

SPONSORSHIP AND MEDIA KIT 2024



MARKETING OPPORTUNITIES WITH AGWA IN 2024

VERSION 1. PUBLISHED OCTOBER 2023



AGWA MARKETING OPPORTUNITIES

As a valued member of AGWA you gain access to a wide range of exclusive benefits designed to elevate your presence within the industry. Among these benefits, our members are presented with the unique opportunity to leverage the influence of our industry-renowned publication, “BuiltView,” as well as benefit from increased visibility via sponsorship opportunities for prestigious member events.

The options available for AGWA members to consider are:

ADVERTISING IN “BUILTVIEW” MAGAZINE:

Showcase your products and services to a discerning readership of industry experts, with over 4000 copies mailed to our database and over 6000 additional online readers.

EDITORIAL CONTRIBUTIONS TO “BUILTVIEW” MAGAZINE:

Share insightful articles, business updates, and new product information with our engaged readership.

SPONSORSHIP OF MEMBER GALA DINNERS AND GOLF DAYS:

Align your brand with prestigious industry gatherings, reinforcing your commitment to excellence. Our annual AGWA Design Awards showcases the pinnacle of our industry, and sponsorship of these events enables exposure to key decision makers.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES AT AUSFENEX CONFERENCE:

Elevate your industry presence by sponsoring and exhibiting at our bi-annual AUSFENEX conference, an unrivaled platform for networking and business growth attracting both a local and international audience of leaders in our industry.

ADVERTISING AND EDITORIAL FEATURES IN AGWA GLASS AND WINDOW WATCH E-NEWSLETTERS:

Share insightful articles, business updates, and new product information with our engaged readership.

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At AGWA, we understand the importance of strategic exposure and networking within the glass and window industry. These opportunities are designed to help you expand your reach, connect with industry leaders, and establish your presence as a prominent figure in this dynamic sector.

For more information on how you can maximize your AGWA membership benefits or to discuss customized promotional opportunities, please do not hesitate to contact us. We look forward to assisting you in achieving your business objectives and solidifying your place at the forefront of the industry.

Thank you for your continued support and participation in AGWA.



ADVERTISING IN “BUILTVIEW” MAGAZINE

RATES

PRINT ADVERTISEMENTS

INDUSTRY MAGAZINES

All prices include GST.

Double Page Spread	\$5,255
Cover ¹	\$3,522 (inside front, inside back and outside back)
Full Page	\$3,060
Half Page	\$1,790
Quarter Page	\$1,040
Onsert ²	\$3,060 plus costs (a separate brochure, provided by the advertiser, that is packaged and posted with the magazine. Additional costs include packing and handling. Prices are dependant on onsert weight and format.

To book advertising space in an upcoming industry magazine, complete and return the appropriate booking form:

Advertisers are invoiced at the close of the Booking Deadline.

PLEASE NOTE: Advertisers are required to abide by the terms and conditions as laid out on [page 12](#) of the Media Kit.

10% Discounts are available to members for annual advertising bookings (4 consecutive editions booked at the same time)

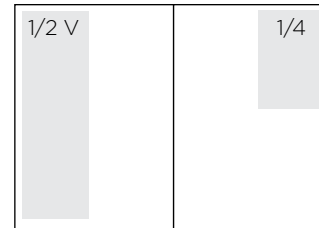
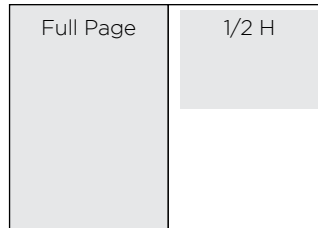
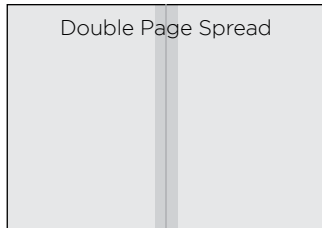


