

# Website Rate Card

## PROJECT OVERVIEW:

The goal of Active Launceston, a community driven project, is to improve the health and wellbeing of the people of Launceston through increased participation in physical activity.

## WHY ADVERTISE WITH US:

The Active Launceston website is utilised by community members, sporting groups, fitness professionals, government agencies and not for profit community organisations that all have an interest in physical activity. The website is a 'one stop shop' for physical activity information, events and referrals. Advertising with Active Launceston will bring great dividends to your business. Your advertisement can be a link to your business website.

## COST:

\$300 flat rate for 6 months. This may be reviewed throughout the project.

## ADD REQUIREMENTS:

- The advertisement must be provided to the Project Manager in jpeg format.
- The advertisement is full colour, 300 x 250 pixels. Approx 77mm x 64mm, depending on screen size.

## ARE YOU ELIGIBLE TO ADVERTISE WITH US?

Active Launceston will accept advertising proposals from;

- Medical practitioners,
- Allied health practitioners,
- Retail outlets that sell sporting and physical activity equipment and/or clothing i.e. sports shops, bike shops etc.
- Other individuals and/or business that promote or support the goal of Active Launceston.

## REGULATIONS:

- Active Launceston may exclude or request amendments to any advertisement submitted.
- The Active Launceston project is not responsible for developing any advertisement artwork.
- We do not accept animated files i.e. flash.
- Advertisements must comply with the regulations and ethical standards of the Advertising Federation of Australia [www.afa.org.au](http://www.afa.org.au)
- The Active Launceston project or it's partners will not be held responsible or accept liability for any issues that arise in relation to advertising on their website.

## HOW TO SUBMIT A PROPOSAL

A proposal addressing the following areas, along with the advertisement, must be emailed to [Lucy.Marshall@utas.edu.au](mailto:Lucy.Marshall@utas.edu.au).

1. Name of Organisation
2. Contact Details
3. How does your service, organisation or business relate to the goal of Active Launceston?

## PAYMENT:

Payment is to be made by cheque to;

Attention; Lucy Marshall

Active Launceston - Website Advertising

Locked Bag 1372

Launceston TAS 7250

***Cheque made out to; University of Tasmania***

Move More, Live More with Active Launceston