



SENIORS CARD



PRINT
PRESS
WEB

Territory
Wide
Distribution

ADVERTISING OPPORTUNITIES

Print and Digital Rates 2024

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.
- 32 000 + seniors belong to the program.
- Over 1500 seniors join the program annually.

Businesses that become **Business Partners**

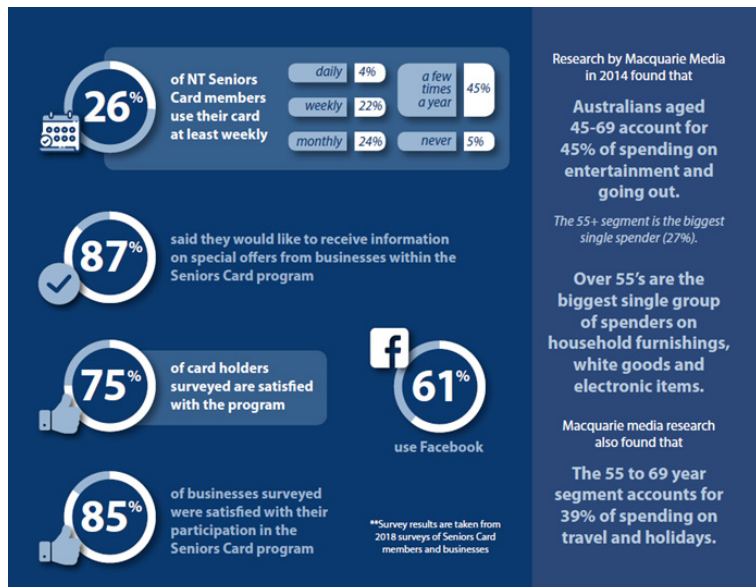
- Receive a FREE listing in the Business Discount Directory print and digital editions.
- Have access to a wide and affordable range of advertising opportunities.
- Enjoy unique access to a highly targeted, loyal and expanding seniors' market.

32 000 +
NT seniors
have a
Seniors
Card



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.
- 10,000 + directories are printed and sent to over 90 locations 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.



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

Discount Directory

DISTRIBUTED TO 25K+ READERS
print and online



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 14,500 accounts



EDM

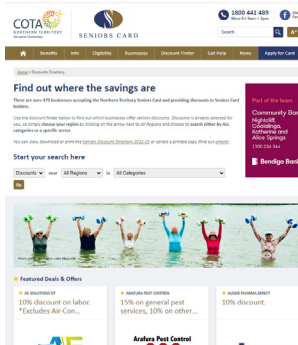
- Your electronic direct marketing via Solus to over 14,500 seniors in the Northern Territory
- High open rates, low bounces.
- You partner with trusted program.

Note: All content is subject to editorial approval. Seniors Card will not endorse advertorials.

Website advertising

OVER 86,000 PAGE VIEWS
26,800 USERS
Google Analytics / MonsterInsights*

- Top search rankings
- Easy to read and use
- Engaging content



- Directory, news and articles blog.

Note: Based on current web statistics.

Rates

Choose one or more ad options, either in print, online or both in our key directory publication.

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

Adverts must be supplied as high-resolution CMYK PDFs. No crop marks are required.

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		\$300
Featured listing	124 x 35		\$150

E-News Bulletin

Front cover (top banner ad)	60 x 70px	bi-monthly	\$200
Front cover (bottom ad)	60 x 42px	bi-monthly	\$175
EDM (Solus email)	All content provided by client.	1 time	\$700

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
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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 growing.



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