

MOTOR TRADERS'  
ASSOCIATION OF NSW



MAGAZINE & DIGITAL  
**MEDIA KIT**  
2017/2018

**The voice of the motor industry**

# MTA NSW - THE VOICE OF THE MOTOR INDUSTRY.

Founded in 1910, the Motor Traders' Association of New South Wales (MTA NSW) is an employers' association and registered training organisation, dedicated to representing business owners and business principals in the NSW automotive industry.

Our aim is to help the motor industry. We achieve this by assisting our members in the daily running of their businesses, as well as lobbying governing bodies to ensure a long and viable automotive industry in NSW. We are well-placed to represent the interests of our members, being in constant contact with politicians and Government officials. We regularly offer advice on matters affecting the industry, and are proud to be the principal consultative party and a leader in industrial relations issues affecting the retail motor industry.

We also work to ensure the public's confidence in dealing with MTA members through our Code of Ethics. MTA NSW's Code of Ethics is a landmark statement that sets out the standard of behaviour MTA members must follow in their dealings with the public.



## OUR MEMBERS

More than **3,250 members** employing over **30,000 employees** and representing **28 automotive sectors**.

**78,000 plus household voices** for the automotive industry.

**16,250 estimated readership** of the MTA NSW Journal printed magazine.

More than **2,600 visitors** to the MTA NSW website every month.

With MTA NSW you can ensure your customers are reached across a broad range of automotive industry sectors including;

- Auto dismantlers
- Auto electrical repairers
- Auto parts & accessory retailers
- Body repairers
- Caravan dealers & repairers
- Commercial vehicle dealers & repairers
- Engine reconditioning specialists
- Farm machinery dealers
- Heavy vehicle repairers
- Mechanical repairers
- Motorcycle dealers and repairers
- New & Used car dealers
- Service station operators
- Suspension and underbody repairers
- Towing operators
- Transmission specialists
- Tyre dealers



# ADVERTISING DESIGN SERVICE

Professional web design service is available. Contact **Shelby Cockburn** on 02 4627 8011, or email [shelby@imab2b.com](mailto:shelby@imab2b.com)



## HOW TO SUPPLY FILES

### DIGITAL (WEBSITE)

Advertisers should supply ad materials as GIF, JPEG or PNG.

#### File Set-Up:

- ✓ All images to be at 72dpi and in RGB
- ✓ Less than 50kb in size

**The publisher will not accept responsibility for poor reproduction due to:**

- ✗ Incomplete material supplied by an advertiser or agent
- ✗ Poor resolution of images
- ✗ Missing fonts or logos
- ✗ Files that do not follow the above guidelines.

Files created through Microsoft Word, Powerpoint, Excel or Publisher will not be accepted.

### MAGAZINE

Advertisers should supply ad materials as a press quality PDF.

#### PDF Set-Up:

- ✓ All embedded images to be at 300dpi and converted to CMYK
- ✓ Trim marks and bleed to be included
- ✓ All text to be converted to outlines
- ✓ Spot colours to be converted to CMYK.

**The publisher will not accept responsibility for poor reproduction due to:**

- ✗ Incomplete material supplied by an advertiser or agent
- ✗ Poor resolution of images
- ✗ Missing fonts or logos
- ✗ Files that do not follow the above guidelines.

Files created through Microsoft Word, Powerpoint, Excel or Publisher will not be accepted.

# WHY ADVERTISE ON THE MTA NSW WEBSITE?

1. MTA NSW is the voice of the industry, and its website attracts over 2,600 visitors per month. Visitors tend to spend an average of 3 minutes and 26 seconds on the website.
2. The advertising space on the MTA NSW website is located on the pages with the most visitors: Home page, Members Page and Contact Page
3. The MTA NSW website is a high quality digital publication that members rely on for information. It also leads to many microsites that members MUST use for their employment relations, training and payroll systems for their staff.



## RATES

Area	Price
Business Partner Page Logo and Link	\$800/month
Business Partner Homepage Tile	\$800/month
Homepage Footer Area Banner	\$2,000/month
Contact Us Page Banner	\$800/month
Member Only FAQs Page	\$800/month

\*All prices exclude GST.