ADVERTISING IN “BUILTVIEW” MAGAZINE

SPECIFICATIONS

MAGAZINE ADVERTISEMENTS

DIMENSIONS



	DOUBLE PAGE SPREAD		FULL PAGE COVER		HALF PAGE HORIZONTAL		HALF PAGE VERTICAL		QUARTER PAGE	
BLEED	Width	430 mm	Width	220 mm	—	—	—	—	—	—
	Height	307 mm	Height	307 mm						
ADVERT AREA TRIM	Width	420 mm	Width	210 mm	Width	187 mm	Width	92 mm	Width	92 mm
	Height	297 mm	Height	297 mm	Height	130 mm	Height	265 mm	Height	130 mm
SAFE AREA	Width	404 mm	Width	185 mm	—	—	—	—	—	—
	Height	285 mm	Height	285 mm						
	Gutter	30 mm								

PDF PREPARATION

Our preferred format for PDF artwork is PDF/X-1a. For best results, [download](#) and install the job option file supplied by our printer, Southern Impact.

PRINT REQUIREMENTS

To prevent any loss in quality, all PDFs must be supplied as CMYK with a resolution of 300 dpi at 100% scale.

Images from websites that have been ‘up-res-ed’ artificially to 300 dpi will be unprintable. A useful shorthand is a file size of at least 1MB.

QUESTIONS?

If you have any questions about file preparation or print requirements, contact:

Helen Dawes
Communication & Events Coordinator
02 9498 2768
marketing@agwa.com.au

TERMINOLOGY

TRIM

These dimensions are for the actual page size. Each page is cut to the trim dimensions, but we must allow some margin for error.

BLEED

Bleed is the margin for error in case the page is cut a millimetre or two off true. This prevents any white paper showing through. The minimum requirement is 5 mm extra in all four directions, or an additional 10 mm in height and width on top of the given trim size.

SAFE AREA

Important images or text should stay within this area to ensure they are not cropped when the page is trimmed or hidden by the spine of the magazine.

GUTTER

The gutter is the inside margins closest to the spine. In a double page spread, important images or text should not be placed in this centre area to ensure they are not hidden by the spine of the magazine.

EDITORIAL CONTRIBUTIONS TO “BUILTVIEW” MAGAZINE

SPECIFICATIONS

CASE STUDY

A unique opportunity to showcase projects that feature glass, glazing, fenestration and/or security screen products as major architectural components in a construction. Please note that a case study is not a product advertorial. The editorial focus should be on the overall project, i.e. a design challenge that was met, a technical issue that was solved. The fabricator or glazier must be a member of AGWA to be included in the editorial.

Format Double page spread
Word Count Maximum 500
Include Project title, Full member company name
Fabricator/glazier name, Architect/designer/builder name
Products/Systems used
Logo and Project photos (3 maximum)

NEWS

News items can include awards received by your company or staff, staff arrivals, an industry event that you hosted or attended, anniversaries, etc.

Format Half page
Word Count Maximum 300
Include Full member company name and Contact details

MEMBER PROFILE

An excellent promotional opportunity to talk about the story behind your brand and product. Images of staff and premises are recommended.

Format Double page spread
Word Count Maximum 1,000
Include Full member company name and Contact details
Photos (3 maximum) and Logo

PRODUCTS

Launch a new product or service to the fenestration and glazing industry. Please indicate which Products section is your most relevant target audience: ‘Glass & Windows’ or ‘Screens.’

Format Half page
Word Count Maximum 300
Include Full member company name, Sales department contact details
Logo, Product Image and Website



EDITORIAL CONTRIBUTIONS TO “BUILTVIEW” MAGAZINE

DEADLINES

INDUSTRY MAGAZINE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION DATE
BuiltView #19 Autumn 2024	19 January 2024	9 February 2024	18 March 2024
BuiltView #20 Winter 2024	15 March 2024	5 April 2024	3 June 2024
BuiltView #21 Spring 2024	14 June 2024	5 July 2024	9 September 2024
BuiltView #22 Summer 2024 Awards Special Edition	13 September 2024	4 October 2024	2 December 2024

BOOKINGS

Booking forms for all print advertisements and editorial contributions must be submitted by the relevant Booking Deadline. Invoices will be issued following the close of bookings.

