

Media Kit

Updated September 2018



Where wonder meets wisdom.

Quick reference

Fortnightly catalogue EHB - printed

Name	Size (w x h)	Cost
Single Module	62mm x 50.5mm	\$2,000
Double Module Horizontal	129mm x 50.5mm	\$3,000
Double Module Vertical	62mm x 105mm	\$3,000
1/5 page	195mm x 50.5mm	\$3,000
2/5 page	195mm x 105mm	\$4,000
3/5 page (approx 1/2 page)	195mm x 160mm	\$6,000

Fortnightly in-store promotion

Name	Size (w x h)	Cost
TPR	N/A	\$500
Counter Unit	N/A	\$650
Clip Strip	N/A	\$500

Seasonal catalogue 2019 - printed

Name	Size (w x h)	Cost
Full Page	195mm x 275mm	\$8,000
Half Page	195mm x 130mm	\$6,000
1/4 page	195mm x 65mm	\$3,000

Direct communication

Name	Size (w x h)	Cost
Direct mailout	210mm x 99mm	By neg.

Electronic communication (duration by negotiation)

Name	Size (w x h)	Cost
Article	50 words	By neg.
Ad	255px x 150px	\$200
Individual Brand EDM	600px x 600px	By neg.

Social media (duration by negotiation)

Name	Size (w x h)	Cost
Facebook	472px x 394px	\$100
Instagram	640px x 640px	\$100

Online - internal (duration by negotiation)

Name	Size (w x h)	Cost
Online store home hero	535px x 560px	\$250
Online store home secondary	265px x 280px	\$100
Online store 'new' range	830px x 230px	\$300
Online store category	830px x 250px	\$300
Online store brand page	830px x 230px	\$300

In-store (duration by negotiation)

Name	Size (w x h)	Cost
Window poster (Adelaide)	1500mm x 1700mm	\$2,000 + production
Window poster (North Adelaide)	2200mm x 1500mm	\$2,000 + production
Security gate cover	60mm x 150mm	\$500 + production

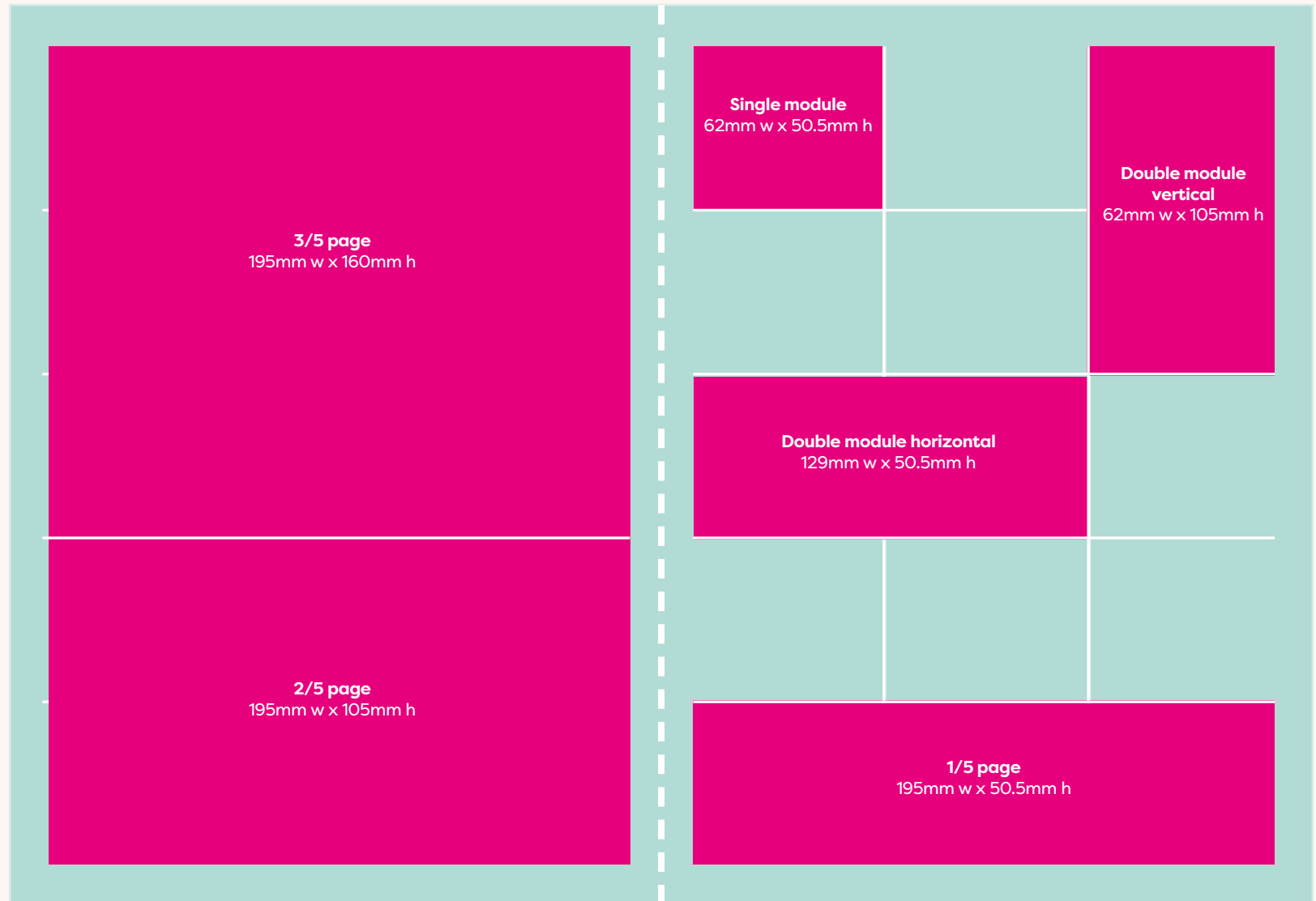
Extra Healthy Benefits (EHB) Catalogue 2019

