

Aussie Painting Contractor



Ad Kit



An advertisement with *HomePaintersInfo.com* and *Aussie Painting Contractor* is a message that speaks directly to the people who make the industry – The Painters

Your Partners in Painting

Home Painters Info.com

HomePaintersInfo.com and Aussie Painting



Get on board with HomePaintersInfo.com the fastest growing industry group in Australia. This online information hub has only been going since April 2011, and has already been providing invaluable services to members and consumers alike. Members can attest to the efficacy of the information and networking advice in enabling small and large businesses to prosper.

Our publication, [Aussie Painting Contractor](#), has now begun circulation with an audience in excess of 1100 recipients directly involved in the painting industry. Our articles are sourced from a range of businesses servicing the industry, and the content is of value to anyone in business, making this publication a powerful and cost effective tool in your marketing efforts. It takes a fresh look at the Painting and Decorating Industry and asks members, vendors and consumers what they want to know more about. What better way to ensure readership?

Due to the online nature of our eMagazine your advertisement will be visible for years to come. Each issue will be located on our site and easily accessible, anytime.

We are Painters working to support the whole industry. With the changing market, and the industry moving at its fast pace, we are able to get your newest products out to industry faster than any other form of publishing media.

Why Advertise With Us?

- We are painters working with Industry
- We are industry driven
- Our Article Writers are professionals in their respective fields
- Your ad can be found forever
- Anyone online has access to our eMagazine
- No limits to how many people can see your message
- Lower cost for Advertisers due being online only
- We publish monthly
- Ever growing data base



Your Partners in Painting

The web at work for you

Home Painters Info.com and *Aussie Painting Contractor* have been created with a view to helping painters with an online presence, and providing information on running their businesses in an increasingly digital world. Being an eMagazine with no printing costs we are able to gain maximum circulation, and are already finding that primary recipients, contributors and advertisers forward it to their exhaustive lists as well as posts on social media and other networks.

The online nature of the publication also enables us to offer advertising costs at a fraction of similar magazines, and you will find that we are vastly cheaper than other free industry e-zines already out there.

Feedback from our readers has already confirmed that Aussie Painting Contractor is something the industry has been crying out for, and 100% of our content is devoted to the industry you supply. Editorials and articles are geared towards helping the small business owner in a tough market, whilst providing them with access to the best quality and value products available.



Your Partners in Painting

Flexible Solutions For Your Marketing Needs

Major search engines are ranking **Home Painters Info .com** highly for many key words and phrases that are related to the painting industry. We are being found and recognised as a brand to be associated with. Our site is sought after, not just by industry, but also the DIY market with our Consumer Info area being of great assistance to the general public.

Our Search Engine Optimisation alone is reason enough to place an ad! Below is a screen grab showing an example of the search results for a basic, common word string, 'home painters'. The top seven results are for our site, with more available at a click. Not convinced? Try a search of your own for basic terms relating to painting, and you will likely find that we dominate the front page of your search engine.

The screenshot shows a Google search for "home painters". The search bar at the top contains "home painters" and the search button is labeled "Advanced search". Below the search bar, the results are displayed. The first result is "Home Painters Info" with a URL "www.homepaintersinfo.com/ - Cached". The description says: "Here you will find all the home painters info and advice you could require. We cover a full range of topics to include preparation, paint types, paint testing, color ... You visited this page." Below this is "Home Painters Info Blog" with a URL "www.homepaintersinfo.com/home-painters-info-blog.html - Cached". The description says: "Home Painters Info blog gives you all the up to date information you need ... You've visited this page 3 times. Last visit: 2/09/11". There is a link to "Hide more results from homepaintersinfo.com". The next result is "Central Queensland Maintenance Painting - Home Painters Info" with a URL "www.homepaintersinfo.com/central-queensland-maintenance-painti... - Cached". The description says: "Commercial Painter, Residential Painter, Industrial Painting Do you want to ... You've visited this page 3 times. Last visit: 11/08/11". Below this is "Join Home Painters Info" with a URL "www.homepaintersinfo.com/joinhomepaintersinfo.html - Cached". The description says: "Join Home Painters Info for all our great industry products." Below this is "Home Painters" with a URL "www.homepaintersinfo.com/homepainters.html - Cached". The description says: "What to ask your home painters prior to getting your home painted." Below this is "Home Painting Tools" with a URL "www.homepaintersinfo.com/homepaintingtools.html - Cached". The description says: "The home painting tools you will need for any painting project. You visited this page on 24/08/11." Below this is "Join Find A Painter - Home Painters Info" with a URL "www.homepaintersinfo.com/joinfindapainter.html - Cached". The description says: "As a painter you can Join Find A Painter section to help you find work and ...". There is a link to "Show all results from homepaintersinfo.com »". The next result is "Dulux - Welcome to Dulux Australia" with a URL "www.dulux.com.au/ - Cached". The description says: "Search our site. home · Dulux Colour · About Colour · Colour ... Dulux Colour Consultants · Find a Dulux Accredited Painter · Advice · How To Guides · Consumer ... Colour Gallery · MyColour Visualiser · Specifier · Dulux Exterior Products".

