

Sale of Advertising space on the websites and publications

The Bioenergy Association websites are the primary source of information on biogas, wood fuel, and liquids biofuels in New Zealand and Australia.

The websites have a high daily visitor rate (average 70-100 visits/day) and achieve high ranking in search engines (generally features in the first page of a search). Advertising on the websites gives advertisers extensive promotion to a wide range of people interested in bioenergy products or services.

This note sets out a general policy for the sale of advertising on the Bioenergy Association websites and publications.

Introduction

In order to generate income the Bioenergy Association sells advertising space on its websites as follows:

Association website

- Main website - www.bioenergy.org.nz

Outreach specific topic websites

- Liquid biofuels - www.liquidbiofuels.org.nz
- Biogas - www.biogas.org.nz
- Wood energy - www.usewoodfuel.org.nz
- Bioenergy Projects Directory - www.bioenergyprojects.org.nz

Advertising space is also available in the regular Bioflash newsletter, and in promotion material associated with the Association's workshops and events.

Members may promote their services and capabilities in the Who's Who listing on the website and each of the outreach websites have respective equipment catalogues and specific specialist directories where members and non-members may advertise their products and services.

The websites are widely promoted as portals to all New Zealand and Australian information on the specific topic. The association undertakes significant advocacy work (at conferences and through webinars and media statements) and resulting enquiries are directed to the specific websites. The websites are presented as portals to 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. Non members can advertise but the priority is for members.

Requests for advertising space should be made to admin@bioenergy.org.nz. All rates shown are exclusive of GST.

Advertising permitted

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). The following pricing has been developed on that basis.

The Association will consider text and advertisement images for:

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

Events

Advertising at our workshops and conferences is typically through sponsorship of the event itself, for example, sponsoring for catering at morning, lunch or afternoon tea or for social activities depending on the nature of the event.

Display space is also available. Interested suppliers should contact events@bioenergy.org.nz with requests or contact the event organiser prior to the event to discuss their requirements. Detailed information on sponsorship and display space options are in *BPP16 Event sponsorship, posters and displays*.

Website

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).

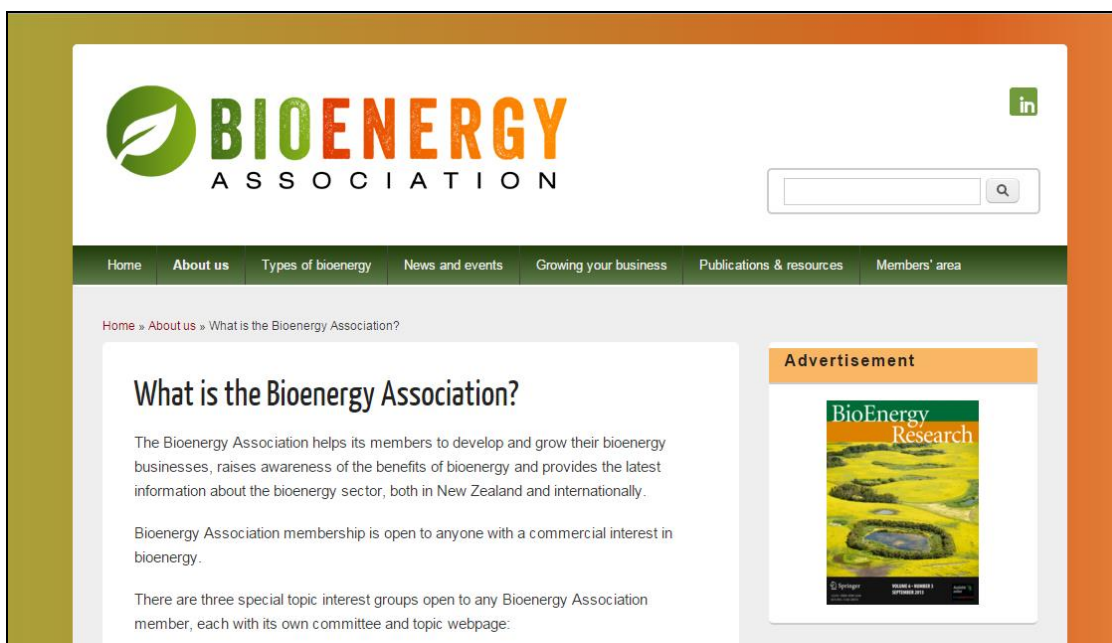


Figure 1: Example of advertising on the websites.

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.

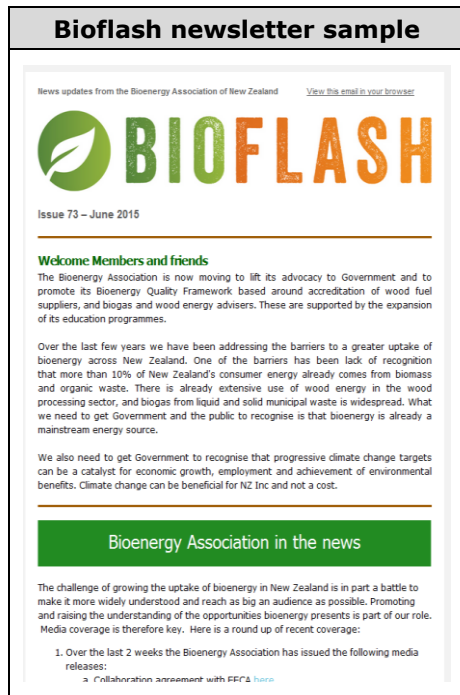
Table 1: Advertising rates for the websites:

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

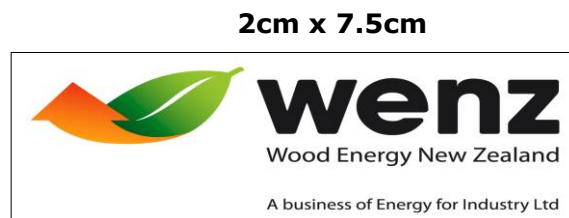
Newsletter

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.



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

The diagrams (below and overleaf) show samples of the advert image sizes (h x w) for publication in the Bioflash Newsletter.



2cm x 13cm

Equipment for sale

Near new hogger for sale, Canterbury

Contact ABC

Most issues of the Bioflash is also 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 the editor at editor@bioenergy.org.nz for upcoming publication dates for the Bioflash. There is reasonable flexibility in the publication timetable to meet any specific needs.

Bioenergy Association also welcomes news about specific services or products. Contact the editor at editor@bioenergy.org.nz if you have a story that you wish to get included. There is no cost for placing a news piece or article in the 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.

A one month advertisement including company logo, position and contact details has the following costs:

Bioenergy Association website	one month placement	\$200 (Members), \$300 (non-members)
Supplement to Bioflash	sent out once	\$350 (Members), \$500 (non-members)

Our Members get a number of free listings for their services and products in the "Contact an Expert" and "Equipment Catalogue" webpages. See membership details for free listings for members.