

MEDIA KIT 2023

—

MARKETING OPPORTUNITIES WITH AGWA AND NSSA IN 2023

VERSION 1. PUBLISHED NOVEMBER 2022.



DEADLINES

INDUSTRY MAGAZINE

—

| ISSUE | BOOKING DEADLINE | MATERIAL DEADLINE | PUBLICATION DATE |
|--|-------------------|-------------------|------------------|
| BuiltView #15 Autumn 2023 | 20 January 2023 | 3 February 2023 | 20 March 2023 |
| BuiltView #16 Winter 2023 | 17 March 2023 | 31 March 2023 | 1 June 2023 |
| BuiltView #17 Spring 2023 | 16 June 2023 | 30 June 2023 | 1 September 2023 |
| BuiltView #18 Summer 2023 Awards Special Edition | 15 September 2023 | 29 September 2023 | 1 December 2023 |



BOOKINGS

Booking forms for all print advertisements must be submitted by the relevant Booking Deadline. Invoices will be issued following the close of bookings.

MATERIAL

All Editorial copy and images, and Advertisement artwork, must be submitted by the Material Deadline.

PUBLICATION

Publication Dates are subject to change without notice. Delivery dates and distribution times are subject to the [Australia Post Print Post Delivery Standards](#).



RATES

PRINT ADVERTISEMENTS

INDUSTRY MAGAZINES

All prices include GST.

| | |
|---------------------|---|
| Double Page Spread | \$5,255 |
| Cover ¹ | \$3,522 (inside front, inside back and outside back) |
| Full Page | \$3,060 |
| Half Page | \$1,790 |
| Quarter Page | \$1,040 |
| Onsert ² | \$3,060 plus costs (a separate brochure, provided by the advertiser, that is packaged and posted with the magazine. Additional costs include packing and handling. Prices are dependant on onsert weight and format. |

To book advertising space in an upcoming industry magazine, complete and return the appropriate booking form:

Advertisers are invoiced at the close of the Booking Deadline.

PLEASE NOTE: Advertisers are required to abide by the terms and conditions as laid out on [page 10](#) of the Media Kit.

10% Discounts are available to members for annual advertising bookings (4 consecutive editions booked at the same time)

DIGITAL eMARKETING

GLASS AND WINDOW WATCH MONTHLY NEWSLETTER

All prices include GST.

All digital packages are a 12-month commitment, commencing the month following receipt of payment.

To book a digital sponsorship, complete and return the booking form on [page 9](#).

PLEASE NOTE: Advertisers are required to abide by the terms and conditions as laid out on [page 10](#) of the Media Kit.

AGWA DIGITAL SPONSORSHIP

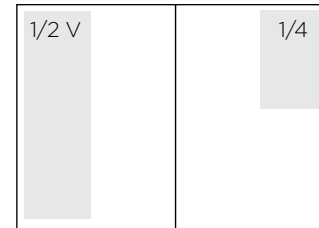
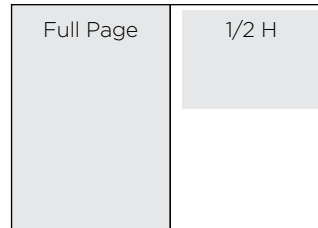
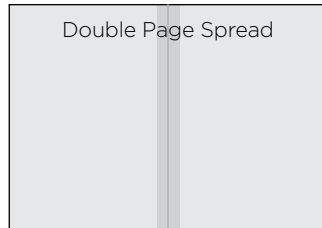
Glass & Window Watch Monthly eNews \$3,811



SPECIFICATIONS

MAGAZINE ADVERTISEMENTS

DIMENSIONS



| | DOUBLE PAGE SPREAD | | FULL PAGE COVER | | HALF PAGE HORIZONTAL | | HALF PAGE VERTICAL | | QUARTER PAGE | |
|---------------------------|--------------------|--------|-----------------|--------|----------------------|--------|--------------------|--------|--------------|--------|
| BLEED | Width | 430 mm | Width | 220 mm | — | — | — | — | — | — |
| | Height | 307 mm | Height | 307 mm | | | | | | |
| ADVERT AREA TRIM | Width | 420 mm | Width | 210 mm | Width | 187 mm | Width | 92 mm | Width | 92 mm |
| | Height | 297 mm | Height | 297 mm | Height | 130 mm | Height | 265 mm | Height | 130 mm |
| SAFE AREA | Width | 404 mm | Width | 185 mm | — | — | — | — | — | — |
| | Height | 285 mm | Height | 285 mm | | | | | | |
| | Gutter | 30 mm | | | | | | | | |

PDF PREPARATION

Our preferred format for PDF artwork is PDF/X-1a. For best results, [download](#) and install the job option file supplied by our printer, Southern Impact.

