



Digital Marketing Media Kit

Facility Management
Association of Australia
GPO BOX 178
MELBOURNE VIC 3001
Tel: +61 3 8641 6666
Web: fma.com.au
ABN: 57 003 551 844



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FMA at a glance

- The industry body for Facilities Management in Australia
- FMA provides a range of member services including, education and training, networking and business development, conferences
- Regular publications include: Facility Perspectives magazine and online e-newsletters
- FMA has over 3500 members
- A mailing list of more than 14,000 industry contacts made up of FM Professionals, industry service providers and supply chain partners to the industry.

Digital Assets

Social Media:

The Association has a presence on LinkedIn, Twitter and Facebook with LinkedIn being the industries preferred platform with over 33,000 followers.



A MAILING LIST OF MORE THAN
14,000
INDUSTRY CONTACTS



AVERAGE MONTHLY POST IMPRESSIONS

50,000

FOLLOWERS

33,000+



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Website Digital Marketing Options

The association's website is frequently updated and includes Industry News, Upcoming Events and information about the association, its current projects and committees. Members have a portal they are encouraged to visit regularly to check their interest groups.

The website typically has between 35,000 and 40,000 hits a month.

New landing page

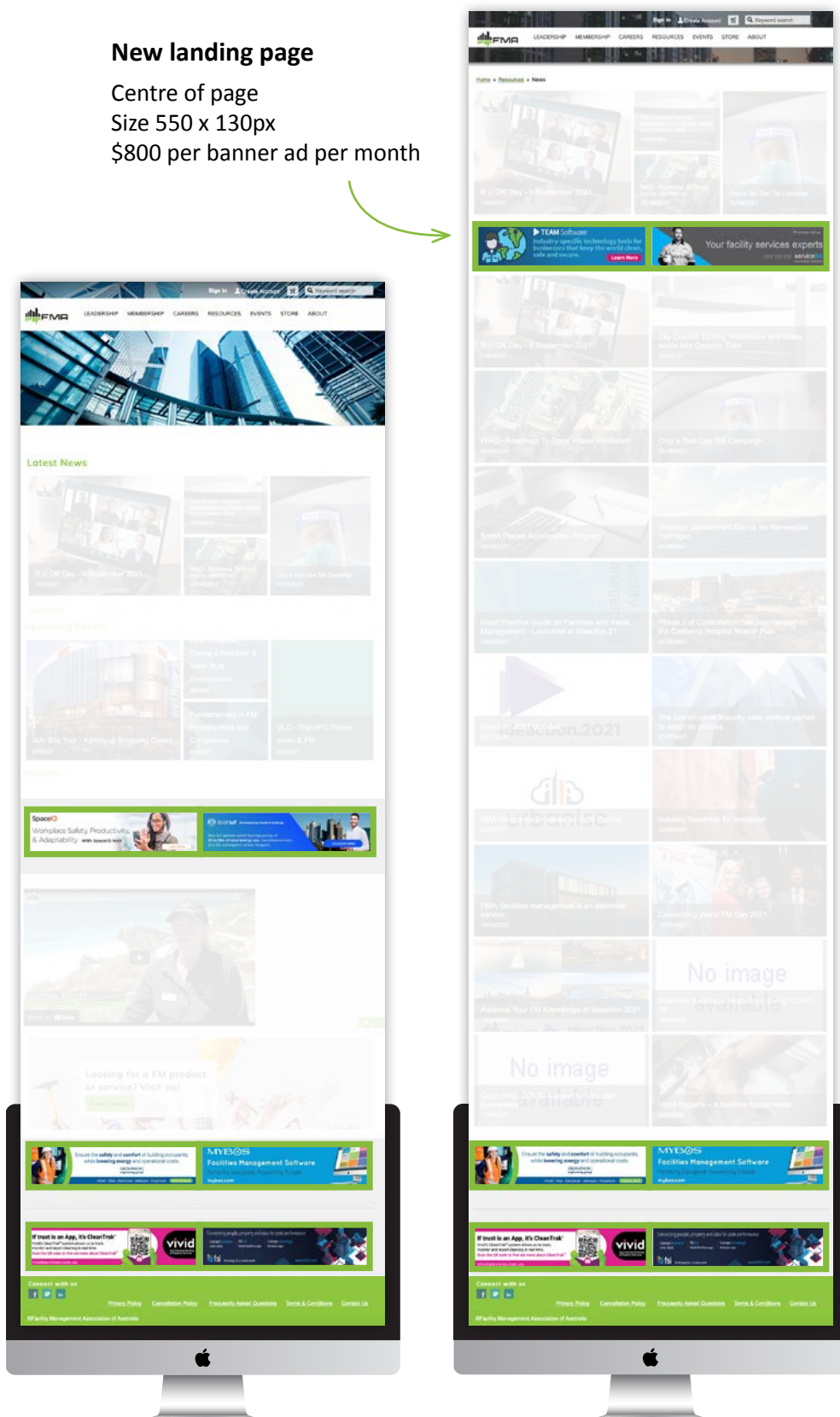
Centre of page
Size 550 x 130px
\$800 per banner ad per month

