# ElectroLink

# Product Link advertising

Product Link is a low-priced, product-only, text-based advertising format you can write yourself.

This new format gives you a direct voice to the industry where you can utilise your extensive product knowledge to promote the key advantages your product offers. It enables you to access ElectroLink's nationwide reader network and tell these customers exactly what they need to know about your product and why they should buy or specify it.

Product Link has its own section in the magazine and uses a modular layout format where the content, headline, author reference, logo and contact details are all in standardised locations to make information easier for the reader to take up and to lower the cost of the advertisement for you.

This modular format provides flexibility in promoting key product features and benefits using a combination of text, bullet-point panels and photos, making it easy to create your own ad.

Each advertisement is produced by Alpha Publishing at no additional charge where material meets the specification for Product Link. A fee will apply if Alpha is engaged to write the advertisement. Images and logo are to be supplied by the advertiser.

| | CASUAL | 6X | 10X | WRITING CHARGE |
|---|---|---|---|---|
| Full page | $2200 | $2100 | $2000 | $300 |
| Half page | $1500 | $1350 | $1200 | $250 |
| Quarter page | $900 | $800 | $700 | $200 |

Note: All prices exclude GST.

*Photography not incl.

Full page

Half page

Quarter page

Editorial control of all Product Link advertising remains with the editor to ensure readability and adherence to structural guidelines.
Product Link advertising is not agency commission bearing. All rates quoted are exclusive of GST.