



# ADVERTISING OPPORTUNITIES

## OUR BRAND, YOUR ADVANTAGE

Take the opportunity to promote your business with us, using Business SA's branded assets, social media and traditional networks to your advantage.

- > Use Business SA's assets to promote your commercial activities free from clutter
- > Associate your brand with South Australia's highly-respected business chamber
- > Talk directly to like-minded businesses



**Business SA**  
Chamber of Commerce  
and Industry South Australia

Working for your business. Working for South Australia > [business-sa.com](http://business-sa.com)

# WHO IS BUSINESS SA?

## WHAT WE DO

Business SA, Chamber of Commerce and Industry South Australia, can trace its origins back to 1839 making it the second oldest Chamber of Commerce in Australia.

Fiercely independent and unashamedly pro commerce, Business SA is the voice of business in South Australia.

Our role is to support businesses grow and prosper in strong economic environments locally, nationally and globally.

We'd like to help your business become more productive, competitive and profitable.

While Business SA is a state based organisation, we are a foundation member of the Australian Chamber of Commerce and Industry, Australia's peak business advocacy body.

We offer a range of products, services and training to assist businesses to improve their operations and reach their potential, including in export markets.

Our events provide excellent networking opportunities with like-minded member organisations across every sector of commerce and industry.

## WHY WE SELL ADVERTISING SPACE

Being independent means we operate without fear or favour in our dealings with government, political parties, media, stakeholder groups and other influencers.

Being independent also means we rely on revenue raised from sponsorship and advertising to ensure we can hold events for members. Without you and organisations like yours, we can't exist. And if we don't exist, who else is going to do all the things we do for businesses in this South Australia?

Your financial support allows us to undertake activities such as funded research, policy assessment and development, public awareness campaigns, provide course scholarships and business advocacy.



We are the second oldest Chamber of Commerce in Australia and South Australia's peak business advocacy body.



We are fiercely independent and pro-commerce; the voice of business in South Australia.



We assist businesses to reach their potential in export markets.



Our independence comes from our ability to generate revenue.

# ADVERTISE WITH BUSINESS SA

## WHY ADVERTISE WITH US?

Business SA advertising assets present a unique opportunity to promote your goods or services to a business-oriented audience.

Business SA is highly-regarded, and considered trustworthy, relevant, respected.

Promoting your commercial products, services or events on Business SA assets ensures they will be free from clutter. Your commercial activities will be viewed as having an association with a highly-reputable business chamber, talking directly to like-minded business owners, operators and professionals.

## ASSETS AVAILABLE

Advertising opportunities in our various branded channels are available at both casual rates and as a cost-effective inclusive package.

Assets available for advertising include:

- > LinkedIn, Facebook, Instagram and Twitter posts
- > Banner ads in the weekly all-member Business SA Today electronic newsletter
- > Banner ads in subject-specific electronic direct mail and newsletters
- > Banner ads in our internal electronic newsletter, The Star
- > Carousel space on our website: [business-sa.com](http://business-sa.com)
- > Events, sponsorship and other options may also be available from time to time

Business SA has an audience of more than 30,000 business professionals. We can tailor communications to engage your chosen audience and distribute your message to our network. Plus, we can track and report the level of engagement in your communication. For more information, just ask!



Use our assets to promote your commercial activities, free from clutter.



Associate your brand with SA's highly-reputable business chamber.



Advertise on our website in addition to electronic direct mail, newsletters and social media.



Increase sales and awareness of your brand incrementally.

