

ElectroLink

Text-Based Advertising

Text-based advertising credibly presents information to the customer that gives them a greater understanding of a product or company and an insight into how this product or company can provide them with the solution they are seeking. A product's features and benefits can be explained and third party evidence offered as validation of value. Positive perceptions can be enhanced and barriers to sales overcome.

Types & Rates

<p>PROFILING Single or double page, colour, presented in ElectroLink's news format and font. These company, product or project profile pages can be used to position, explain and create interest. It is not PR. 650 words with one colour photo. Editorial conditions and production charges may apply.</p>	<p>Single page: \$2,850 Double page: \$5,000</p>
<p>COMPANION PACKAGE Presented as a colour double page spread. 1 page display ad and 1 page integrated text ad combined. Provides for ongoing brand awareness and positioning along with quality product information, specifications, features and benefits. Editorial conditions apply. Production charges may apply.</p>	<p>\$5,225</p>
<p>OTHERS – Tailor made packages are available to suit all requirements.</p>	<p>Please inquire</p>



ElectroLink Profile example



ElectroLink Companion package example



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