



LG Professionals Australia MEDIA KIT 2017

Sales

Greg Shand

03 8658 5876

sales@lgprofessionalsaustralia.org.au

Liaison

Samira Wadhavkar

03 8658 5876

operations@lgprofessionalsaustralia.org.au

www.lgprofessionalsaustralia.org.au

eNEWS

A powerful way to connect

LG Professionals Australia's fortnightly eNews brings members and subscribers the latest local government news and events and features the top service providers to the sector.

With a subscription base of 5000 individuals and growing, the eNews is the go-to national resource for senior and emerging leaders in local government.

The latest
local
government
news,
events and
programs

5000+
subscribers

Engagement

25% -
31%
each issue

In a world where content is king and our inboxes are swamped every day, our eNews is a trusted source of information from the peak association representing Australian local government.

We provide up-to-the-minute content that can be accessed readily on an iPad on the train, at a desktop during lunch, and on your phone while out and about.

If you want broad reach into the local government sector, a presence in the eNews is the place to do it.

The countdown to the Federal Election
Sunshine Coast City Council, QLD takes out the 2016 Challenge
Part 2 of our interview with Rabbia Siddique



Mobile and desktop responsive.



Lauren Oakey
Chief Executive Officer
LG Professionals Australia

Saturday's Federal Election - focus must be on better co-operational levels of government

Before we all head to the polls calling once again for the plan of government to stop if real service delivery and innovation new government.

The Federal, State and Local together to deliver efficiencies services and part of this will in local governments are closest placed to advocate on their be services most needed in each

Our campaign for a seat at the continue with representations we will invite you to be a part of

Please take a moment to read



LinkedIn



Twitter



Website



Email

Our 2016 Partners



2016 Principal Partner, JLT



Platinum Sponsor,
Technology One



Gold Sponsor, Objective

Congratulations to the Sunny Coast, QLD!

The Not-So-Secret-Agents from Sunshine Coast City Council, have taken out the Australasian Management Challenge Championship held in Melbourne last week.



Federal Election

Contribute

THE DEAL

- Your logo, left hand column
- Linked to your website
- Opportunity to contribute to the Resource Hub with an introduction from the CEO

\$1,500
per issue

Interactive links, videos, galleries and social.

website

800+
unique visitors
each week

LG Professionals Australia will offers advertising on its website homepage.

This opportunity can be used in conjunction with submissions to the Resource Hub, to establish service providers as experts in their field.

What we offer

Our homepage is our most valuable digital real estate with more than 800 unique visitors each week.

We offer both header and side banner advertising on the homepage for one week blocks, that can of course be linked to an external website.

THE DEAL

- Headline homepage banner
- Linked to your website
- Exclusive advertiser
- One week duration
- Opportunity to contribute to the Resource Hub with an introduction from the CEO

\$1000 per week
or
\$1800 for two
consecutive
weeks



ABOUT RESOURCE HUB EVENTS PROGRAMS NEWS OUR PARTNERS



www.lgprofessionalsaustralia.org.au

the specs

eNews

ARTWORK

- 300px X 300px - logo
- high resolution
- supplied either as jpeg or png file
- caption (10 words max)
- url link

website

HORIZONTAL BANNER

- 900px X 300px
- high resolution
- supplied either as jpeg or png file
- url link

VERTICAL BANNER

- 300px X 600px
- high resolution
- supplied either as jpeg or png file
- url link

resource hub

ARTICLE

- subject of your choice in consultation with our Editor
- include the author's name, position and a photo (head and shoulders, high resolution)

eNews schedule

PUBLICATION - Tuesdays	DEADLINE - Thursdays
January 17 & 31	January 12 & 26
February 14 & 28	February 9 & 23
March 14 & 28	March 9 & 23
April 11 & 25	April 6 & 20
May 9 & 23	May 4 & 18
June 6 & 20	June 1, 15 & 29
July 4 & 18	July 13 & 27
August 1, 15 & 29	August 10 & 24
September 12 & 26	September 7 & 21
October 10 & 24	October 5 & 19
November 7 & 21	November 2, 16 & 30
December 5 & 19	December 14