Printed

Distribution: 70,000*

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- No crops/bleed marks



Seasonal catalogue 2019

Printed Quarterly

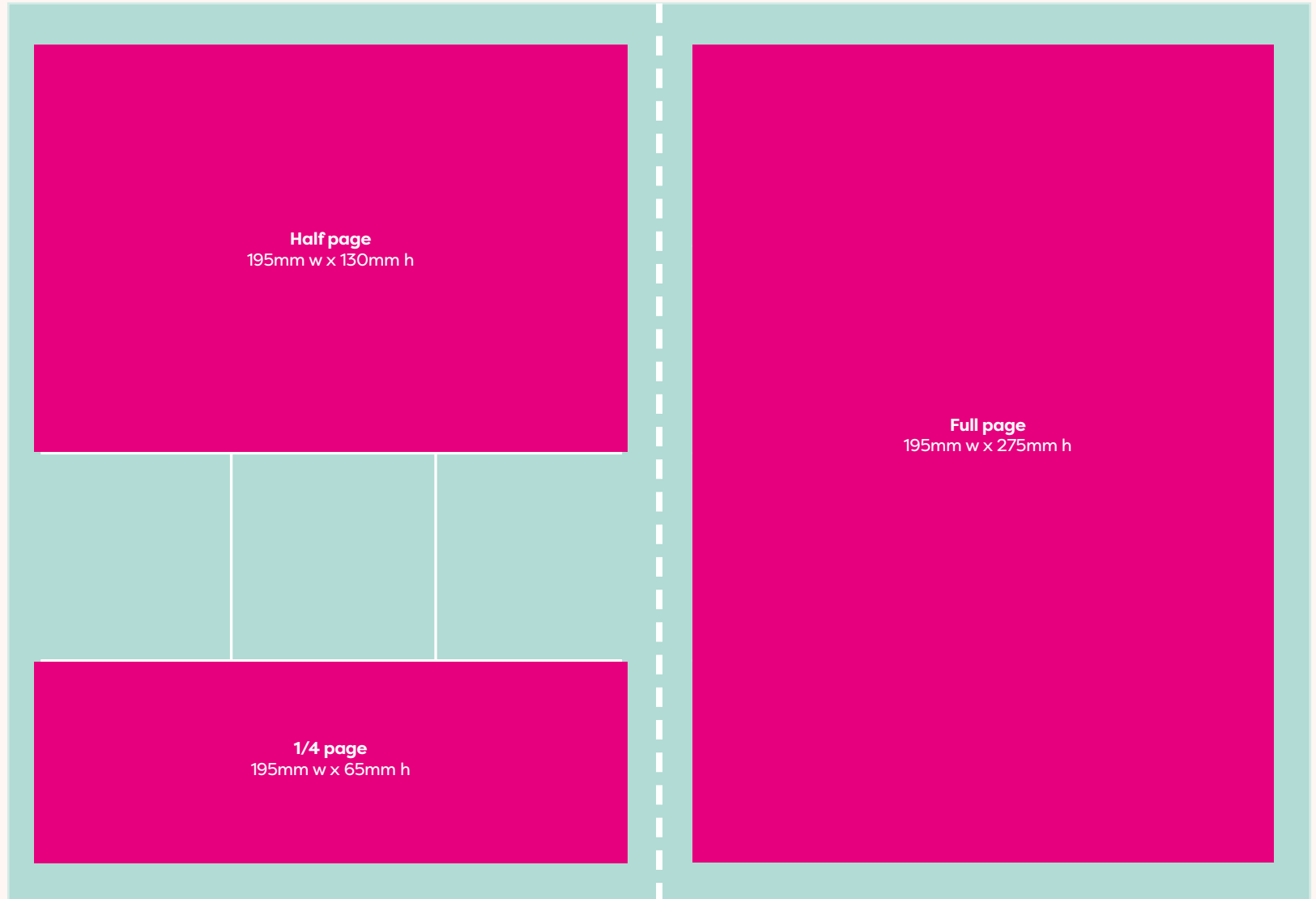
Distribution: 70,000*

Spaces are available
for product listing
or brand ad

*Subject to change

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- No crops/bleed marks
- No pricing



Direct Mailout (DM)

GWPs, Major launch etc.

Database: Based on member interests / shopping history.

*Strongly subject to approval



210mm (w) x 99mm (h)

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- No crops/bleed marks

Benefit edm

Delivered Fortnightly

Database:

SA: 70,000

VIC: 18,000

NSW: 7,000

Image Requirements

- Images must be supplied as a png
- Images must be 150dpi at 100%
- RGB required - no spot colours
- Limits per e-newsletter apply
- All images may click through to landing page or supplier website
- Article images should include little to no copy as per examples (headline only)
- Article copy should be supplied in Word doc (no image) and is subject to approval

NATIONAL PHARMACIES
Where wonder meets wisdom.

Where wonder meets wisdom!

Dear Hazel

Spring is in the air! This is a great time of year to get active and outdoors with family and friends. We have some quick tips on how to prepare for exercise healthily so that you can move more and sit less everyday! Of course, Spring can also be an uncomfortable time of year for approximately 1 in 5 Australians suffering from Hayfever. It is important to note that Hayfever can also cause asthma symptoms, such as wheezing or breathlessness, especially if the person is sensitive or exposed to large amounts of the allergen. Read on for our tips to manage and treat your Hayfever symptoms this season.

What's your wonder?

Advert 255px w x 150px h	Article copy 50 words (supplied in Word doc)
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Individual brand edm

GWPs, Major launch etc.

Database: Based on member interests / shopping history.

