



# Advertising Opportunities with LGPro

LGPro provides information on our programs, events and activities and the latest developments in the sector through a number of publications. Taking advertising space in these publications is an ideal way for organisations to increase their profile with people working in the Local Government sector.

This document outlines a list of the LGPro publications and the cost of advertising in each.

We are happy to offer a discounted rate to organisations wanting to advertise in more than one LGPro publication.

# PUBLICATIONS

## Profile magazine

This full colour, A4 sized magazine is produced quarterly for all LGPro members (Council, Individual and Corporate). It is distributed in March, June, September and December each year as a digital publication. Profile ranges in size from 36 to 44 pages.

AD TYPE	SPECIFICATIONS (3 mm bleed)	RATES (incl. GST)	
		Corporate Partners	Non Corporate Partners
Full page inside cover	210mm W x 297mm H	\$1,200	\$2,400
Full page inside	210mm W x 297mm H	\$960	\$1,920
Half page	210mm W x 135mm H	\$600	\$1,200
Quarter page	90mm W x 125mm H	\$320	\$640

- **Discounts** are offered for multiple insertions
- **Finished artwork** for advertisements is required in a PDF format
- **Deadline** for finished artwork is due four weeks prior to the publication date (ie: 1 February, 1 May, 1 August and 1 November)
- **Receive** a 50% discount on a full page advertisement in one edition of Profile each year

## Awards for Excellence advertising

The annual LGPro Awards for Excellence encourage and reward professional excellence across all areas of Local Government. The winners and finalists of the awards are featured in an LGPro Yearbook publication which also acknowledges other award winners, plus graduates of key LGPro programs during the year.

This publication is provided to 500 plus attendees at the LGPro Annual Conference Dinner and is also distributed to 79 Councils in Victoria, award entrants, winners and sponsors and to our broader network of key decision makers and agencies within the sector.

AD TYPE	SPECIFICATIONS (3 mm bleed)	RATES (incl. GST)	
		Corporate Partners	Non Corporate Partners
Full page inside	210mm W x 297mm H	\$1,100	\$2,200
Half page	210mm W x 125mm H	\$600	\$1,200
Quarter page	90mm W x 125mm H	\$325	\$650

- **Previous** advertisers in this publication are eligible for a 10% discount
- **Finished artwork** for advertisements is required in a PDF format
- **Deadline** for advertisements in the 2018 publication are due mid December 2017

# E-NEWS

## Your Sector Your News

This electronic newsletter is emailed out fortnightly and contains the latest LGPro news and details on upcoming events, along with broader news relevant to our members and the sector. It goes to around 7,000 people working in the sector and also to organisations associated with Local Government or to people who have attended an LGPro activity.

AD TYPE	SPECIFICATIONS	RATES (incl. GST)	
		Corporate Partners	Non Corporate Partners
Footer Banner	520 pixels W x 120 pixels H	\$200	\$400

- o **Finished artwork** must be in these formats: JPG, GIF or PNG. All colours saved in RGB for web
- o **Finished art** is required one week prior to publication date

## Advertising benefits for LGPro Corporate Partners

**In addition to a discount on the advertising outlined here, all LGPro Corporate Partners are entitled to the following complimentary advertising benefits as part of their Corporate Partnership:**

- An advertisement on the LGPro website under the Learn More About our Corporate Partners page
- A quarter page advertisement in the Corporate Partners Directory in the March and December Profile each year
- A banner advertisement in our e-Newsletter that is rotated during the year among Corporate Partners who submit an advertisement
- A case study on the 'Corporate Partners working with Local Government' page of our website
- Two opportunities over a 12 month period to highlight a new service, program or research that may be of interest to the sector in the Corporate Offerings section of our e-Newsletter
- A welcome to new Corporate Partners including your company name and profile of up to 75 words and a link to your company website in our e-newsletter

**If you would like to discuss any of these opportunities further please contact Vicki Amiguët, LGPro Manager Communications and Sponsorship**

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