

Advertising on websites and in publications

Introduction

This note sets out a general policy for the sale of advertising on the Bioenergy Association websites and in the Bioflash newsletter and publications. Non members can advertise but the priority is for members.





The Association undertakes significant advocacy work at conferences, webinars and media statements and the resulting enquiries are directed to the specific websites. In order to generate income the Association sells advertising. Advertising gives extensive promotion to a wide range of people interested in bioenergy products or services.

Advertising on the websites

Association websites are the primary source of information on waste-to-energy/biogas, wood fuel, and liquids biofuels & co-products in New Zealand and Australia.

The websites are presented as portals for New Zealand and Australia information so that high numbers of visits are generated and each is structured so as to draw the visitor’s attention to the capabilities and products available from members. The websites have a high daily visitor rate (averaging 70-100 visits per day) and achieve high ranking in search engines (generally features in the first page of a search).

Members have a wide range of different expertise and experience so that any job can be undertaken. Members and non-members may promote services and capabilities according to their category levels on the association’s website pages as follows:

	<p>Contact an Expert listing on the Bioenergy Association website www.bioenergy.org.nz/contact-expert search the ‘Contact an Expert’ directory To seek the right person.</p>
	<p>Biogas Equipment Catalogue www.biogas.org.nz/biogas-equipment-catalogue A Bioenergy Association Interest Group website</p>
	<p>Liquid Biofuels & Co-products Equipment Catalogue www.liquidbiofuels.org.nz/liquid-biofuels-equipment-catalogue. A Bioenergy Association Interest Group website</p>
	<p>Wood Energy Equipment Catalogue www.usewoodfuel.org.nz/wood-equipment-catalogue A Bioenergy Association Interest Group</p>



Bioenergy Facilities Directory

www.bioenergyfacilities.org.nz

The Bioenergy Association Facilities directory is a comprehensive source of information on bioenergy projects in operation New Zealand, and to projects developed by New Zealand based companies.

Advertising requests should be directed to admin@bioenergy.org.nz. Prices shown are GST excl.

In general, it is expected that advertising will focus on the placing of an advert image or a brand owner's logo in a publication or on the websites. Links from the advert will take the viewer either to the advertiser's profile (for members) or directly to their website (for non-members). Pricing has been developed on that basis.

The Association will consider text and advertisement images requests for:

- jobs
- sale of goods and services
- dedicated mail outs using the association's contact database.

Figure 1 below shows how your advertisement would appear on the main Association website or in any of its outreach specific topic websites. The advertisement would sit on the right-hand side of the webpage and measure 246 pixels x 222 pixels or approximately 6.5cm (h) x 5.8cm (w).

The screenshot shows the Wood Energy website interface. At the top is the logo and a search bar. Below is a navigation menu with links like Home, Wood fuels, Residential heat, Fuel supply, Contact an expert, Wood in action, Publications & resources, and Contact us. The main content area is titled 'Wood fuels' and includes a 'View' and 'Edit' button. The text below discusses the Wood Fuel Interest Group's work. On the right side, there are two advertisement boxes: one for 'Purchase wood fuel from Accredited Wood Fuel Suppliers' with a 'Click to view list' link, and another for 'Are you using Registered Wood Energy Advisors to assist you?' also with a 'Click to view list' link.

Fig. 1: Example of advertising on the websites

The costs of placing an advertisement on our websites are laid out in *Table 1* below. We would be happy to discuss advertising packages that best suit your needs.

Table 1: Advertising rates for the websites:

Location	Cost (members)	Cost (non-members)	Size (h) x (w)
* Any website secondary pages and Bioenergy Facilities Directory (As shown in Fig 1)	\$200+GST for 3 months (min period)	\$350+GST for 3 months (min period)	Advert image or logo (246 x 222 pixels or 6.5 x 5.84cms)
	\$300 +GST for 6 months (min period)	\$450+GST for 6 months (min period)	Advert image (246 x 222 pixels or 6.5 x 5.84cms)
Any website Homepage (As shown in Fig 1)	\$400 +GST for 3 months (min period)	\$550+GST for 3 months (min period)	Advert image or logo (246 x 222 pixels or 6.5 x 5.84cms)
	\$500 +GST for 6 months (min period)	\$750+GST for 6 months (min period)	Advert image (246 x 222 pixels or 6.5 x 5.84cms)

* Location will be discussed with the advertiser so that placement is to the best advantage of their specific product or service.


Advertising at Events

Advertising at our workshops and conferences is typically through sponsorship of the event itself. Sponsorship can be for catering at morning, lunch or afternoon breaks or for social activities depending on the nature of the event.