*Strongly subject to approval

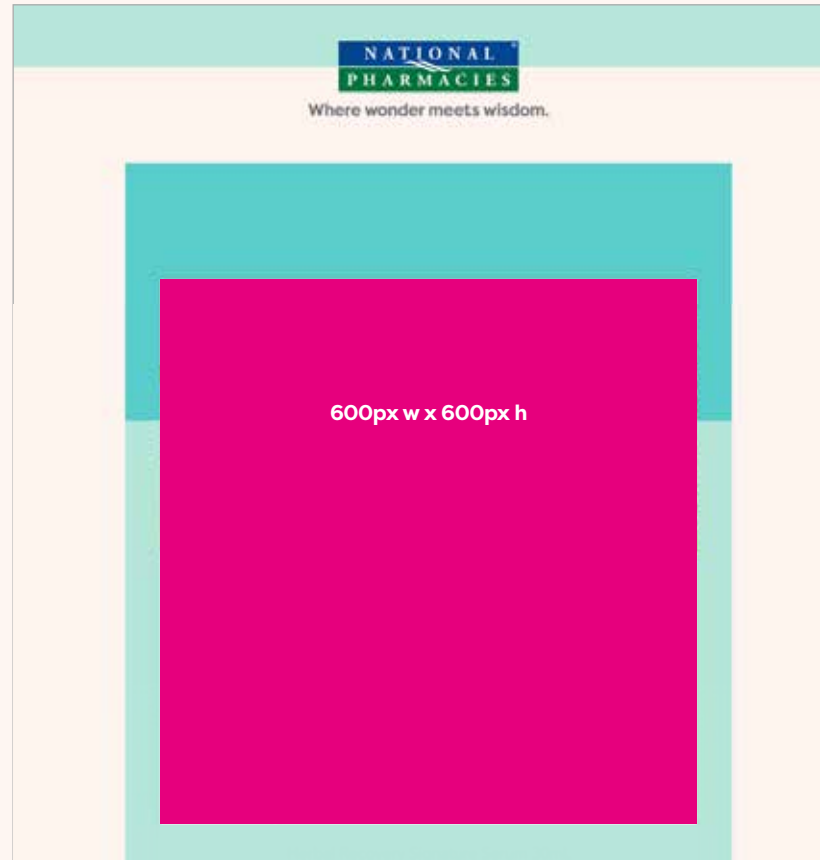


Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- No crops/bleed marks

Social media

Facebook - 10,900 Followers

Brand posts available to communicate brand availability, new product/range, product benefits etc. Posts not available for price promotion.

Image Requirements

- Images must be supplied as a png or jpeg
- Images must be 150dpi at 100%
- RGB required - no spot colours

The screenshot shows the Facebook page for National Pharmacies. The page header includes the Facebook logo, the name 'National Pharmacies', a search bar, and user navigation options for 'Morgan', 'Home', and notification icons. The main content area features a large post with a blue background and the text 'Better?'. Below this post is a 'Create Post' section with a 'Write a post...' field and options for 'Photo/Video', 'Tag Friends', and 'Check in'. There are also '2 Drafts' listed. The 'Photos' section shows a large pink image with the text '472px x 394px' and a smaller image with the text 'Ask me.' and a bowl of soup. The right sidebar contains 'Our Story', 'Page Tips', and a list of statistics including '100% response rate, 6 hours response time', '11K likes +18 this week', '10K follows', '18,481 post reach this week', '2,102 video views this week', and '11,280 people like this and 10,940 people follow this'.