MATERIAL

All editorial copy, images, print advertisements and advertisement artwork, must be submitted by the Material Deadline.

PUBLICATION

Publication Dates are subject to change without notice. Delivery dates and distribution times are subject to the [Australia Post Print Post Delivery Standards](#).



SPONSORSHIP

SPONSORSHIP OF MEMBER GALA DINNERS AND GOLF DAYS

In 2024, AGWA will be holding the following member events with sponsorship opportunities.

Sponsorship provides a great opportunity to highlight your business and services to a large gathering of glass and window professionals and boost your company's profile among an influential and decision making audience comprising of your business partners, industry professionals, government representatives, competitors and peers alike.

Sponsorship of the evening will provide you with a high profile opportunity to strengthen market awareness of your products and services as well as highlighting your position as a key industry leader.

2024 GOLF DAYS

NSW Golf Day: Friday 22nd March – Bankstown Golf Course

QLD Golf Day: Friday 17th May – Nudgee Golf Course

WA Golf Day: Friday 11th October – Maylands Golf Club

VIC Golf Day: Friday 22nd November – Northern Golf Club

2024 STATE AWARD DINNERS

QLD: Friday 26th July

QLD: Friday 9th August

WA: Saturday 10th August

NSW: Friday 23rd August

TAS(Hobart): Friday 30th August

2024 VIC STATE AWARDS AND NATIONAL AWARDS DINNER

Friday 13th September

2025 SPONSORSHIP AND EXHIBITION OPPORTUNITIES AT AUSFENEX CONFERENCE

To discuss a custom sponsorship package tailored to your organisation, please contact Helen Dawes on 02 9498 2768 (Ext. 419) or email marketing@agwa.com.au



ADVERTISING AND EDITORIAL IN E-NEWSLETTERS:

DIGITAL eMARKETING

GLASS AND WINDOW WATCH MONTHLY NEWSLETTER

All prices include GST.

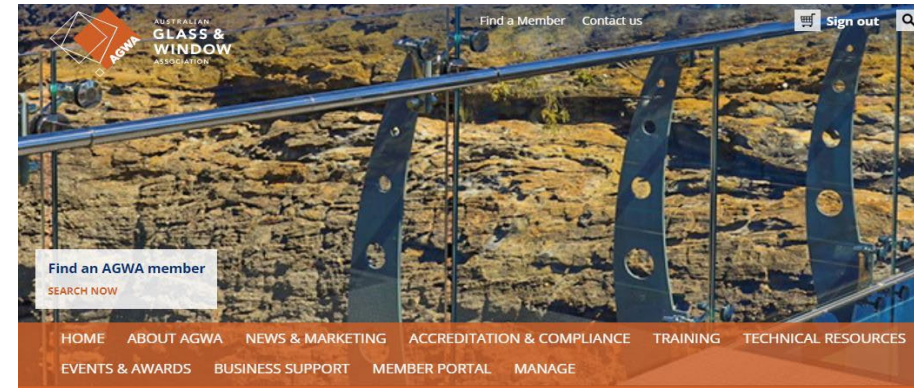
All digital packages are a 12-month commitment, commencing the month following receipt of payment.

To book a digital sponsorship, complete and return the booking form on [page 11](#).

PLEASE NOTE: Advertisers are required to abide by the terms and conditions as laid out on [page 12](#) of the Media Kit.

