



# MEDIA KIT: ONLINE MARKETING

***galvanizers***  
ASSOCIATION OF AUSTRALIA

## **GALVANIZERS ASSOCIATION OF AUSTRALIA**

GAA is a not for profit industry Association established in 1963 to represent the Australian galvanizing industry. The Association provides access to technical consulting services for architects, specifiers, engineers and fabricators on how galvanizing can meet their requirements for the corrosion and mechanical protection of steel. GAA is the recognized authority on the use of hot dip galvanizing and represents the industry on Australian/New Zealand Standards and Regulatory Authorities. GAA is a unique organization, focusing on the development and growth of the galvanizing industry.



# **OVERVIEW**

## **THE GALVANIZING INDUSTRY**

The galvanizing industry is constantly looking at improving the awareness of this highly effective corrosion protection technology. The role of the GAA is to develop information that is relevant to steel users and to provide advice on the protection of their steel assets.

As the estimated annual cost of corrosion is between 2 and 5% of Australia's GDP (approx A\$13 billion to A\$40 billion), the GAA's focus is to be a significant contributor in bringing down this enormous burden on the community and create "awareness" of the use of hot dip galvanizing as the premium steel protection. The GAA does this by providing technical advice, research, and the regular publishing of case studies and technical papers. The GAA is respected by both industry practitioners and steel users due to its commitment to providing accurate and timely technical advice.

## REACH A CAPTIVE AUDIENCE

For the first time, GAA is offering the unique opportunity for Associate Members to be listed as “Active Member Suppliers” on its website. The GAA website is the first stop for information related to the galvanizing industry and is consulted on a daily basis by GAA members and other industry users. This places your business in a priority listing that holds greater value than any regular form of advertising.

- Reach a highly targeted, captive audience who support the companies that support them.
- GAA also has the Galvanizers Association of New Zealand as members, has individual members throughout Asia and is the Secretariat for the Asia Pacific General Galvanizers Association. Its close links to other Associations in Europe, USA, UK, New Zealand and South Africa mean that there is traffic linked through these sites to the GAA’s site.
- Achieve unparalleled cut-through in an advertising-free environment.
- Benefit from increased brand awareness and GAA site traffic, supported by an offline media campaign in 2007.
- Benefit from being acknowledged as a contributor to and supporter of the industry.



## HIGH TRAFFIC WITH MINIMAL WASTAGE

www.gaa.com.au is used as the first port of call by GAA members and people who are industry related looking for information or advice on galvanizing.

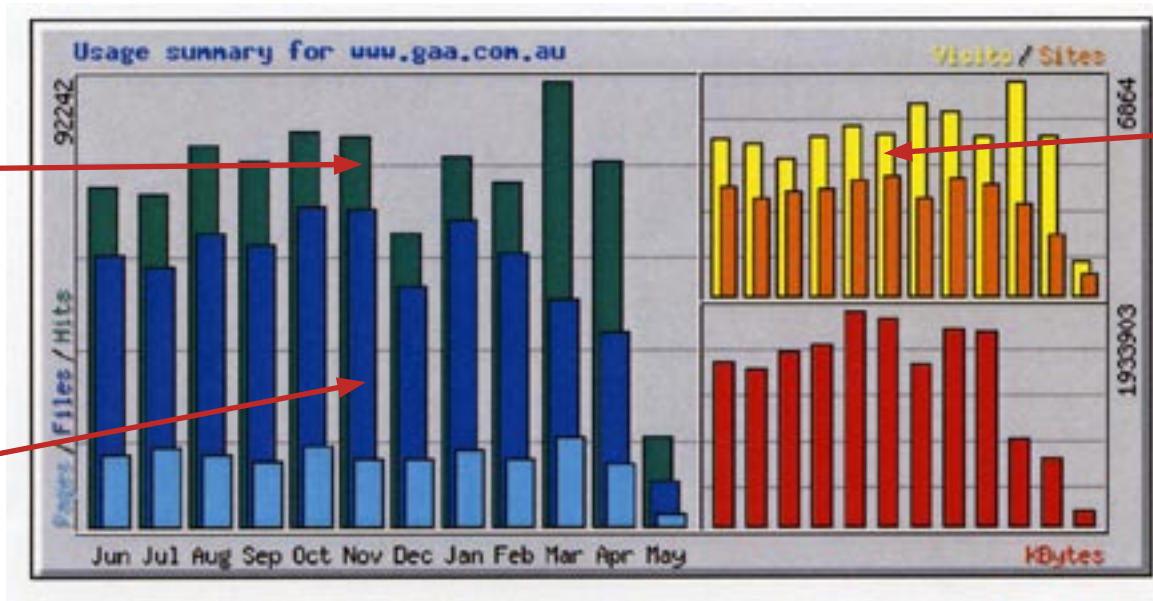


# AUDIENCE PROFILE

70,871 hits per month

52,251 file downloads per month:

74% of hits are by users actively seeking out and downloading information



5,000 unique visitors per month

## DRIVE TRAFFIC DIRECTLY TO YOUR BUSINESS

Your preferred supplier info is just one click in from the GAA website's highly-visited home page.