Social media

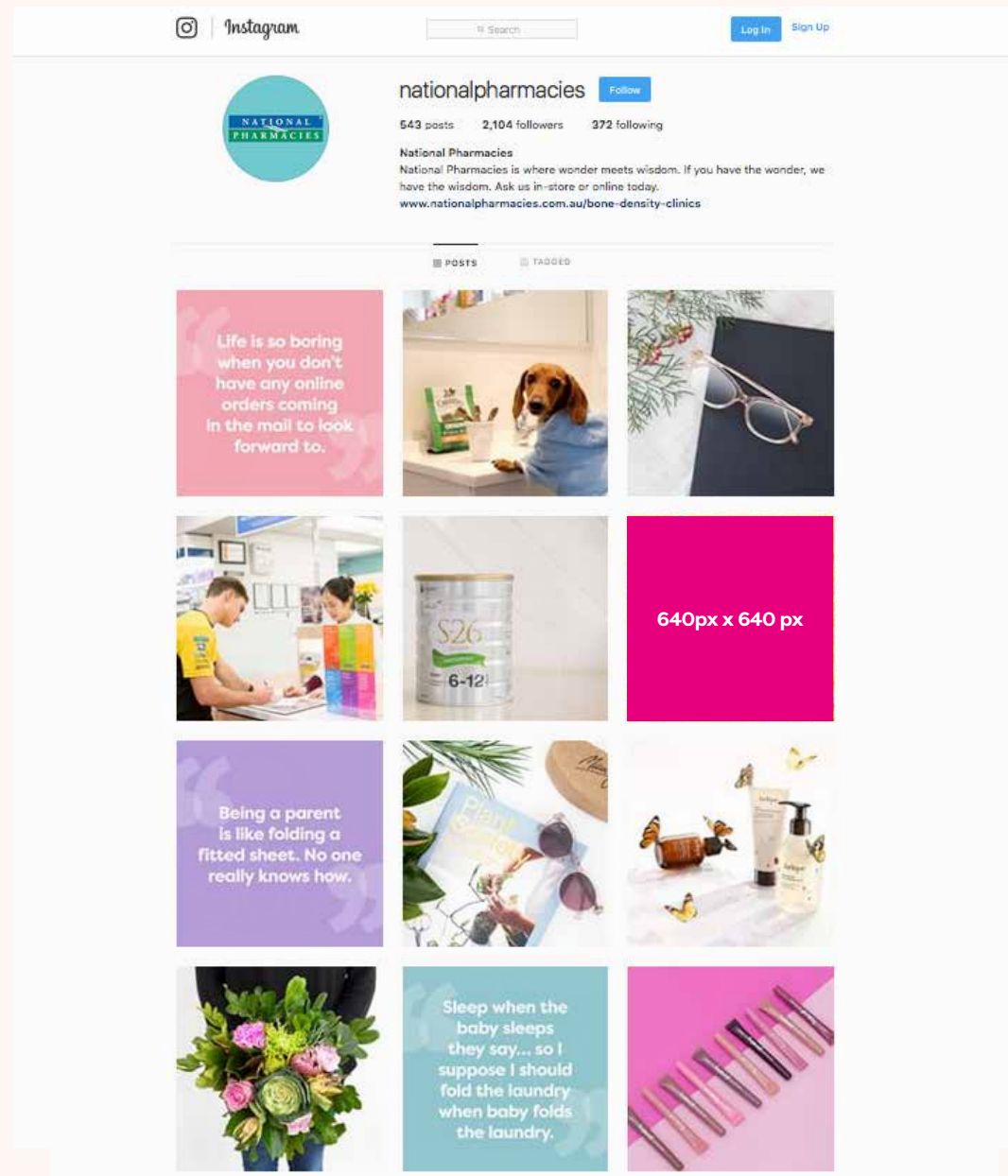
Instagram

Product + brand imagery only

*Strongly subject to approval

Image Requirements

- Images must be supplied as a png or jpeg