# BUSINESS SA AUDIENCE

**31,000**

Website views each month

**22,000**

Business SA Today audience

**13,500**

Businesses engaged weekly

**13,678**

LinkedIn followers

**7,624**

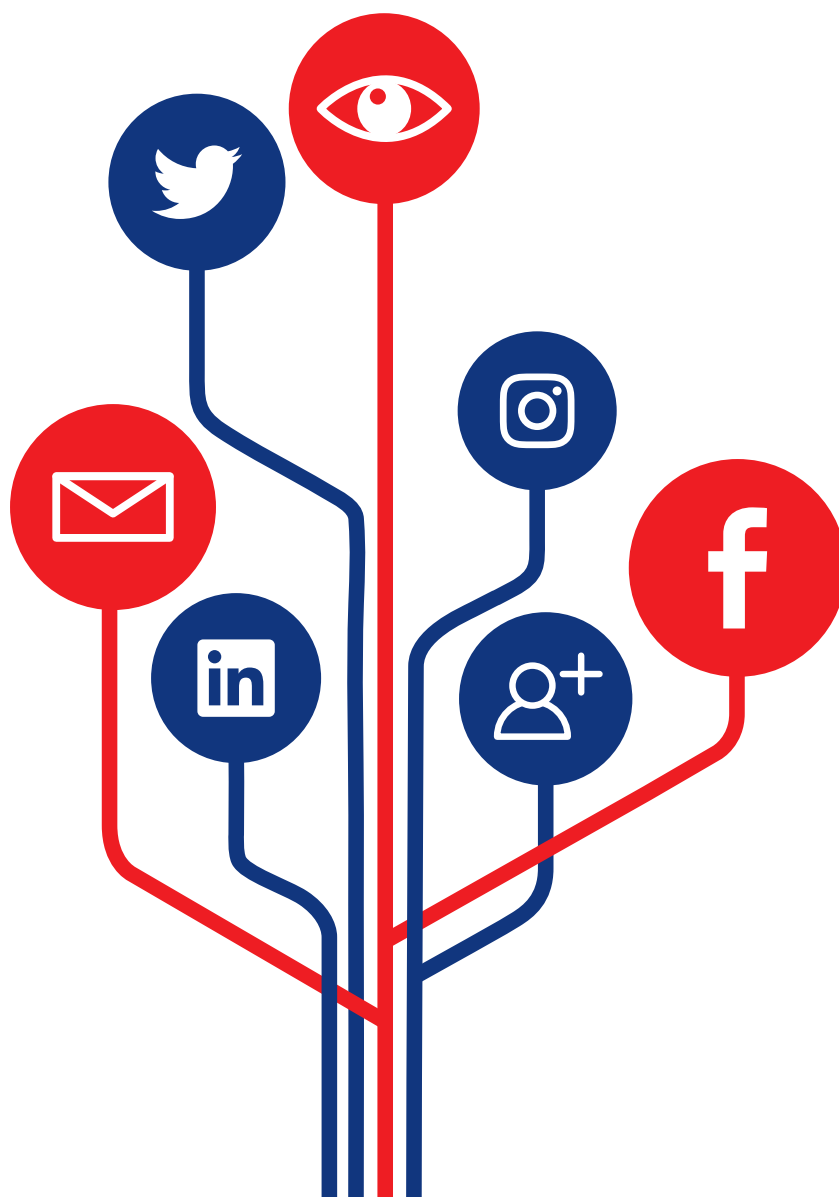
Twitter followers

**7,608**

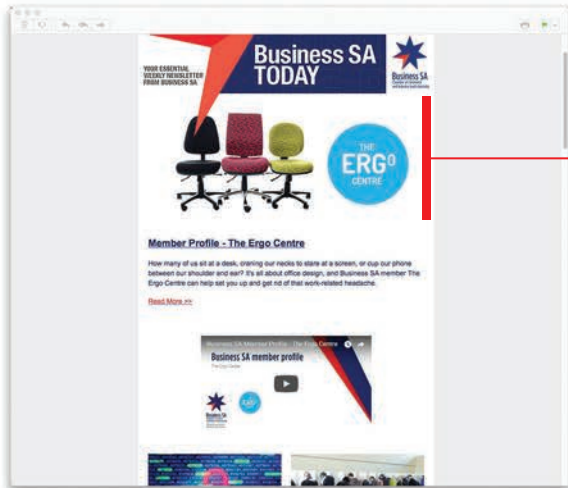
Facebook followers

**1,961**

Instagram followers



# ASSETS – DIGITAL

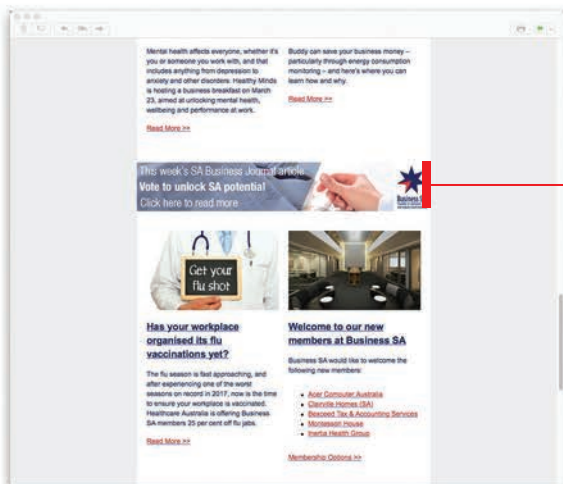


## Email advertising

### Member Profile Ad: 600 x 400 px

- Appears in one edition of Business SA Today
- Ability to script interview\*
- Includes link to your chosen URL
- Includes up to three minutes of video content
- Basic filming and editing included