PRINT REQUIREMENTS

To prevent any loss in quality, all PDFs must be supplied as CMYK with a resolution of 300 dpi at 100% scale.

Images from websites that have been 'up-res-ed' artificially to 300 dpi will be unprintable. A useful shorthand is a file size of at least 1MB.

QUESTIONS?

If you have any questions about file preparation or print requirements, contact:

Helen Dawes

Communication & Events Coordinator
02 9498 2768
marketing@agwa.com.au

TERMINOLOGY

TRIM

These dimensions are for the actual page size. Each page is cut to the trim dimensions, but we must allow some margin for error.

BLEED

Bleed is the margin for error in case the page is cut a millimetre or two off true. This prevents any white paper showing through. The minimum requirement is 5 mm extra in all four directions, or an additional 10 mm in height and width on top of the given trim size.

SAFE AREA

Important images or text should stay within this area to ensure they are not cropped when the page is trimmed or hidden by the spine of the magazine.

GUTTER

The gutter is the inside margins closest to the spine. In a double page spread, important images or text should not be placed in this centre area to ensure they are not hidden by the spine of the magazine.

SPECIFICATIONS

BUILTVIEW EDITORIAL REQUIREMENTS

Editorial is available to AGWA and NSSA members only. Non-member submissions will not be published. Editorial contributors are required to abide by the terms and conditions as laid out on [page 10](#) of the Media Kit and the Member Code of Conduct.

The editors reserve the right to edit copy for consistency and readability. False or misleading claims will not be published, nor will anything be deemed to be defamatory or unsubstantiated. If the editorial is deemed to be an advertisement for your company, advertising rates will apply.

To book editorial in an upcoming edition, complete the booking form on [page 7 or 8](#).

FILE REQUIREMENTS

Accepted file types:

| | |
|--------|--------------|
| Text | MS Word, PDF |
| Images | JPEG, TIF |
| Logos | AI, EPS |

Due to our mail server settings, we are unable to receive compressed files (ZIP, RAR, 7Z, etc.). Please send large files via a file transfer service. We recommend:

WeTransfer www.wetransfer.com OR Dropbox www.dropbox.com

IMAGE REQUIREMENTS

To prevent any loss in quality, please follow these specifications:

1. Colour space **must** be CMYK for p[rint and RGB for digital to ensure best brand colour reproduction.
2. Resolution **must** be 300 dpi at 100% scale. Images from websites that have been 'up-res-ed' artificially to 300 dpi will be unprintable. A useful shorthand is a file size of at least 1MB.
3. **Do not** embed images or logos within the text file.
4. Preferred file format is PNG. We are also able to accept JPEG or GIF.
5. Maximum logo size in one dimension (height or width) is 200 pixels.

CASE STUDY

A unique opportunity to showcase projects that feature glass, glazing, fenestration and/or security screen products as major architectural components in a construction. Please note that a case study is not a product advertorial. The editorial focus should be on the overall project, i.e. a design challenge that was met, a technical issue that was solved. The fabricator or glazier must be a member of AGWA or NSSA to be included in the editorial.

| | |
|------------|---|
| Format | Double page spread |
| Word Count | Maximum 500 |
| Include | Project title, Full member company name Fabricator/glazier name, Architect/designer/builder name Products/Systems used Logo and Project photos (3 maximum) |

NEWS

News items can include awards received by your company or staff, staff arrivals, an industry event that you hosted or attended, anniversaries, etc.

| | |
|------------|--|
| Format | Half page |
| Word Count | Maximum 300 |
| Include | Full member company name and Contact details |

MEMBER PROFILE

An excellent promotional opportunity to talk about the story behind your brand and product. Images of staff and premises are recommended.

| | |
|------------|---|
| Format | Double page spread |
| Word Count | Maximum 1,000 |
| Include | Full member company name and Contact details Photos (3 maximum) and Logo |

PRODUCTS

Launch a new product or service to the fenestration and glazing industry. Please indicate which Products section is your most relevant target audience: 'Glass & Windows' or 'Screens.'

| | |
|------------|---|
| Format | Half page |
| Word Count | Maximum 300 |
| Include | Full member company name, Sales department contact details Logo, Product Image and Website |