AGWA DIGITAL SPONSORSHIP

Glass & Window Watch Monthly eNews \$3,811



On behalf of

GLASS & WINDOW WATCH

ENEWS SEPTEMBER 2023

Highlights: **Technical • Marketing • Safety**

Dear Members,

This month is brought to you by ducks... and all the paddling that goes on, often unnoticed, under the water.

In the last month we have had meetings with the QLD Building Minister, NSW Small Business and Planning ministries, made submissions to the South Australian and ACT gov and I don't know how many calls, ministerial visits, member tours, PR releases and TV interviews all focused on trying to keep the National Construction Code (NCC) energy provisions on track. While we acknowledge recent delays in Queensland and the Australian Capital Territory, with expected updates slated for May 1, 2024, and January 15 it was great to see NSW proceed as planned on the 1st of October against the backdrop of heavy and sustained pressure from building groups.

While it may feel that we are in the eye of the storm of residential energy efficiency measures in many states our engagement is not complete, as we seek to ensure they are passed through in each jurisdiction as planned. For instance, this Friday, we will be meeting with each of the state and federal building ministers in Melbourne to discuss industry capacity and the ongoing need for NCC reforms. We believe these engagements are crucial to ensuring a sustainable and profitable window and glass industry over the coming decades.

I look forward to keeping you updated on the important and ongoing work AGWA is doing in promoting improved regulation for our industry.

Clinton Skeoch
CEO/Executive Director
Australian Glass and Window Association

September News Round Up

TECHNICAL



MEMBER ALERT - NCC2022 Implementation delayed in QLD

Despite ongoing engagement with government, QLD has announced today a slight delay to the commencement of energy efficiency (7-star), condensation management and accessibility provisions in NCC 2022.



MEMBER ALERT - NCC2022 Implementation delayed in ACT

Despite ongoing engagement with government, ACT has announced today a slight delay to the commencement of energy efficiency (7-star), condensation management and accessibility provisions in NCC 2022.



Capral Release - MBS Choose LocAl

MBS Architectural, known for its commitment to excellence in the built environment, has taken an industry-leading position, switching to Capral's LocAl® Green Lower Carbon Aluminium for its Apollo Concealed Clip Aluminium Batten System.

SAFETY

Proud Sponsors



Calendar

06 Oct
[AGWA VIC Golf Day](#)

13 Oct
[AGWA WA Golf Day](#)

BOOKING FORM 2024

2024 BUILTVIEW MAGAZINE ADVERTISING

CONTACT DETAILS

Organisation		
Billing Address		
Suburb	State	Postcode
Contact Name		
Email	Phone	
Advert URL		

ACCEPTANCE OF TERMS & CONDITIONS

By signing below, I confirm that I have read and understood the terms and conditions as laid out on [page 12](#) of the Media Kit.

Investment Total	Purchase Order Number
Signature	Date

To complete your booking, please return the completed form to **AGWA Marketing** by email, marketing@agwa.com.au.

NOTES For office use only

ADVERT	PRICE inc. GST	AUTUMN Issue #19	WINTER Issue #20	SPRING Issue #21	SUMMER Issue #22
Double Page Spread	\$5,255				
Inside Front OR Back Cover	\$3,522				
Outside Back Cover	\$3,522				
Full Page	\$3,060				
Half Page Horizontal	\$1,790				
Half Page Vertical	\$1,790				
Quarter Page	\$1,040				
Insert	\$3,060 + costs				

Please indicate the preferred location or audience of your advertisement:

Regular Columns
Position: first third of the magazine.
Audience: All industry professionals.

Glass & Windows
Position: middle third of the magazine.
Audience: AGWA Members, glass and window industry.

Screens
Position: last third of the magazine.
Audience: security screen industry.

Placement and location is dependent on whole magazine content and production requirements. While every effort will be made to place your advert in your preferred section of the Magazine, it cannot be guaranteed. Available spaces will be assigned in the order that bookings are received.

Invoices will be issued after the Booking Deadline for each Magazine edition.