- Images must be 150dpi at 100%
- RGB required - no spot colours



Online

Website home image

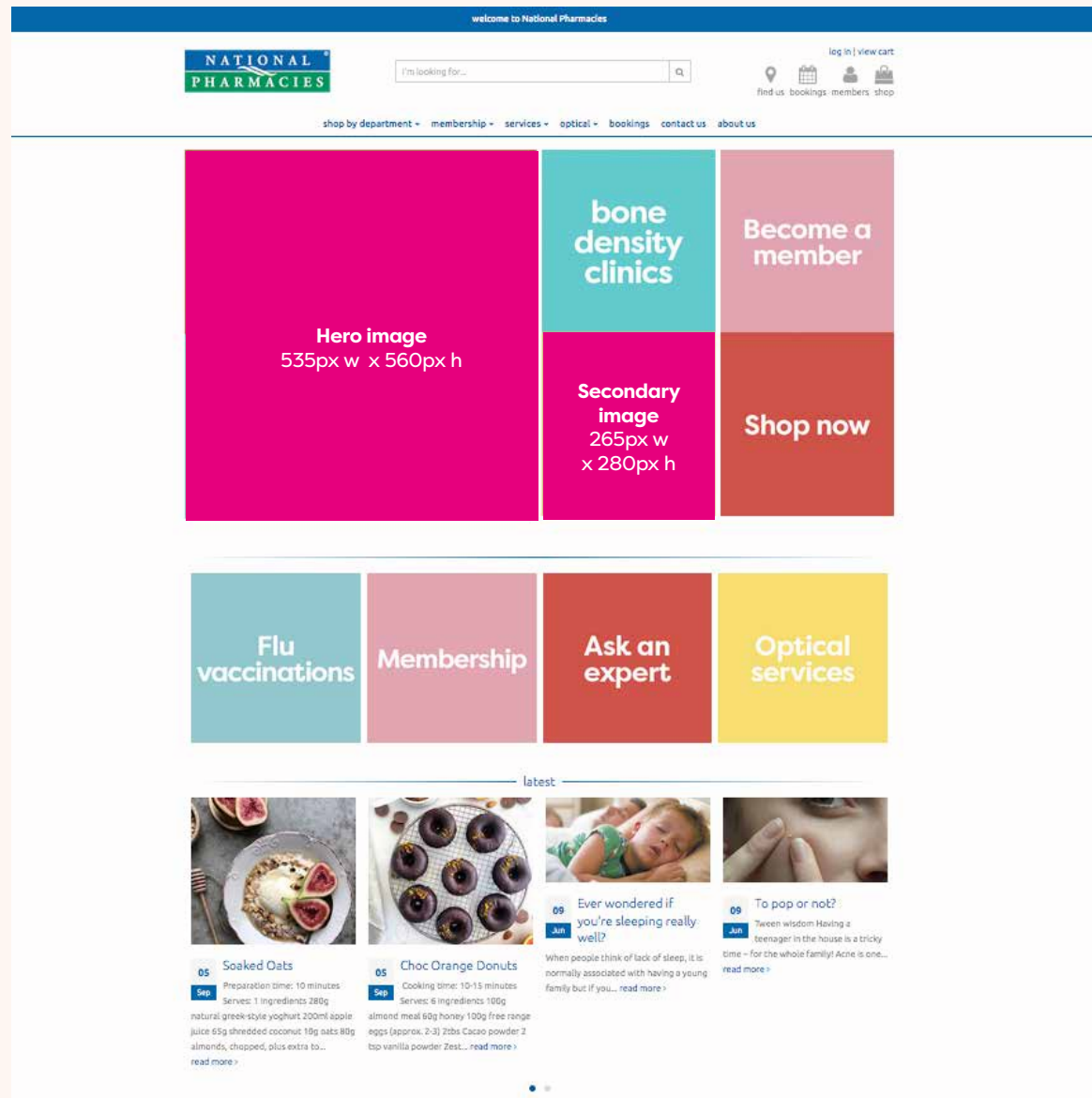
Product/range to be available to purchase online