BOOKING FORM 2023

2023 BUILTVIEW MAGAZINE ADVERTISING

CONTACT DETAILS

| | | | |
|-----------------|------|-------|---------------|
| Organisation | | | |
| Billing Address | | | |
| Suburb | | State | Postcode |
| Contact Name | | | |
| Email | | Phone | |
| Association | AGWA | NSSA | Member Number |
| Advert URL | | | |

ACCEPTANCE OF TERMS & CONDITIONS

By signing below, I confirm that I have read and understood the terms and conditions as laid out on [page 10](#) of the Media Kit.

| | | | |
|------------------|--|-----------------------|--|
| Investment Total | | Purchase Order Number | |
| Signature | | Date | |

To complete your booking, please return the completed form to **AGWA Marketing** by email, marketing@agwa.com.au.

| | |
|---------------------------------|--|
| NOTES For office use only | |
|---------------------------------|--|

| ADVERT | PRICE inc. GST | AUTUMN Issue #15 | WINTER Issue #16 | SPRING Issue #17 | SUMMER Issue #18 |
|---------------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| Double Page Spread | \$5,255 | | | | |
| Inside Front & Back Cover | \$3,522 | | | | |
| Outside Back Cover | \$3,522 | | | | |
| Full Page | \$3,060 | | | | |
| Half Page Horizontal | \$1,790 | | | | |
| Half Page Vertical | \$1,790 | | | | |
| Quarter Page | \$1,040 | | | | |
| Onsert | \$3,060 + costs | | | | |

Please indicate the preferred location or audience of your advertisement:

Regular **Columns**

Position: first third of the magazine.
Audience: All industry professionals.

Glass & Windows

Position: middle third of the magazine.
Audience: AGWA Members, glass and window industry.

Screens

Position: last third of the magazine.
Audience: NSSA Members and security screen industry.

Placement and location is dependent on whole magazine content and production requirements. While every effort will be made to place your advert in your preferred section of the Magazine, it cannot be guaranteed. Available spaces will be assigned in the order that bookings are received.

Invoices will be issued after the Booking Deadline for each Magazine edition.

International members and advertisers please note: \$AU10 will be added to the final total to cover international transaction bank fees.

All prices quoted are in Australian Dollars.

BOOKING FORM

BUILTVIEW MAGAZINE EDITORIAL GLASS & WINDOWS SECTION

CONTACT DETAILS

Organisation

Billing Address

Suburb

State

Postcode

Contact Name

Email

Phone

Association

AGWA

Member Number

Website

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Signature

Date

To complete your booking, please return the completed form to **AGWA Marketing** by email, marketing@agwa.com.au.

NOTES

For office
use only

EDITORIAL

SPACE

EDITION

YEAR

NOTES

Case Study

Double Page Spread:
max. 500 words

Member Profile

Double Page Spread:
max. 1,000 words

Master Glazier

Full Page:
max. 500 words

Products

Half Page:
max 300 words

News

Half Page:
max. 300 words

Other

Please contact
AGWA Marketing

Placement and location is dependent on whole magazine content and production requirements. While every effort will be made to place your editorial in your preferred edition of the Magazine, it cannot be guaranteed. Available spaces will be assigned in the order that bookings are received.

BOOKING FORM

BUILTVIEW MAGAZINE EDITORIAL SCREENS SECTION

CONTACT DETAILS

Organisation

Billing Address

Suburb

State

Postcode

Contact Name

Email

Phone

Association

NSSA

Member Number

Website

ACCEPTANCE OF TERMS & CONDITIONS

By signing below, I confirm that I have read and understood the terms and conditions as laid out on [page 10](#) of the Media Kit.

Signature

Date

To complete your booking, please return the completed form to **Claudene Damianakis** by email, info@nssa.org.au.

NOTES

For office
use only

EDITORIAL

SPACE

EDITION

YEAR

NOTES

Case Study
(DFP Only)

Double Page Spread:
max. 500 words

Member Profile
(DFP Only)

Double Page Spread:
max. 1,000 words

News & Products

Half Page:
max 300 words

Unique Job

Half Page:
max. 200 words

Other

Please contact
Claudene Damianakis

Placement and location is dependent on whole magazine content and production requirements. While every effort will be made to place your editorial in your preferred edition of the Magazine, it cannot be guaranteed. Available spaces will be assigned in the order that bookings are received.

