



# visual impact **e**-news

The Signage, Graphics and Engraving Industry **Weekly** E-News

media  
guide

## ABOUT VI eNews

### PROFILE

**VI eNews** is an on-line weekly supplement to **Visual Impact Magazine** that is emailed out to **Visual Impact Magazine** subscribers.

Packed with vital news and snippets of information about the visual graphics industries, **VI eNews**, alongside **Visual Impact Magazine** has been endorsed by leading industry bodies. These include the Visual Industries Suppliers Association, The Screenprinting and Graphic Imaging Association of Australia, The Sign Association of Australia, The New Zealand Sign & Display Associations, and The Australian Engravers and Signmakers Association.

**VI eNews** coupled with other VISA publications should be included in your overall marketing strategy. It is not a marketing luxury, it is an investment that will lower the cost of selling directly, by pre-selling your company and your various products.

### FREQUENCY

Published weekly and distributed via email on Wednesday of each week.

### DISTRIBUTION

**VI eNews** is emailed each week, across Australia and New Zealand to a variety of audiences. Some of these include:

- Airbrush Artists
- Architects
- Display Builders / Designers
- Embroidery
- Engraving / Router Industries
- Flags / Banner
- Graphic Designers
- Large Format Digital Printing
- Laser Cutting
- Neon and Illuminated
- Offset Printers
- Screen Printers
- Sign Fabricators
- Signwriters
- Trophies
- Vinyl Only Signs

## ABOUT [www.visa.org.au](http://www.visa.org.au)

### PROFILE

[www.visa.org.au](http://www.visa.org.au), Visual Industries Suppliers Association's website, is the leading voice of the industry. The website is updated regularly and includes the latest information about VISA's three publications, **Visual Impact Magazine**, **DPI Magazine** and **Trophy + Engraving News** and the **VI eNews** newsletter. The website is also packed with the latest information about trade shows and other events.



**VI eNews DIGITAL DISPLAY ADVERTISING**

Size	Rates	No. Insertions	Specifications	File Size
Web Sponsor Link Ad	\$300 p/month	4 x insertions	view Ad specs	400kb Max.
Web Banner Ad	\$150 p/month	4 x insertions	view Ad specs	400kb Max.
Web Block Ad	\$150 p/month	4 x insertions	view Ad specs	400kb Max.

**Please note:**

- In order to book a Web Banner Ad or a Web Block Ad, advertisers are required to book a Web Sponsor Link Ad.
- Web Sponsor Link Ads are to be static only.
- Web Banner Ads and Web Block Ads may be static or animated.
- Animated advertisements will attract a loading of 10%.
- Advertisements will be rotated each issue and placed at VISA's discretion.
- Advertising spaces are subject to availability. Preference will be given to advertisers who book advertising in advance.
- All prices are in Australian dollars. Prices listed here do not include GST
- Advertisement bookings that are cancelled 7 days prior to the material deadline date may incur a cancellation fee of 10% of the total cost of the advertisement booked.

**www.visa.org.au DIGITAL DISPLAY ADVERTISING**

Size	Rates	No. Insertions	Specifications	File Size
Sponsor's Web Ad	\$300 p/month	30 day upload	269px (h) x 269px (w)	400kb Max.

**Please note:**

- Sponsor's Web Ads may be static or animated.
- Animated advertisements will attract a loading of 10%.
- During the 30 day upload period, advertisements will be rotated and placed at VISA's discretion.
- Advertising spaces are subject to availability. Preference will be given to advertisers who book advertising in advance.
- Advertisement spaces are limited to 10 spaces per month.
- All prices are in Australian dollars. Prices listed here do not include GST
- Advertisement bookings that are cancelled 7 days prior to the material deadline date may incur a cancellation fee of 10% of the total cost of the advertisement booked.

**VI eNews AND www.visa.org.au DIGITAL ADVERTISING TECHNICAL SPECIFICATIONS**

- All advertisements are to be supplied via email to [enews@visa.org.au](mailto:enews@visa.org.au)
- All static advertisements are to be supplied in JPEG format and are to be 75dpi in resolution.
- All animated advertisements are to be supplied as a GIF file and are to be 75dpi in resolution.
- All advertisements supplied are to be in RGB colour mode only.
- An active link to a web resource must be provided with all advertisements.  
Advertisements may be linked to a website, email address, web page or PDF document.  
Please note that all PDF documents must be provided as a web format PDF and are to be no larger than 1MB.
- All advertisements are to be supplied to the correct specifications and sizing. Failure to supply an advertisement to the correct specifications may result in either the advertiser incurring extra charges to repair the ad, or the advertiser will be required to be resupply the ad to the correct specifications. Please be advised that VISA will not be held responsible should an advertisement be left out of an issue of **VI eNews** or not uploaded onto [www.visa.org.au](http://www.visa.org.au) if artwork is incorrect and/or isn't supplied on time.

**VI eNews DIGITAL ADVERTISING MATERIAL & EDITORIAL DEADLINES 2007/2008**

VI eNews is published weekly and is emailed to  
**Visual Impact Magazine's** subscription holders every Wednesday.\*

Please note that ads and any editorial for **VI eNews** must be emailed to [enews@visa.org.au](mailto:enews@visa.org.au)  
by Close of Business on the Monday prior to the release date.

\*VI eNews is published weekly, however this may vary at the Publisher's discretion.

**www.visa.org.au DIGITAL ADVERTISING MATERIAL & EDITORIAL DEADLINES 2007/2008**

**www.visa.org.au** updates its advertising monthly.\*

Please note that ads and any editorial for **www.visa.org.au** must be emailed to [enews@visa.org.au](mailto:enews@visa.org.au)  
by Close of Business on the Monday prior to the 1st of each month.

\* www.visa.org.au advertising is updated weekly, however this may vary at VISA's discretion.

**ENQUIRIES****ADVERTISING AND GENERAL ENQUIRIES:****Visual Industries Suppliers Association**

- T. +61 2 9868 1577
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- W. [www.visa.org.au](http://www.visa.org.au)
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**EDITORIAL AND PRODUCTION:****John & Julie Hadfield**

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