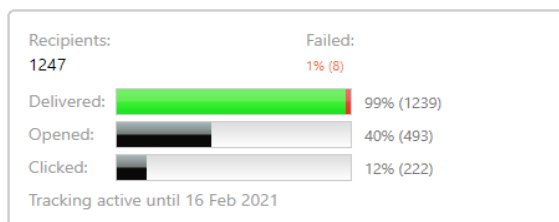
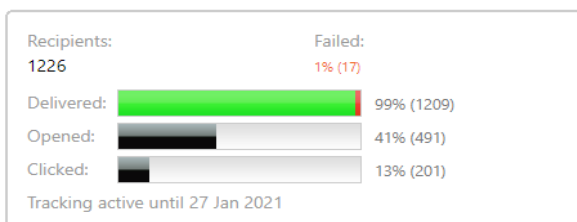
Not for Profit/Educational Institution \$700

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 or phone 03 8560 4391