

ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS NZ - TE KAWARANGI ADVERTISING OPTIONS



ABOUT AAPNZ

AAPNZ Inc is the only administrative organisation in New Zealand offering an accreditation or registration pathway through its Certification process. Certification provides an umbrella over three areas that need to be achieved to show the skills required by the administrative professional. This makes it an invaluable benchmark for those in the role, and for employers.

Administrators from all types of businesses in New Zealand, the Pacific Islands and even other parts of the world, join the Association of Administrative Professionals New Zealand Incorporated (AAPNZ Inc) for opportunities to learn and grow in their role, develop contacts and get a better understanding of how important their role is to any business.

OPTIONS

Advertising is available across the following AAPNZ channels:

- www.aapnz.org.nz
- AAPNZ National President newsletter
- AAPNZ Marketplace - coming soon
- AAPNZ Jobs Board



AAPNZ WEBSITE

Advertise on the home of AAPNZ on the Web.

With regular traffic from members and non-members alike, advertising on the AAPNZ website will drive traffic to your campaign and enjoy measurable returns on your digital investment.

Our members are key influencers in business. Often tasked with supplying information and recommendations for new services and products, administrative and business support professionals are trusted advisers.

AAPNZ E-NEWS

The AAPNZ National President's newsletter is a bi-monthly e-newsletter sent to our membership database (350+ Members) on the second Wednesday of every second month, AAPNZ e-news highlights upcoming events, webinars and shares latest news and research.

Advertisements can be placed as banners (full width with clickable image) or column adverts (half width clickable image).

MARKETPLACE

Promote your business on AAPNZ's Marketplace

AAPNZ Marketplace is an electronic directory of products and services for those working in the administrative profession.

The purpose of Marketplace is to provide administrative professionals with a 'market place' in which to shop for their workplace requirements.

JOBS BOARD

Promote your vacancy on AAPNZ's Jobs Board

The AAPNZ Jobs Board is an electronic listing of vacancies within our profession.

AAPNZ MEMBERSHIP

98% Female

70% have worked in administration

longer than ten years

65% are aged in their 40s-50s

AAPNZ WEBSITE

The AAPNZ website averages over 1,200 visits per month, with over 1,700 sessions.

A visitor to the site stays for an average of 2 minutes and 30 seconds.

We regularly attract new users to the site (982 in June 2020), with 64% of these being direct traffic.



AAPNZ WEBSITE

Home Page	3 months	6 months	12 months
Tile	\$250	\$225	\$200

Individual			
title pages	\$200	\$180	\$150

- Tiles dimensions are 330(w) x 100 (h) px
- The tiles are offered in 3-month increments.
- Limited positions available – 1 per page
- Web pricing is per month, for the number of
- months per package – i.e. to advertise on the home page for three months is a total of \$750 + GST

AAPNZ E-NEWS

Advertisements can be placed as banners (full width clickable image) or column adverts (half width clickable image).

\$200 + GST for full-width - 1200px (w) x 300px (h)

\$150 + GST for half-width - 600px (w) x 300px (h)

Advertorial – 300 words + up to 3 images, \$300 + GST

DEADLINES All advertising for the E-News must be in by 10am the second Monday of the month for inclusion, with the E-News being emailed on the third Thursday of every month, except January.

MARKETPLACE

Please provide the following information for your listing:

- Company Name
- Website URL
- Contact Phone
- Contact Name
- Contact Email
- Short Description: (maximum 20 words)
- Listing Full description: (maximum 100 words)
- Rates \$150 + GST for listing + \$100 + GST per additional category

Categories

- Coaching & Mentoring
- Consulting
- Corporate Giftinh
- Learning & Development
- Health, Safety & Well-being
- Technology & Information

Terms & Conditions

- Quoted rates exclude GST
- AAPNZ will not promote third-party administration conferences/events or courses/PD Programmes
- All advertisements are subject to approval of content

JOBS BOARD

To advertise a Job Listing, please complete the Listing Form and send to online@aapnz.org.nz

Listings contain a short description (20 words) and a full description (100 words maximum), company logo and advertiser details.

\$75+GST for each listing for one month.

CONTACT US

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