

**Package Prices start from
\$600 + GST**



advertise

strategy

social

SEO

analyse

target

Digital
Marketing



MARKETING SERVICES: EDM SENDSE

Professional eDM campaigns that drive real growth and awareness

MARKETING SERVICES: EDM SENDS

If you have a message you want to get straight to your target market, we have the channels and the expertise to make that happen.

Our team of marketing professionals can help you create a clear and impactful eDM and distribute it to well over 10,000 industry professionals from the print, label, packaging, signage, graphics and visual communications sector.

With typical open rates of 15% or more, and click-throughs into the hundreds, eDM advertising with Visual Connections is a highly effective way to put your message in front of your market and drive real engagement and response. And, with prices starting from just **\$600 + GST*** it's great value for your advertising dollar.

PERFORMANCE YOU CAN MEASURE:

We'll send you key analytics after every email blast, including:

- Open rate tracking
- Click-through insights

*Member rate. Non-member rates start at: \$660 + GST

WHY CHOOSE VISUAL CONNECTIONS FOR YOUR EDM MARKETING?

- ✓ Strategic email campaigns tailored to our industry and your audience
- ✓ High-impact, brand-aligned design (mobile first)
- ✓ Customer database of decision makers across print, label, packaging, signage, graphics and visual communications sectors
- ✓ Two options: Send Only OR Basic Artwork Design & Send
- ✓ Transparent analytics and performance reporting
- ✓ As an NFP Industry Association, we offer subsidised rates

See over page for packages and pricing →

PACKAGES AND PRICING

Package	On demand (send only) <i>Respond quickly to market opportunities with on demand eDM blasts.</i>	Basic creative design & send Receive creative <i>Receive creative support with basic artwork design plus eDM blast</i>
What you get	✓ eDM blast to database on day/s of your choice ✓ Ability to use Send Time Optimisation (STO) / time zone adjustment tool ✓ Post-blast reporting	✓ Finished artwork based on your clear brief (A4 or similar) supplied as jpg, png or ai file format at 72dpi in RGB or CMYK ✓ 1 proof revision ✓ Finished artwork to approve ✓ eDM blast to database on day/s of your choice ✓ Ability to use Send Time Optimisation (STO) / time zone adjustment tool ✓ Post-blast reporting
What you need to supply	✓ Finished A4 artwork in jpg, png or ai file format at 72dpi in RGB ✓ Provide CTA link ✓ Advise of subject line	✓ Provide ad copy, imagery and brand guidelines (and recommended layout if possible) ✓ Provide CTA link ✓ Advise of subject line
Ideal for	✓ One-off promotions ✓ CTA campaigns/competitions ✓ Businesses that are well-resourced with design and comms services	✓ Last minute campaigns where you have no access to creative design
Pricing	MEMBER:	MEMBER*:
	\$600 + GST 1-off eDM	\$850 + GST 1-off eDM
	\$1,350 + GST Pre-paid 3-pack (different material)	\$2,100 + GST Pre-paid 3-pack (different material)
	\$1,200 + GST Pre-paid 3-pack (same material repeated)	\$1,600 + GST Pre-paid 3-pack (same material repeated)
	NON-MEMBER:	NON-MEMBER*:
	\$660 + GST 1-off eDM	\$990 + GST 1-off eDM
	\$1,485 + GST Pre-paid 3-pack	\$2,475 + GST Pre-paid 3-pack

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