IPWEA Australasia is committed to providing its members with high quality, relevant content, accessible across a range of platforms.

Through the latest in digital solutions and smart native advertising opportunities, we can connect your brand, services and products with a targeted and engaged audience in this trusted environment.

INDEPENDENT, INDUSTRY CONTENT.
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Who are we?

The Institute of Public Works Engineering Australasia (IPWEA) is the peak association for infrastructure asset managers and professionals who deliver public works and engineering services.

Who are our readers?

- We have an online community of 39,000 IPWEA members.
- There are more than 4,750 IPWEA members.
- 94% find our content to be interesting and relevant.

What sector are they in?

- 60% work in the Public Sector.
- 40% work in the Private Sector.
intouch e-newsletter reaches 20,000 subscribers. Published monthly, intouch provides IPWEA’s online community with timely content that is tailored specifically to the recipient, based on the topics of most interest to them.

DIGITAL NEWSLETTER
1 issue per month
Readership: 20,000
Average open rate: 40%.

RATES PER ISSUE
Position 1: Leaderboard: $1,650 + GST
Position 2: Med-Rec: $1,375 + GST
Video: $1,650 + GST
Sponsored Posts: 80 words plus image and link
inside article: $2,200 + GST
FLEET intouch is IPWEA’s dedicated monthly e-newsletter for all things fleet and plant. 
Sent to a niche audience who live and breathe Fleet, FLEET intouch includes expert commentary, entertaining columns and the latest news.

**DIGITAL NEWSLETTER**
1 issue every 2 months  
Readership: 1,700  
Average open rate: 20%.

**RATE PER ISSUE**
Position 1: Leaderboard $880 + GST  
Position 2: Med-Rec $550 + GST  
Video: $880 + GST  
**Sponsored Posts:** 80 words plus image and link to insite article: $1,250 + GST
Sponsored Content:
Use the trusted environment of the IPWEA content platforms to share your own useful, engaging and informative content such as research and case studies. This medium provides a great opportunity to show leadership and expertise in your sector.

Advertorial:
This is your chance to talk directly about your products and services. You can include call to actions, logos and contact details.

RATES
Leaderboard* – 100% SOV: $1,320 + GST for 2 weeks ROS
Med-Rec* – 100% SOV: $1,100 + GST for 2 weeks ROS
Article: $1,045

*ROS - Ad will appear on the entire site, not sold by section.
Artwork Specifications

**INTOUCH E-NEWSLETTER**

<table>
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<th>Artwork Requirement</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>600 x 75 pixels</td>
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<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
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<tr>
<td>Video</td>
<td>MP4 video no longer than 2 minutes</td>
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**INSITE**

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<tr>
<td>Medium Rectangle</td>
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</table>

**ARTWORK REQUIREMENTS**

**FORMAT:** JPG, GIF, OR PNG, 72dpi, web-optimised, maximum size of 75kb

All files should use web-safe colours. Animated gifs are acceptable but not flash files. If supplying an animated gif, please include all key information on the first panel and supply a static image as a safeguard against unsupported browsers.

**RATES PER ISSUE**

**Position 1:** Leaderboard: $1,650 + GST
**Position 2:** Med-Rec: $1,375 + GST
**Video:** $1,650 + GST
**Sponsored Posts:** 80 words plus image and link to insite article: $2,200 + GST

**RATES**

**Leaderboard** – 100% SOV: $1,320 + GST for 2 weeks ROS
**Med-Rec** – 100% SOV: $1,100 + GST for 2 weeks ROS
**Article:** $1,045

*SROS - Ad will appear on the entire site, not sold by section.*
Advertising and Editorial Enquiries

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