- It's yours to keep and share

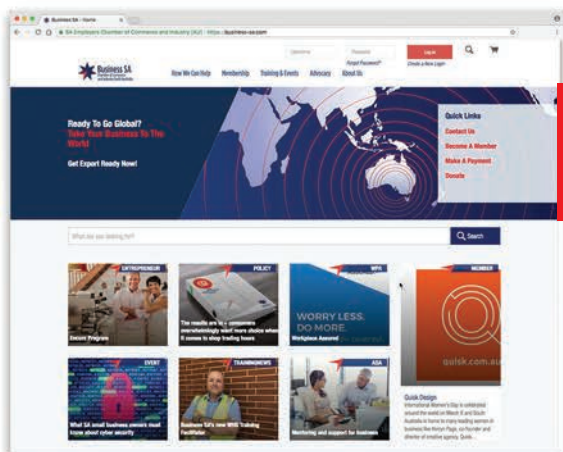
\*As agreed with Business SA



## Email advertising

### Small Banner Ad: 600 x 100 px

- Banner placed in one edition of Business SA Today, International Trade Newsletter, Training Newsletter or Regional Newsletter
- Includes link to your chosen URL
- A maximum of two advertisers permitted for Business SA Today and one advertiser for other newsletters, per edition



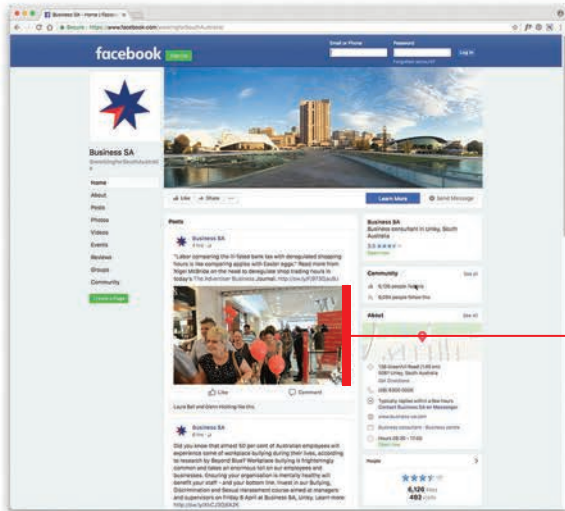
## Website advertising

### Large Banner: 1220 x 350 px

- Business SA website
- Prominent home page position
- Rotating slideshow\*\*
- Banner Ad displayed for two weeks