International members and advertisers please note: \$AU10 will be added to the final total to cover international transaction bank fees.

All prices quoted are in Australian Dollars.

BOOKING FORM

BUILTVIEW MAGAZINE EDITORIAL

—

CONTACT DETAILS

Organisation

Billing Address

Suburb

State

Postcode

Contact Name

Email

Phone

Website

Section

Glass & Window

Screens

ACCEPTANCE OF TERMS & CONDITIONS

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Signature

Date

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NOTES

For office
use only

EDITORIAL

SPACE

EDITION

YEAR

NOTES

Case Study

Double Page Spread:
max. 500 words

Member Profile

Double Page Spread:
max. 1,000 words

Master Glazier

Full Page:
max. 500 words

Products

Half Page:
max 300 words

News

Half Page:
max. 300 words

Other

Please contact
AGWA Marketing

Placement and location is dependent on whole magazine content and production requirements. While every effort will be made to place your editorial in your preferred edition of the Magazine, it cannot be guaranteed. Available spaces will be assigned in the order that bookings are received.

BOOKING FORM

DIGITAL eMARKETING (AGWA)

CONTACT DETAILS

Organisation		
Billing Address		
Suburb	State	Postcode
Contact Name		
Email	Phone	

ACCEPTANCE OF TERMS & CONDITIONS

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Advertising Period	Date Commences	Ends
Investment Total	Purchase Order No.	
Signature	Date	

To complete your booking, please return the completed form to **AGWA Marketing** by email, marketing@agwa.com.au.

NOTES
For office
use only

SELECTED PACKAGE

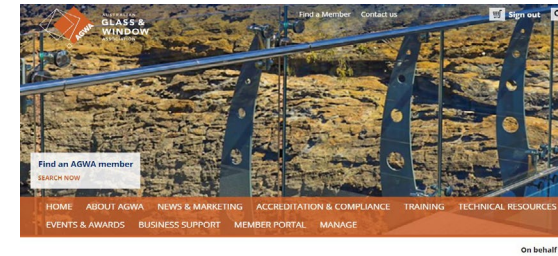
AGWA DIGITAL SPONSORSHIP
Monthly eNews

PRICE

\$3,811
inc. GST

All digital packages are a 12 month commitment, commencing the month following confirmation of booking.

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GLASS & WINDOW WATCH

E NEWS SEPTEMBER 2023

Highlights: Technical • Marketing • Safety

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This month is brought to you by ducts... and all the padding that goes on, often unnoticed, under the water.

In the last month we have had meetings with the QLD Building Minister, NSW Small Business and Planning Ministers, made submissions to the South Australian and ACT gov and I don't know how many calls, ministerial visits, member tours, PR releases and TV interviews all focused on trying to keep the National Construction Code (NCC) energy provisions on track. While we acknowledge recent delays in Queensland and the Australian Capital Territory, with expected updates slated for May '24, and January '25 it was great to see NSW proceed as planned on the last of October against the backdrop of heavy and sustained pressure from building groups.

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Capital Release - MBS Choose Local

Aspy architectural, known for its commitment to excellence in the built environment, has taken an industry leading position, switching to Capital's LocalB Green Lower Carbon Aluminium for its Apollo Concealed Clip Aluminium Batten System.

SAFETY

Proud Sponsors

A.S.U.M.A.

Doric

Calendar

06 Oct
AGWA VIC Golf Day

13 Oct
AGWA WA Golf Day

TERMS AND CONDITIONS

1. GENERAL

- 1.1 These terms and conditions apply to every booking made with the Australian Glass & Window Association and the National Security Screen Association (“the Publishers”) by:
 - 1.1.1 An Advertiser for the publication of an Advertisement with, on or in a print or digital property of the Publishers.
 - 1.1.2 A Contributor for the publication of Editorial with, on or in a print or digital property of the Publishers.
- 1.2 The Publisher has the right to amend these terms and conditions at any time. Notifications of amendment shall be deemed to have been given to all Advertisers immediately upon publication of the amended conditions or other written notice, which shall apply to all advertising received after the date of that publication.