# DIGITAL AD SIZES

## BUSINESS PARTNER PAGE LOGO AND LINK

Supplied Artwork Size: **130px x 63px**



## APPROXIMATE WEBSITE DISPLAY SIZE

The homepage displays on the desktop only



**Desktop**

130 x 63



**Tablet**

No Display

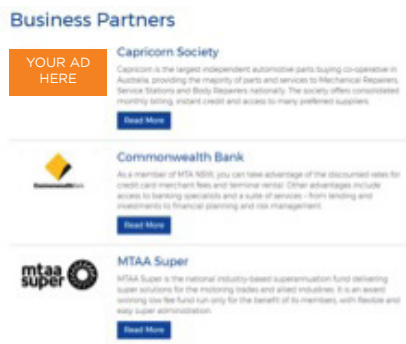


**Mobile**

No Display

## BUSINESS PARTNER HOMEPAGE TILE

Supplied Artwork Size: **130px x 63px**



## APPROXIMATE WEBSITE DISPLAY SIZE

The homepage displays on the desktop only



**Desktop**

130 x 63



**Tablet**

130 x 63

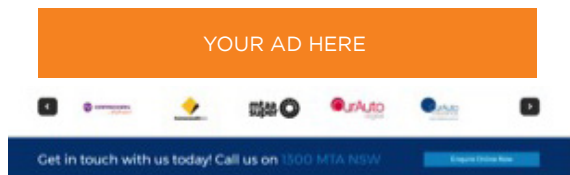


**Mobile**

130 x 63

## HOME & CONTACT PAGE FOOTER AREA BANNERS

Supplied Artwork Size: **1170px x 163px**



## APPROXIMATE WEBSITE DISPLAY SIZE

Your advertisement will display on our website at the following sizes (dependant on screen size and device)



**Desktop**

1140 x 158



**Tablet**

720 x 100



**Mobile**

380 x 53

## MEMBER ONLY FAQs PAGE

Supplied Artwork Size: **720px x 350px**



## APPROXIMATE WEBSITE DISPLAY SIZE

Your advertisement will display on our website at the following sizes (dependant on screen size and device)



**Desktop**

360 x 227



**Tablet**

720 x 350



**Mobile**

381 x 185



# WHY ADVERTISE IN MTA MAGAZINE?

1. MTA NSW is the voice of the industry, and its magazine is the primary communications piece to keep members informed. In a member's survey completed in June 2017, 89.49% say they read the MTA Magazine while 94.23% say the content is informative.
2. If your product or service is targeted at the motor industry, MTA Magazine will align your brand with a credible industry voice and give you unique access to the people who own or run automotive businesses.
3. The MTA Magazine is a high quality publication that members rely on for information on legislation, technical and legal issues, training, general business advice and the latest equipment. It is also available as a digital flipbook on the MTA NSW website.



## DEADLINES

ISSUE	BOOKING	MATERIAL	DELIVERED
FEB 18	09/12/17	16/12/17	01/02/18
APR 18	18/01/18	25/01/18	05/04/18
JUN 18	15/03/18	22/03/18	07/06/18
AUG 18	10/05/18	17/05/18	02/08/18
OCT 18	20/07/18	27/07/18	05/10/18
DEC 18	21/10/18	28/10/18	07/12/18

## RATES

Section	x1	x3	x6
Front cover	\$5,200*	\$4,700*	\$4,200*
Back cover	\$3,200*	\$2,900*	\$2,600*
Inside front cover	\$3,200*	\$2,900*	\$2,600*
Double page spread (DPS)	\$4,500*	\$4,000*	\$3,600*
Full page (FP)	\$2,500*	\$2,250*	\$2,000*
Half page	\$1,500*	\$1,350*	\$1,200*
Editorial value	\$2,500 page*	\$2,250 page*	\$2,000 page*

\*All prices exclude GST.

# MAGAZINE AD SIZES



## FULL PAGE (FP)

**Trim:**

210mm (w) x 297mm (h)

**Bleed:**

5mm all around (220mm (w) x 307mm (h))

**Type Safe Area:**

180mm (w) x 267mm (h)



## 1/2 PAGE HORIZONTAL (BLEED)

**Trim:**

210mm (w) x 148.5mm (h)

**Bleed:**

5mm all around (220mm (w) x 158.5mm (h))

**Type Safe Area:**

180mm (w) x 118.5mm (h)

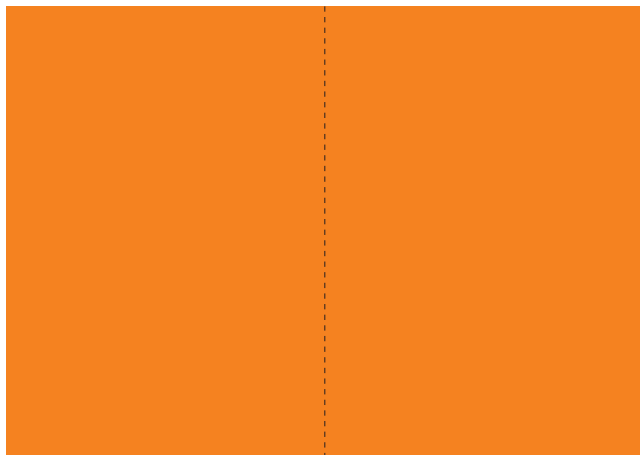


## 1/2 PAGE HORIZONTAL (NO BLEED)

**Trim:**

186mm (w) x 124.5mm (h)

No Bleed



## DOUBLE PAGE SPREAD (DPS)

**Trim:**

420mm (w) x 297mm (h)

**Bleed:**

5mm all around  
(430mm (w) x 307mm (h))

**Type Safe Area:**

390mm (w) x 267mm (h)  
(avoid text running across spine)

Files to be emailed to Shelby Cockburn - [shelby@imab2b.com](mailto:shelby@imab2b.com) (under 10Mb).  
For files larger than 10Mb please upload via [wetransfer.com](http://wetransfer.com)  
For magazine Terms and Conditions please visit [www.mtansw.com.au/terms-and-conditions](http://www.mtansw.com.au/terms-and-conditions)