



The Global Language of Business

GS1 Australia

Newsletters

Media Kit 2023/2024



Advertising opportunities

Industry/Service	Submission deadline	Newsletter issue	Ad type	Available ads	Available advertorials	Available webinar promo spaces
Retail* Circulation: 20,000+	28 June 2023	19 July 2023	Banner	2	1	3
	26 July 2023	16 August 2023	Banner	2	1	3
	23 August 2023	13 September 2023	Banner	2	1	3
	20 September 2023	11 October 2023	Banner	2	1	3
	18 October 2023	8 November 2023	Banner	2	1	3
	15 November 2023	6 December 2023	Banner	2	1	3
	17 January 2024	7 February 2024	Banner	2	1	3
	21 February 2024	13 March 2024	Banner	2	1	3
	9 April 2024	30 April 2024	Banner	2	1	3
	7 May 2024	28 May 2024	Banner	2	1	3
Rail Circulation: 1,300+	28 May 2024	18 June 2024	Banner	2	1	3
	29 June 2023	20 July 2023	Banner	2	1	3
	24 August 2023	14 September 2023	Banner	2	1	3
	26 October 2023	16 November 2023	Banner	2	1	3
	25 January 2024	15 February 2024	Banner	2	1	3
	11 April 2024	2 May 2024	Banner	2	1	3
Freight & Logistics Circulation: 1,000+	5 June 2024	26 June 2024	Banner	2	1	3
	6 July 2023	27 July 2023	Banner	2	1	3
	18 August 2023	8 September 2023	Banner	2	1	3
	2 November 2023	23 November 2023	Banner	2	1	3
	23 January 2024	13 February 2024	Banner	2	1	3
	16 April 2024	7 May 2024	Banner	2	1	3
Healthcare Circulation: 5,000+	30 May 2024	20 June 2024	Banner	2	1	3
	28 June 2023	26 July 2023	Banner	1	1	
	27 September 2023	25 October 2023	Banner	1	1	
	24 January 2024	21 February 2024	Banner	1	1	
Printing & Packaging Circulation: 250+	18 April 2024	9 May 2024	Banner	2	1	3
	27 September 2023	18 October 2023	Banner	2	1	3
Education & Training** Circulation: 20,000+	Newsletters are sent as required		n/a	0	0	3

* The Retail sector includes Apparel, Consumer and Electronics, Food and Grocery, Fresh Produce and Meat, General Merchandise, Printing and Packaging, Liquor, Office, Greenlife and Hardware.

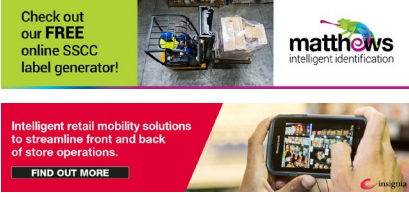

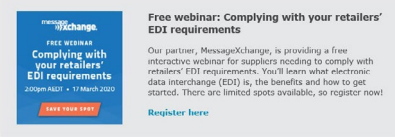
** National, when news at the scheduled time is available.

What to expect

Our newsletters provide GS1 Australia members with a link to supply chain excellence:

- News on smarter supply chain techniques and emerging trends
- Solutions and best practice for critical supply chain issues
- Success stories about GS1 standards across multiple industries
- Alliance Partner advertorials featuring the implementation of GS1 solutions
- Alliance Partner targeted advertising and relevant webinar sessions
- GS1 Australia education and training opportunities

Advertising specifications

Ad type	Placement	Dimensions and copy guidelines
Banner ad	Banner ads will appear throughout the newsletter where the message best suits	<p>Advise the URL you wish the ad to click through to 1400px (W) x 300px (H)</p> 
Advertorial	At the discretion of the Editor	<p>Article title: 10 words max Intro: 25 words max Body copy: 250 words max Image: 160px (W) x 170px (H)</p> <p>Advertorials need to be about thought leadership. They need to focus on topics such as;</p> <ul style="list-style-type: none"> • News on smarter supply chain techniques and emerging trends • Solutions and best practice for critical supply chain issues • Success stories about GS1 standards across multiple industries • Implementation of GS1 solutions • They must not be blatant ads. 
Webinar promotion	After 'Training and event' section	<p>Webinar title: 7 words max Description using key words: 10 words max Registration URL: Link for participants to register Webinar date: List multiple dates if applicable Image: 160px W x 170px H</p> 

Above ad samples are not to scale.

Requirements

GS1 Australia will use the Alliance Partner allowances for your advertising and deduct those used from what is available.

Advertising allowances per year

Please refer to the Alliance Partner benefits brochure for further information.

Ads	Strategic: Five, Business: Three, Associate: Available for purchase \$250 ex GST
Advertorials	Strategic: Three, Business: Two, Associate: Available for purchase \$400 ex GST
Webinar Promotions	Free of charge

NOTE: GS1 Alliance Partners will always get first preference

File types

Accept	Do not accept
Ads and images must be supplied as high resolution JPG files	Tile ads embedded in Microsoft Word files
Advertorials must be supplied as a Microsoft Word file	Files from software such as Corel Draw or Publisher

Terms and conditions

1. GS1 Australia reserves the right to select advertising and webinar promotion placement requests for each industry and training newsletter based on demand levels from Alliance Partners.
2. GS1 Australia will not guarantee or enter into negotiations with any Alliance party to secure advertorials or webinar promotion. This ruling also applies to advertising or webinar promotion placements secured either by allowances or cash.
3. Advertising, advertorials and webinar promotion will only be considered for financial Alliance Partners.
4. GS1 Australia does not seek ownership of the submitted content, only publication rights. Authors and artists still have full ownership of their articles and all artwork submitted.
5. The Editor reserves the right to review all material submitted, to conform to the legal requirements of publishing, and in order to allocate appropriate space.
6. Advertising and webinar promotion placements within the industry and training newsletter will be at the discretion of the Manager-Alliances.
7. Advertising and webinar promotion placements are capped, therefore no consideration of additional placements over and above the existing placements will be entered into or agreed to.
8. The publication dates are indicative only and can be changed at any time at the discretion of the Editor.
9. For each newsletter, there are limits to how many Advertorial, Banner ad and Webinar promo places are available. See page 2 for list.
10. All webinars submitted will be loaded onto our website at <https://www.gs1au.org/training-and-events/find-a-course-or-event/>, however, the first three received will secure an image placed in the newsletter.
 - 10.1 The above webinar link will also be promoted via social media and training eSatchels.
 - 10.2 GS1 Australia will capture click through rates from our newsletters, but post webinar, we'll seek number of registrations for later review.

Advertising contact

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