

Active Launceston Website Rate Card

Overview

Active Launceston is a community driven partnership with the vision of improving the health and wellbeing of the Launceston community through physical activity.



www.activelaunceston.com.au

Why Advertise With Us?

The Active Launceston website works as a health and wellbeing resource which is used by community members, sporting groups, fitness professionals, government agencies and not for profit community organisations. The website is a 'one stop shop' for local physical activity information, events and referrals. Advertising on the site is an opportunity to promote your business to network of people who are already in the market for ways to be active. **The site averages approximately 500 visits per week while programs are running.**

Advertisement Requirements

- The advertisement must be provided in jpeg format.
- The advertisement is full colour, 300 x 250 pixels. Approx. 77mm x 64mm, depending on screen size.

Are You Eligible to Advertise With Us?

Active Launceston will accept advertising proposals from;

- Medical practitioners,
- Allied health practitioners,

- Sports clubs, gyms, fitness and yoga centres
- Retail outlets that sell sporting and physical activity equipment and/or clothing i.e. sports shops, bike shops etc.
- Other individuals and/or business that promote or support the goal of Active Launceston.

Regulations

- Active Launceston may exclude or request amendments to any advertisement submitted.
- Active Launceston is not responsible for developing any advertisement artwork.
- We do not accept animated files i.e. flash.
- Advertisements must comply with the regulations and ethical standards of the Advertising Federation of Australia www.afa.org.au
- Active Launceston or its partners will not be held responsible or accept liability for any issues that arise in relation to advertising on their website.

How to Submit a Proposal

A proposal addressing the following criteria, along with the advertisement, must be emailed to Hayden.Fox@healthytasmania.com.au.

1. Name of Organisation
2. Contact Details
3. How does your service, organisation or business relate to the goal of Active Launceston (see www.activelaunceston.com.au for more info)

Fees and Payment

The advertisement fee is \$300 per 6-month period.

Please note: This fee may be reviewed at any time.

Please contact us to arrange best payment option

Hayden.Fox@healthytasmania.com.au.