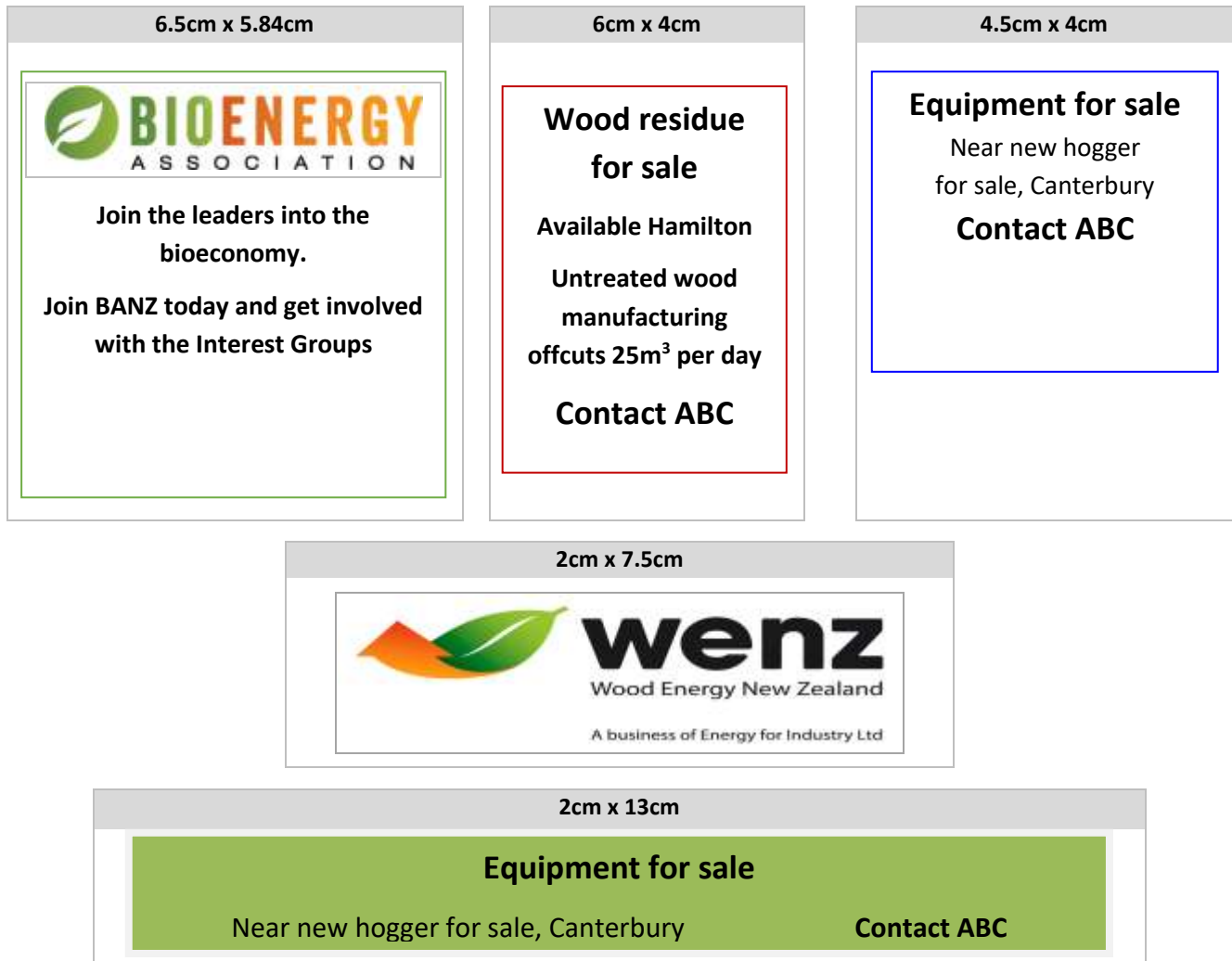
Display space is also available. Interested suppliers should contact executive@bioenergy.org.nz or the event organiser prior to the event to discuss their requirements. Detailed information on sponsorship and display space options are in 'BPP16 Sponsorship displays and posters at Bioenergy Association events' document found on the Bioenergy Association website here www.bioenergy.org.nz/promote-yourself-with-us.

Advertising in the Bioflash newsletter

The Bioflash newsletter is published on average 10 times per year. Generally, the newsletter is issued as and when there is news or information to report to members. The Bioflash does not have a set publication date, which enables advertising requests to be accommodated where possible.

Bioflash newsletter sample	Advertising rates for the newsletter.		
	Size (h) x (w)	Cost (members)	Cost (non-members)
	Advert image (4.5cm x 4cm or 2cm x 7.5cm); (as shown overleaf) Prominent placing	\$75+GST for one issue	\$100+GST for one issue
	Advert image (6cm x 4cm or 2cm x 13cm); (as shown overleaf) Prominent placing	\$100+GST for one issue	\$150+GST for one issue
	Advert image (4cm x 4cm or 2cm x 7.5cm); (as shown overleaf). Prominent placing	\$200+GST for 10 issues	\$300+GST for 10 issues
	Advert image (6cm x 4cm or 2cm x 13cm); (as shown overleaf) Prominent placing	\$300+GST for 10 issues	\$400+GST for 10 issues
	Other sizes, multiple entries and additional text /sound-bite / promotional text to accompany the logo	Prices available on request.	
	<p>Fig. 2: Bioflash advertising rates</p>		

Following are sample advert image sizes (HxW) for publication in the Bioflash newsletter



Most issues of the Bioflash are sent free to selected non members when there are items of specific interest which we wish to bring to their attention. Approximately 680 individuals received each issue of the Bioflash. The total number of contacts within New Zealand and Australia who have indicated an interest in bioenergy and may be approached on a specific item is around 2800 and growing.

Contact admin@bioenergy.org.nz for upcoming Bioflash publication dates, there is reasonable flexibility in the timetable to meet any specific needs. The association welcomes news about specific services or products. There is no cost for placing a news piece or article in the Bioflash newsletter.

Job adverts, dedicated mail outs and other advertising

The Bioenergy Association is keen to support its Members promote vacancies and project successes. Position vacancies can be advertised through the website, and Bioflash newsletter. Text is limited to 200 words for employment opportunities.

Bioenergy Association website	one month placement, includes company logo, position and contact details	\$200+GST (Members), \$300+GST (non-members)
Supplement to Bioflash	sent out once	\$350+GST (Members), \$500+GST (non-members)