



AUSTRALASIAN FLEET MANAGEMENT ASSOCIATION

Advertising Opportunities

Website &
FleetDrive e-Magazine



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 includes those responsible for Fleet Management within their organisation from administration through to those executing the strategy and the ultimate decision makers
- We reach all levels of government, private corporations and not for profit organisations operating across most industry verticals within Australia, New Zealand and South East Asia
- 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

- 5 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 30,000 page views a month
- Advertisements appear on most pages of the website
- Advertisements rotate between a maximum of 7 paid advertisers
- Your advert will receive over 35,000 views a month

Opportunity (Size/Price/Specifications)



FleetDrive e-Magazine

¼ Page Strip Advert 210mm (w) x 78mm (h)

- \$495 per issue

½ Page Strip Advert 210mm (w) x 148.5mm (h)

- \$950 per issue

Full Page Strip Advert 210mm (w) x 297mm (h)

- \$1,950 per issue

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

Website

Corporate Partner Banner 728 x 90

- \$2,500 per calendar month (can change monthly)
- Located on the top and bottom of most web pages
- Rotates between corporate partners every 5 seconds
- Over 45,000 views a month

Supplier Advert 300 x 250

- \$1,250 per calendar month
- Located on upper side bar of most web pages
- Rotates between maximum 7 suppliers every 5 seconds
- Over 35,000 views a month

Supplier Member Advert 300 x 250

- \$1,000 per calendar month (Free with annual membership, can change quarterly)
- Located on lower side bar of most web pages
- Rotates between AfMA supplier members every 5 seconds
- Over 35,000 views a 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 for less than a calendar month without refund
3. Provide an active click through link if required

Booking Form

- Send completed form to daniel.braid@afma.net.au
- Discounts are available for multiple bookings
- Contact Daniel Braid (03) 0966 6056 if you have any questions



| | |
|---------------|--------------|
| Name | Title |
| Organisation | Order Number |
| Telephone | Mobile |
| Email Address | |

| FLEETDRIVE | | | | | | WEBSITE | | TOTAL |
|------------|-------------|------------------|--------------|--------------|-------------------|---------------------|--------------------------|-------|
| Issue | Issue Date* | Artwork Deadline | ¼ Page \$495 | ½ Page \$950 | Full Page \$1,950 | Input Desired Month | Upper Right Side \$1,250 | |
| 2017 - 10 | 30/11/17 | 23/11/17 | | | | | | |
| 2018 - 11 | 28/02/18 | 14/02/18 | | | | | | |
| 2018 - 12 | 30/05/18 | 16/05/18 | | | | | | |
| 2018 - 13 | 31/07/18 | 17/07/18 | | | | | | |
| 2018 - 14 | 30/09/18 | 16/09/18 | | | | | | |
| | | | | | | Price's exclude GST | Total | |

*Issue date subject to change at AfMA's discretion

^Website advert required 3 days prior to 1st of the month

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

Valid as at Nov 2017