

Connect. Navigate. Empower.



Paid promotion Opportunities with Business South

Thank you for your interest in paid promotion opportunities with Business South. As the home and voice of businesses in the Southern Region, we offer unique opportunities to connect and engage with local businesses through a wider range of channels including:

- EDM's
- Social Media
- Website Blog
- Reception Area Display Reel
- Phone app and Website

Read through our offerings and get in touch if you are interested in placing a paid promotion or would like more information.

Please note:

- All content will be reviewed by our editorial team, with any edits sent back to you for approval before publishing.
- Content will be tagged as 'Paid content.'
- Upon approval of advertising placement, an invoice will be sent to you, with payment required within seven days to secure your booking. Payment can be made via online banking or via credit card.
- There is a minimum three-week turnaround time for all channels.

If you are unsure about which option best suits your promotion objectives, please contact Business South: communications@business-south.org.nz



EDMs

We have three EDMs available to advertise in. Only one advertisement will be included in any edition. Content can either be a banner/tile (approx. 1920px wide and 650px high), or text (approx. 100 words).

Connect

Connect is a monthly e-newsletter from our Chief Executive that is distributed to senior level staff of our member organisations. Ideal for advertisers wanting to connect with key decision-makers in the Southern Region business community.

- Audience size: 1,200+
- Average Open Rate: 65%
- Average CTR: 5-10%

\$1000+GST (Member)

\$1400+GST (Non-member)

Training and events

Training and Events is our weekly EDM. The audience is broader than our other EDMs, but the content is highly targeted towards training and events opportunities.

- Audience size: 2300+
- Average Open Rate: 30%
- Average CTR: 5-10%

\$750+GST (Member)

\$1050+GST (Non-member)

Central Otago e-Newsletter

The Central Otago e-Newsletter is a monthly EDM from our Central Otago team. A great opportunity if you are looking for opportunities in the Central Otago region.

- Audience size: 300+
- Average Open Rate: 40%
- Average CTR: 5-10%

\$750+GST (Member)

\$1050+GST (Non-member)



Social Media

Get the attention of our followers on LinkedIn and Facebook with paid promotion on our social channels. You supply the text and an image. We will post and tag your organisation on both LinkedIn and Facebook.

Audience: LinkedIn: 1400+, Facebook: 640+

\$950 + GST per combo (Member)

\$1330 + GST per combo (Non-member)

Website Blog

Our Business South blog covers a range of topics for a business audience. There is an opportunity to share editorial content, which is then also shared as a post on our Facebook page.

Editorial content needs to be 400-500 words, have a 'news' angle, be non-advertorial and targeted to a business audience. Please include a short headline and image (landscape orientation without text).

\$1200 + GST per blog article + FB post (Member)

\$1680 + GST per blog article + FB post (Non-member)

Reception Display Reel

Our reception video reel plays on a continuous loop and is located at eye-level directly in front of our reception waiting area. Paid promotion placements are for a full calendar month.

Ad dimensions 1920 x 1080 pixels

\$450+GST per month (Member)

\$630+GST per month (Non-member)



Phone app banner

The Business South Phone app provides the opportunity to promote your organisation on the app. Aimed at Business South members.

Ad dimensions 1200px x 680px

\$500+GST per month (Member)

\$750+GST per month (Non-member)

Website Banner advertisement

The Business South website provides great marketing opportunities. A portal to the southern region business community and a great opportunity to promote your products and/or services.

The Business South website gets visited by 2,000 users per month (on average).

Coming soon. Enquire about joining the waitlist.