Home Page

Centre of page
Size 550 x 130px
\$800 per banner ad per month

Banner Ads

Bottom of Page
Size 550 x 130 px
\$650 per month



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MORE Website Digital Marketing Options

Events Pages

Same ad on every event page until updated

Right hand side of event details page
250 x 400px, \$500 per month



Events Landing Page

Centre of page
Size 550 x 130px
\$800 per banner
ad per month

Side Bar Ads

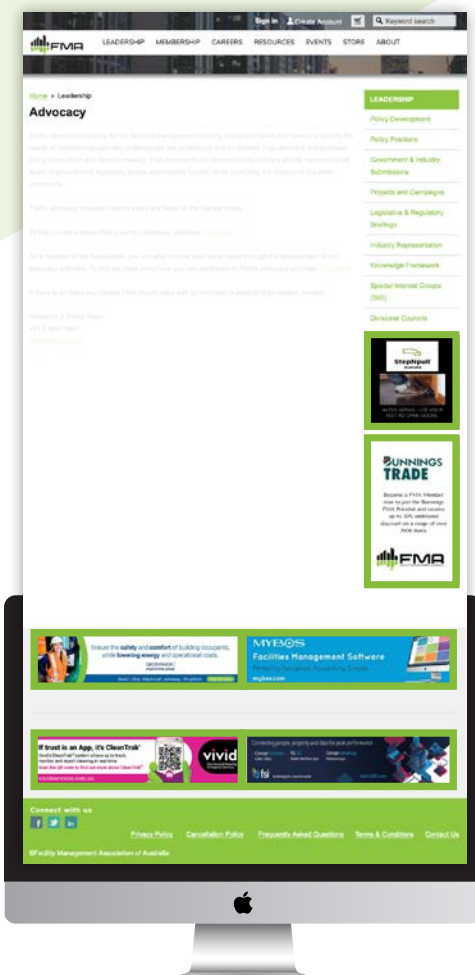
Every page under
side bar menu

Small Ad 250 x 250
\$300 per month

Tower Ad 250 x 400
\$500 per month

Banner Ads

Bottom of Page
Size 550 x 130 px
\$650 per month



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Newsletter Digital Marketing Options

The Association releases a Newsletter every Monday to advise members and followers of key events for the week. The newsletter allows the Association to communicate with its broader audience on a regular basis and provides a mix of industry developments, an update from CEO, Nicholas Burt and important upcoming meetings and events. This Newsletter goes to around 13,000 contacts throughout Australia. Open rates are typically around 22%.

2 x banner Ads

Centre and End
\$500 each

Centre Blog

Post 75 words, logo,
pic + link
\$2,000



Linkedin Post

\$2,000 per post