BOOKING FORM

DIGITAL eMARKETING (AGWA)

CONTACT DETAILS

| | | | |
|-----------------|-------|----------|---------------|
| Organisation | | | |
| Billing Address | | | |
| Suburb | State | Postcode | |
| Contact Name | | | |
| Email | | Phone | |
| Association | AGWA | NSSA | Member Number |

ACCEPTANCE OF TERMS & CONDITIONS

By signing below, I confirm that I have read and understood the terms and conditions as laid out on [page 10](#) of the Media Kit.

| | | |
|--------------------|--------------------|------|
| Advertising Period | Date Commences | Ends |
| Investment Total | Purchase Order No. | |
| Signature | | Date |

To complete your booking, please return the completed form to **AGWA Marketing** by email, marketing@agwa.com.au.

NOTES

For office use only

SELECTED PACKAGE

PRICE

| | |
|---|---------------------|
| AGWA DIGITAL SPONSORSHIP Monthly eNews | \$3,811 inc. GST |
|---|---------------------|

All digital packages are a 12 month commitment, commencing the month following confirmation of booking.

International members and advertisers please note: AUD \$10 will be added to the final total to cover international transaction bank fees.



TERMS AND CONDITIONS

1. GENERAL

- 1.1 These terms and conditions apply to every booking made with the Australian Glass & Window Association and the National Security Screen Association (“the Publishers”) by:
 - 1.1.1 An Advertiser for the publication of an Advertisement with, on or in a print or digital property of the Publishers.
 - 1.1.2 A Contributor for the publication of Editorial with, on or in a print or digital property of the Publishers.
- 1.2 The Publisher has the right to amend these terms and conditions at any time. Notifications of amendment shall be deemed to have been given to all Advertisers immediately upon publication of the amended conditions or other written notice, which shall apply to all advertising received after the date of that publication.

2. ADVERTISING

- 2.1 Advertising accepted for publication is subject to the conditions set out by the Publisher and the rules specified by the Australian Consumer Law 2010.
- 2.2 Every Advertisement submitted for publication is subject to the approval by the Publishers. The Publishers reserve the right to refuse to publish or distribute any advertisement without giving any reason at any time (in which case, no charge to Advertiser will be incurred).
- 2.3 All Advertisement submitted for publication must comply with relevant Australian Standards.
- 2.4 The Publisher is under no obligation to the Advertiser to review, approve or amend any Advertisement. No review, approval or amendment by the Publisher will affect the Advertiser’s responsibility for the content of the Advertisement.
- 2.5 The Publisher may under pressure of deadline and without prior consultation or notice to the Advertiser, amend any Advertisement in any terms whatsoever, if the Publisher perceives it to be in breach of any law of Australia or of any state (whether civil or criminal), in breach of any pre-existing publishing agreement entered into by the Publisher, defamatory, in contempt of court or parliament, otherwise likely to attract legal proceedings of any kind, offensive.
- 2.6 The positioning and placement of an Advertisement is at the discretion of the Publisher except where expressly agreed in writing by the Publisher.

- 2.7 All instructions to the Publisher must be confirmed in writing prior to the Booking Deadline.
- 2.8 The Publisher accepts no responsibility for any loss resulting from the failure of an advertisement, in full or part, to appear or for any error in an advertisement.
- 2.9 The Publisher accepts no responsibility for material lost or damaged in the production process.
- 2.10 All materials to be inserted into a publication must be delivered to the nominated Distributor in accordance with all requirements of the Publisher including delivery address, deadlines and specifications.
- 2.11 Additional charges may need to be agreed between the parties where:
 - 2.11.1 Insert materials are to be held by the Publisher at the premises of the Publisher (or its distributors) for more than one week, or
 - 2.11.2 Insert materials are to be re-consigned or require additional packing or handling.
- 2.12 The Advertiser and its agents warrant that material supplied complies with all relevant laws and regulations and indemnifies the Publisher against any and all claims for damages, costs, compensation, copyright or any liability whatsoever including defamation, slander, breach of copyright, infringement of trademarks, business names and patents arising from publication.

3. EDITORIAL

- 3.1 The Publishers welcome Editorial contributions from credible external sources. However, placement is not guaranteed and all contributions are included at the Publisher’s discretion.
- 3.2 All contributions will be vetted for relevance to the members of the Australian Glass & Window Association and National Security Screen Association members, and for technical accuracy.
- 3.3 Submitted Editorial announcing a new product or service must have a local representative and contact point to ensure access/supply and legitimacy.
- 3.4 The Publishers will not accept Editorial for any product or service that is not in good taste, is dangerous or harmful, contains false or misleading information, is offensive or defamatory.
- 3.5 The Publishers will not accept Editorial that does not comply with relevant Australian Standards or is not technically accurate.

