



# ADVERTISING OPPORTUNITIES

## Print and Digital Rates 2023

# Over 31 000 NT seniors have a Seniors Card

The NT Seniors Card program managed by COTA NT was established in 1999 to celebrate and recognise senior Territorians.

- Cards are issued free to all senior Territorians aged 60 years and over.
- 31 000 + seniors belong to the program.
- Over 1500 seniors join the program annually.

Businesses that become **Business Partners**

- Receive a **free** listing in the print and online editions of the Business Discount Directory.
- Have access to a wide and affordable range of advertising opportunities.
- Enjoy unique access to a highly targeted, loyal and expanding seniors' market.

## Business Discount Directory

The printed NT Seniors Card Business Discount Directory is used by members all year round to search for Business Partners' discounts.

- The directory is organised by region, product and service categories. All ads are in full colour and can be positioned strategically alongside your business's free listing.
- Readership of more than 25 000 seniors.
- 10,000+ print directories sent Territory-wide.
- Also available as a flipbook online.
- Business Partners advertising in the directory also receive a free Enhanced Listing on the NT Seniors Card website and a free Facebook promotional post.



*Front page ad for 2022-23 was part of a curated advertising package for Business Partner, Bendigo Bank.*

**For all ad enquiries, contact Kim Farrar on 1300 441 489 or [seniorscard@cotant.org.au](mailto:seniorscard@cotant.org.au)**

# Your options

Choose one or more ad options - in print, online or both.

## E-News Bulletin

- Published bi-monthly
- Highlights new Business Partners, discounts and offers
- Territory news & events
- Access sent by EDM, and social media to over 15 000 accounts.



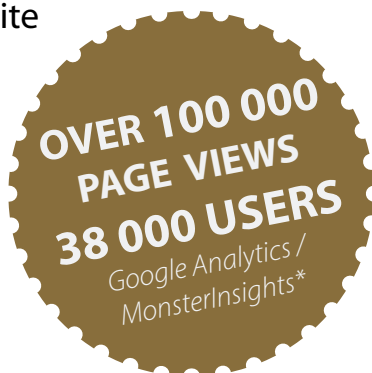
## EDM

- Your electronic direct marketing via Solus to over 14 000 seniors in the Northern Territory
- High open rates, low bounces
- You partner with a trusted program.

Note: All content is subject to editorial approval.

## Website advertising

- NT Seniors Card website receives over 100 000 page views per year
- 38 000 + users
- Top search rankings
- Easy to read and use
- Engaging content including the online discount directory, news and articles.



Note: Based on last 3 months web statistics.

# Rates

Ad rates are quoted exc GST. A tailored package will be priced separately.

All prices ex GST	Sizes	Duration	Rates
<b>Discount Directory</b>	(width x height, mm)	1 issue (12 months)	ex GST

**Adverts must be supplied as high-resolution CMYK PDFs. No crop marks are required. Add 5mm bleed to ad size.**

Front cover	148 x 210		\$2,500
Back cover	148 x 210		\$1,200
Inside front/ back cover	148 x 210		\$900
Full page	148 x 219		\$650
Half page	148 x 105		\$450
Quarter page	74 x 105		\$275
Featured listing	124 x 35		\$120

## E-News Bulletin

Front cover (top banner ad)	60 x 70px	bi-monthly	\$200
Front cover (bottom ad)	60 x 42px	bi-monthly	\$175
<b>EDM (Solus email)</b>	All content provided by client.	1 time	\$600

## Website

Home page banner	1140 x 520px	1 month	\$800
Directory banner	1400 x 300px	1 month	\$650
Web page (article/post)	350 words & image	finite	\$800

**Premium listings** include a logo and listing on the directory landing page.

Featured listing (premium)	logo & key placement	6 months	\$120
Featured listing (premium)	logo & key placement	12 months	\$240

**Enhanced** listings add a logo to your text listing.

Featured listing (enhanced)	logo	6 months	\$90
Featured listing (enhanced)	logo	12 months	\$180

## Facebook

Post	1200 x 630 px	1 time	free
------	---------------	--------	------

One free post with ANY paid advertising option. Any Business Partner can request Facebook posts at no charge for specials or exclusive offers for members.

NT Seniors Card has over 1K followers and is rapidly growing.



**For all ad enquiries, contact Kim Farrar on 1300 441 489 or seniorscard@cotant.org.au**