\*\*No more than three in rotation at any one time

# ASSETS – SOCIAL

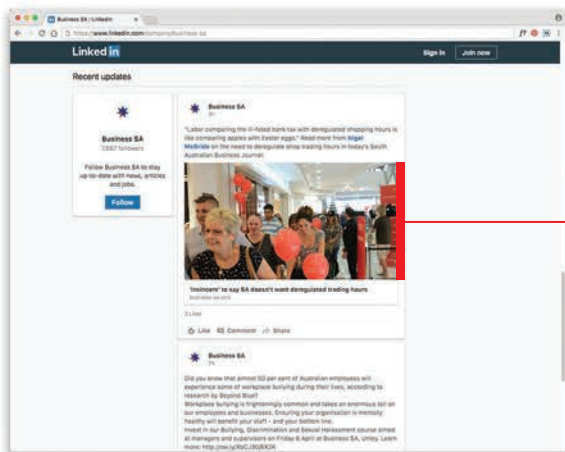


## Social posting



### Facebook post and image

Boosting of posts accommodated and charged at cost



## Social posting



### LinkedIn post and image

Boosting of posts accommodated and charged at cost



Our Facebook and LinkedIn advertising posts are supported by a corresponding tweet from the Official Business SA Twitter account.

# RATES & BUNDLES\*

	CASUAL RATE	BUNDLED RATE
Social media pack 1: Twitter + LinkedIn <sup>1</sup>	\$840	
Social media pack 2: Twitter + Facebook <sup>2</sup>	\$840	
Banner ad (Business SA Today) <sup>3</sup>	\$840	
Weekly advertising (Business SA Today) <sup>4</sup>	\$3,400	\$10,000
Small banner ad (Subject-specific newsletters) <sup>5</sup>	\$840	
The Star (internal for BSA staff) <sup>6</sup>	Free (only with bundle)	
Home page banner ad (Business SA website) <sup>7</sup>	\$5,100	
Solus EDM (dedicated email to Business SA database) <sup>8</sup>	\$3,400	Not included

To maximise your brand's exposure and increase the benefits of advertising, bespoke opportunities and variations to our packages may be available—just ask.

## NOTES

- 1 One LinkedIn post + one tweet, posted on your choice of day. Boosting available at cost.
- 2 One Facebook post + one tweet, posted on your choice of day. Boosting available at cost.
- 3 One ad, 600 x 100 pixels. Published on a Thursday, maximum of 2 members per edition.
- 4 One ad, 600 x 400 pixels. Published on a Thursday, maximum of 1 member per edition (excludes 'Member Profile').
- 5 One ad, 600 x 100 pixels. Publishing dates vary, maximum of 1 member per edition.
- 6 One ad, 600 x 100 pixels. Free of charge with bundle and available only with bundle.
- 7 One ad, 1222 x 350 pixels, 2 week/14 day placement, maximum of 3 members at any one time.
- 8 One EDM distributed to Business SA database, content subject to approval from Business SA.

\*Rates exclude production costs and are subject to change at any time due to unforeseen operational requirements.

All pricing is exclusive of GST



Advertising with Business SA Today was an **extremely effective** way of promoting our 500 Rymill House event, with an immediate response from your members.

No sooner had the email been sent that responses started to flood in with queries and bookings. It just goes to show that your members do read the eDMs and are very keen to continue to support South Australian business.

> Ramona Reynolds-Smith, Key Partnerships Manager, Anglicare SA

## WHAT NEXT?

Other opportunities may also be available. If you would like to discuss these opportunities or further bespoke requests, please contact;

Matt Lowe  
Manager, Member Development  
P 08 8300 0000  
E [mattl@business-sa.com](mailto:mattl@business-sa.com)

We also have a range of unique sponsorship offerings that are aimed toward engaging your brand, products and services to our audiences. Please refer to our Sponsorship Package brochure for further information—or just ask!



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