Limited space available to suppliers at any one time

*Strongly subject to approval

Image Requirements

- Images must be supplied as a png or jpeg
- Images must be 150dpi at 100%
- RGB required - no spot colours



Online

New range

Product/range to be available to purchase online

Limited space available to suppliers at any one time

*Strongly subject to approval

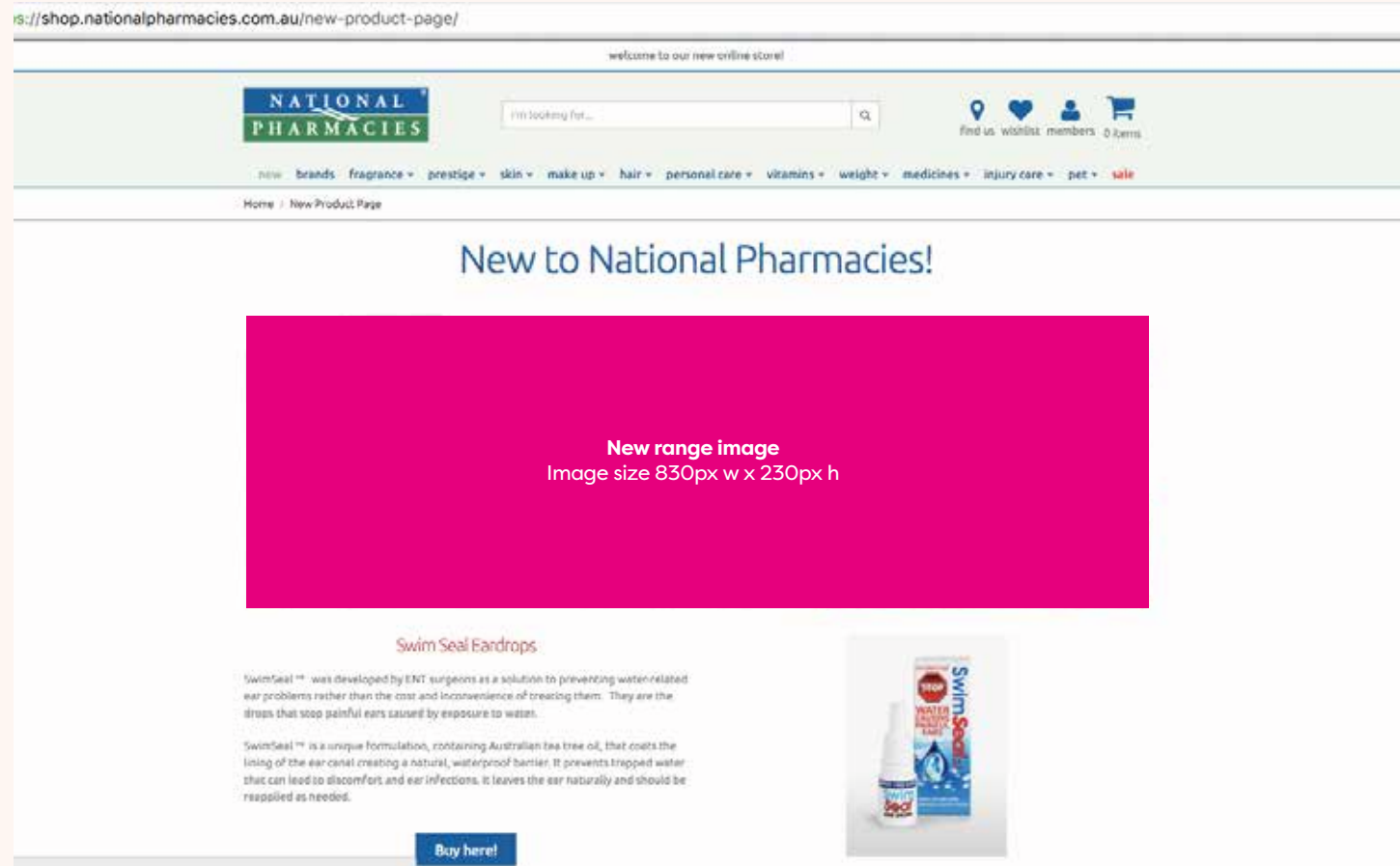


Image Requirements

- Images must be supplied as a png or jpeg
- Images must be 150dpi at 100%
- RGB required - no spot colours

Online

Category page

Product/range to be available to purchase online

Limited space available to suppliers at any one time

*Strongly subject to approval

The screenshot displays the website alpharmacies.com.au/product-category/fragrance/. The page features a navigation bar with a search bar, utility icons (location, wishlist, members, cart), and a menu with categories like 'new brands', 'prestige', 'skin', 'make up', 'hair', 'personal care', 'vitamins', 'weight', 'medicines', 'injury care', 'pet', and 'sale'. The breadcrumb trail is 'Home / Products / fragrance'. On the left, a 'PRODUCT CATEGORIES' sidebar lists various product types, with 'fragrance' selected. The main content area is titled 'fragrance' and includes a descriptive paragraph about the brand's offerings. Below this is a large pink banner with the text 'Category image' and 'Image size 830px w x 250px h'. At the bottom, there are two smaller images: 'women's fragrance' and 'men's fragrance'.

Image Requirements

- Images must be supplied as a png or jpeg
- Images must be 150dpi at 100%
- RGB required - no spot colours

Online

Store brand page

Product/range to be available to purchase online

Limited space available to suppliers at any one time

*Strongly subject to approval

