



LG Professionals Australia MEDIA KIT 2017



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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



LinkedIn



Twitter



Website



Email

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 best 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

Federal Election

Contribute



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



THE DEAL

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

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 DEALS

OPTION ONE

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

OPTION TWO

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




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

HEADER BANNER

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

RIGHT SIDE 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)

News 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