- 3.6 The Publisher reserves the right to edit Editorial copy.
- 3.7 The Contributor and its agents warrant that material supplied complies with all relevant laws and regulations and indemnifies the Publisher against any and all claims for damages, costs, compensation, copyright or any liability whatsoever including defamation, slander, breach of copyright, infringement of trademarks, business names and patents arising from publication.

4. DEADLINES & SPECIFICATIONS

- 4.1 The Publisher imposes various deadlines (including for the submission to the Publisher of Advertisement bookings, Advertisement artwork and material for Editorial) and specifications (including Editorial length and Advertisement dimensions). All Deadlines and Specifications must be met by the Advertiser/Contributor.
- 4.2 The Publisher is under no obligation to publish Advertisements or Editorial received after relevant Deadlines or not supplied in accordance with the relevant Specifications.
- 4.3 It is the Advertiser/Contributor’s responsibility to ascertain the relevant Deadlines and Specifications for the relevant publications.
- 4.4 Publication Dates are only indicators and are subject to change without notice.
- 4.5 Copy must be handed in by the material deadline.
- 4.6 Artwork must be supplied to the specifications in the rate card. The Publisher reserves the right to change incorrectly supplied artwork without notification to the advertiser and will pass on associated costs to the advertiser.
- 4.7 The Publisher takes no responsibility whatsoever for errors in supplied artwork or files.

5. PROOFS

- 5.1 The Publisher may agree to provide proofs but only where so requested by the Advertiser or Contributor prior to Material Deadlines.
- 5.2 Colour shown on any proof is an indication only. Final print colours may vary with the print process and stock variations.
- 5.3 Where the Publisher fails to provide a requested proof in accordance with clause 5.1, and the published Advertisement substantially conforms to the material provided by the Advertiser, then the Advertiser is liable to pay the full cost of the Advertisement.

6. RATES & PAYMENT

- 6.1 Payment terms are strictly within 30 days.
- 6.2 Cancellations will not be accepted after the booking deadline and will be charged at the full rate.
- 6.3 Any dispute the Advertiser has with an invoice must be raised with Publisher promptly and no later than 30 days after the invoice date. After that time, the Advertiser will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Advertiser.

BOOKING FORM 2023

2022 PRICES IF BOOKED BEFORE 31 DECEMBER 2022

CONTACT DETAILS

| | | | |
|-----------------|------|-------|---------------|
| Organisation | | | |
| Billing Address | | | |
| Suburb | | State | Postcode |
| Contact Name | | | |
| Email | | Phone | |
| Association | AGWA | NSSA | Member Number |
| Advert URL | | | |

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By signing below, I confirm that I have read and understood the terms and conditions as laid out on [page 10](#) of the Media Kit.

| | | | |
|------------------|--|-----------------------|--|
| Investment Total | | Purchase Order Number | |
| Signature | | Date | |

To complete your booking, please return the completed form to **AGWA Marketing** by email, marketing@agwa.com.au

| | |
|---------------------------------|--|
| NOTES For office use only | |
|---------------------------------|--|

| ADVERT | PRICE inc. GST | AUTUMN Issue #15 | WINTER Issue #16 | SPRING Issue #17 | SUMMER Issue #18 |
|---------------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| Double Page Spread | \$5,005 | | | | |
| Inside Front & Back Cover | \$3,355 | | | | |
| Outside Back Cover | \$3,355 | | | | |
| Full Page | \$2,915 | | | | |
| Half Page Horizontal | \$1,705 | | | | |
| Half Page Vertical | \$1,705 | | | | |
| Quarter Page | \$990 | | | | |
| Onsert | \$2,915 + costs | | | | |

Please indicate the preferred location or audience of your advertisement:

Columns

Position: first third of the magazine.
Audience: All industry professionals.

Glass & Windows

Position: middle third of the magazine.
Audience: AGWA Members, glass and window industry.

Screens

Position: last third of the magazine.
Audience: NSSA Members and security screen industry.

Placement and location is dependent on whole magazine content and production requirements. While every effort will be made to place your advert in your preferred section of the Magazine, it cannot be guaranteed. Available spaces will be assigned in the order that bookings are received.

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