The screenshot shows the National Pharmacies website interface. At the top, there is a blue header with the text "welcome to National Pharmacies". Below this is the National Pharmacies logo and a search bar with the placeholder text "i'm looking for...". To the right of the search bar are icons for "find us", "bookings", "members", and "shop", along with "log in | view cart" links. A navigation menu below the search bar includes "shop by department", "membership", "services", "optical", "bookings", "contact us", and "about us". The breadcrumb trail reads "Home / Products / Revlon".

On the left side, there are two filter sections: "PRODUCT CATEGORIES" with options for "beauty", "extra healthy benefits", and "health"; and "FILTER BY PRICE" with a price range slider set from \$11 to \$23 and a "FILTER" button.

The main content area features a large pink square placeholder for a "Brand image" with the text "Image size 830px w x 230px h". To the right of the image is a text block describing Revlon's history: "Revlon was founded in 1932 by Charles Revson and his brother Joseph, along with a chemist Charles Lachman (the 'L' in Revlon) starting with a single product – a nail enamel that came in colours other than red. Soon the colourful, opaque shades were seen on women's fingertips everywhere, including on the cover of Vogue." Below this is another paragraph: "Revlon has revolutionised the look of women, from Fire and Ice red lipstick and nails in the fifties, to the introduction of Charlie perfume in the 1970's and the glamour American model look of the 1980's. Pioneering long lasting make up with Colourstay in the 1990's, this collection remains the number 1 selling long-wear makeup brand today. Revlon, is one of the powerhouses brands of everyday glamour."

At the bottom of the page, there is a "Sort By:" dropdown menu set to "Sort by newness", a grid view icon, and a "View:" section showing "36" items and a pagination control with pages "1", "2", and "3".

Image Requirements

- Images must be supplied as a png
- Images must be 150dpi at 100%
- RGB required - no spot colours

In-store

Window display

Window posters*:

Adelaide
North Adelaide

Gate covers*:

SA: 35
VIC: 4
NSW: 1

*Subject to availability

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required - no spot colours
- 3mm bleed
- Printers marks (if supplying pdf)