Annotations on the screenshot include:

- A red box around the search bar and the "About 76,600,000 results (0.12 seconds)" text.
- A red box around the first search result, "Home Painters Info".
- A red box around the "Central Queensland Maintenance Painting - Home Painters Info" result, with a red callout box containing the text "A Member".
- A red box around the "Show all results from homepaintersinfo.com »" link, with a red callout box containing the text "More Results Available".
- A yellow box around the "The web" filter in the left sidebar.
- A yellow box around the "Central Queensland Maintenance Painting - Home Painters Info" result.

Your Partners in Painting

Advertising Rates

Full Colour	1 Edition (Casual Rate)	3+ Editions (Rate Per Edition)	6+ Editions (Rates Per Edition)	9+ Editions (Rates Per Edition)
Double Page	\$1,870	\$1,775	\$1,680	\$1,550
Full Page	\$1,120	\$1,060	\$995	\$950
Half Page	\$835	\$790	\$750	\$705
Quarter Page	\$630	\$600	\$565	\$535
Preferred Positions	1 Edition (Casual Rate)	3+ Editions (Rate Per Edition)	6+ Editions (Rates Per Edition)	9+ Editions (Rates Per Edition)
Inside Front or Back Cover or Outside Back Cover	\$1,565	\$1,480	\$1,395	\$1,330

Web Banner Ads	<p>\$200 per Month</p> <p>200+ page hits/day, 50+ unique visitors/day</p> <p>Ad Dimensions 234px Wide X 198px High</p>
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Please Note:

All prices include GST

A booking form must be received prior to deadline to ensure your advertisement is accepted.

Material must adhere to the specifications; otherwise an amendment rate will apply.

Rates valid from 1 July 2011.

Deadlines

Edition	Submission Deadline	Advertising Booking Deadline	Advertising Material Deadline	Distribution Date
November	1 st October	7 th October	14 th October	25 th October
December	1 st November	7 th November	14 th November	25 th November
January	1 st December	5 th December	9 th December	17 th December
February	2 nd January	9 th January	14 th January	25 th January
March	1 st February	7 th February	14 th February	25 th February
April	1 st March	7 th March	14 th March	25 th March
May	1 st April	5 th April	14 th April	24 th April
June	1 st May	7 th May	14 th May	25 th May

Please note: The submission deadline applies to approved articles. If you would like to submit an article for consideration, it must be received at least two weeks prior to the deadline. Refer to the Home Painters Info Advertising & Submission Policy.

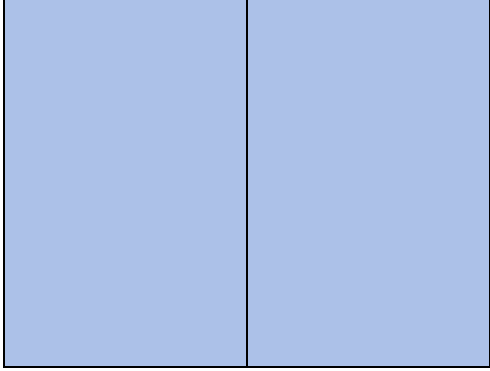

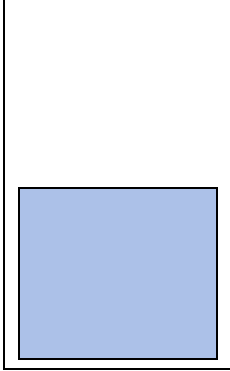
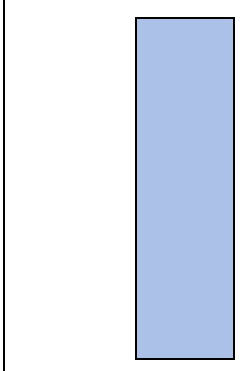
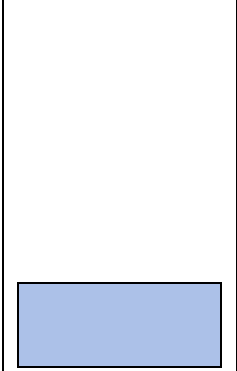
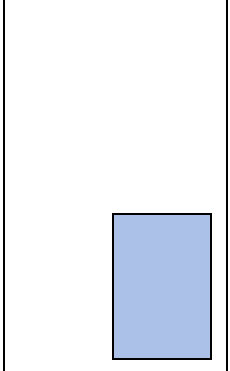
Contact

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Advertising Specifications

Dimensions

 <p>Double Page AD SIZE: 420w x 297h BLEED SIZE: No bleed required IMAGE AREA: 390w x 270h</p>	 <p>Full Page AD SIZE: 210w x 297h BLEED SIZE: No bleed required IMAGE AREA: 190w x 270h</p>	 <p>Half Page -horizontal AD SIZE: 190w x 132h BLEED SIZE: No bleed required IMAGE AREA: 190w x 132h</p>
 <p>Half Page – vertical AD SIZE: 93w x 270h BLEED SIZE: No bleed required IMAGE AREA: 93w x 270h</p>	 <p>Quarter Page - horizontal AD SIZE: 190w x 63h BLEED SIZE: No bleed required IMAGE AREA: 190w x 63h</p>	 <p>Quarter Page - vertical AD SIZE: 93w x 132h BLEED SIZE: No bleed required IMAGE AREA: 93w x 132h</p>

All artwork must be received by the material deadline.

Please ensure that all graphics are of a high resolution (300dpi at 100% scaling) and saved in PDF format.

Your Partners in Painting

Web www.homepaintersinfo.com
www.aussiepaintingcontractor.com

email info@homepaintersinfo.com