# HIGH EXPOSURE

**QUICK FIND:**  
=> [A-Z Index](#)

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**HOME** => Galvanizers Association of Australia (GAA) comprises many of the leading galvanizing companies throughout Australia, New Zealand and Asia.

**ABOUT GAA** =>

**MEMBERS' SUPPLIER LIST** => GAA is an industry Association established in 1963 to represent galvanizing companies and to provide technical consulting services on a not for profit basis.

**WHAT'S NEW?** =>

**BENEFITS OF GALVANIZING** =>

**CASE STUDIES** => The Association's objectives are to provide the highest standards in design and quality of galvanized products and to assist consumers achieve the economics inherent in the correct design and application of galvanized products.

**DESIGN FOR GALVANIZING** =>

**COST COMPARISONS** =>

**TECHNICAL SOLUTIONS** => We provide free technical publications and practical assistance on all aspects of design, application, process, bolting, welding and painting of galvanized steel.

**GRADES OF GALVANIZING** =>

**THE ENVIRONMENT** => Further information is readily available from the GAA or any of the leading galvanizers listed in our members' directory.

**MEMBERS' DIRECTORY** =>

**FAQ** =>

**CONTACT US** =>

**BOOKSHOP** =>

[Printable version](#)

**MEMBERS SIGN IN:**  
=> [click here](#)

**New Members' Supplier List**

**Galvanizers Association of Australia**  
ABN 60 004 579 828  
Level 5, 124 Exhibition Street  
Melbourne, Victoria 3000 Australia

Phone: +61 3 9654 1266 Fax: +61 3 9654 1136 Email: [gaa@gaa.com.au](mailto:gaa@gaa.com.au)

Merchandising button leads users directly to the Members' Supplier List

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## 1ST TIER PACKAGE INCLUDES:

- Priority listing:  
1st Tier companies appear first on the Active Member Listing (in alphabetical order)
- Full page ad that includes:
  - Message of your choice (artwork to be supplied)
  - Company logo and details
  - Active link to your website



# RATES: 1ST TIER



Include your company logo for instant brand recognition

Create your own full page online ad!

[www.2strong.com.au](http://www.2strong.com.au)

Tailor your message.  
This ad can be updated quarterly if required.

Direct link to your website

**Annual rate:**  
\$5000  
(12 month listing is compulsory)

**Cost per lead:**  
8c

**Contact:**  
Rosemary Scott on 9654 1266

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## 2ND TIER PACKAGE INCLUDES:

- Secondary listing:  
2nd Tier companies appear below 1st Tier companies (in alphabetical order)
- Company logo
- Pop up window with contact number + company category:



**RATES:  
2ND TIER**

### **2Strong Group**

1/1-5 Martin St  
St Kilda  
t: 03 9537 1415

2Strong provides full service advertising,  
specialising in photography and print.  
We can tailor an advertising campaign to suit  
your specific needs.

**[www.2strong.com.au](http://www.2strong.com.au)**



Tailor your message  
(max. 30 words)

Direct link to your website

Include your company logo  
for instant brand recognition

**Annual rate:**  
FOC for Associate Members

**To become an  
Associate Member:**  
Call Rosemary Scott at GAA  
9654 1266

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## NO OTHER MEDIA OPPORTUNITY COMPARES!

It is difficult to find a point of comparison to this unique opportunity with GAA. No regular advertising opportunity offers such an uncluttered environment or such a narrowly targeted, captive audience with little or no wastage.



# VALUE COMPARISONS

	GAA	Industry Publication	Industry Publication	Industry website
<b>Medium</b>	<b>Online</b>	<b>Magazine</b>	<b>Magazine</b>	<b>Online Newsletter</b>
<b>Advertising environment</b>	<ul style="list-style-type: none"> <li>Ad-free website</li> <li>High traffic of <u>active</u> users specifically seeking out info</li> <li>Distinct advantage of not being perceived as “advertising”</li> <li>Permanent</li> </ul>	<ul style="list-style-type: none"> <li>High clutter</li> <li>Fighting for share of voice in information-heavy environment</li> <li>Just another advertiser</li> <li>1 month life span</li> </ul>	<ul style="list-style-type: none"> <li>High clutter</li> <li>Fighting for share of voice in information-heavy environment</li> <li>Just another advertiser</li> <li>1 month life span</li> </ul>	<ul style="list-style-type: none"> <li>Just another advertiser</li> <li>Small group of <u>passive</u> users</li> <li>2-week life span</li> </ul>
<b>Cost</b>	\$5000 for 12 months	\$2940 for 1/2 page for 2 months	\$1100 for 1/2 page for 1 month	\$300 for 1/2 page for 2 weeks
<b>Reach</b>	60,000	2,800	29,458	3500
<b>Cost per lead</b>	.08 over 12 months	\$1.05 over 2 months	.03 over 1 month	.08 over 2 weeks