2. ADVERTISING

- 2.1 Advertising accepted for publication is subject to the conditions set out by the Publisher and the rules specified by the Australian Consumer Law 2010.
- 2.2 Every Advertisement submitted for publication is subject to the approval by the Publishers. The Publishers reserve the right to refuse to publish or distribute any advertisement without giving any reason at any time (in which case, no charge to Advertiser will be incurred).
- 2.3 All Advertisement submitted for publication must comply with relevant Australian Standards.
- 2.4 The Publisher is under no obligation to the Advertiser to review, approve or amend any Advertisement. No review, approval or amendment by the Publisher will affect the Advertiser’s responsibility for the content of the Advertisement.
- 2.5 The Publisher may under pressure of deadline and without prior consultation or notice to the Advertiser, amend any Advertisement in any terms whatsoever, if the Publisher perceives it to be in breach of any law of Australia or of any state (whether civil or criminal), in breach of any pre-existing publishing agreement entered into by the Publisher, defamatory, in contempt of court or parliament, otherwise likely to attract legal proceedings of any kind, offensive.
- 2.6 The positioning and placement of an Advertisement is at the discretion of the Publisher except where expressly agreed in writing by the Publisher.

- 2.7 All instructions to the Publisher must be confirmed in writing prior to the Booking Deadline.
- 2.8 The Publisher accepts no responsibility for any loss resulting from the failure of an advertisement, in full or part, to appear or for any error in an advertisement.
- 2.9 The Publisher accepts no responsibility for material lost or damaged in the production process.
- 2.10 All materials to be inserted into a publication must be delivered to the nominated Distributor in accordance with all requirements of the Publisher including delivery address, deadlines and specifications.
- 2.11 Additional charges may need to be agreed between the parties where:
 - 2.11.1 Insert materials are to be held by the Publisher at the premises of the Publisher (or its distributors) for more than one week, or
 - 2.11.2 Insert materials are to be re-consigned or require additional packing or handling.
- 2.12 The Advertiser and its agents warrant that material supplied complies with all relevant laws and regulations and indemnifies the Publisher against any and all claims for damages, costs, compensation, copyright or any liability whatsoever including defamation, slander, breach of copyright, infringement of trademarks, business names and patents arising from publication.

3. EDITORIAL

- 3.1 The Publishers welcome Editorial contributions from credible external sources. However, placement is not guaranteed and all contributions are included at the Publisher’s discretion.
- 3.2 All contributions will be vetted for relevance to the members of the Australian Glass & Window Association and National Security Screen Association members, and for technical accuracy.
- 3.3 Submitted Editorial announcing a new product or service must have a local representative and contact point to ensure access/supply and legitimacy.
- 3.4 The Publishers will not accept Editorial for any product or service that is not in good taste, is dangerous or harmful, contains false or misleading information, is offensive or defamatory.
- 3.5 The Publishers will not accept Editorial that does not comply with relevant Australian Standards or is not technically accurate.

- 3.6 The Publisher reserves the right to edit Editorial copy.
- 3.7 The Contributor and its agents warrant that material supplied complies with all relevant laws and regulations and indemnifies the Publisher against any and all claims for damages, costs, compensation, copyright or any liability whatsoever including defamation, slander, breach of copyright, infringement of trademarks, business names and patents arising from publication.

4. DEADLINES & SPECIFICATIONS

- 4.1 The Publisher imposes various deadlines (including for the submission to the Publisher of Advertisement bookings, Advertisement artwork and material for Editorial) and specifications (including Editorial length and Advertisement dimensions). All Deadlines and Specifications must be met by the Advertiser/Contributor.
- 4.2 The Publisher is under no obligation to publish Advertisements or Editorial received after relevant Deadlines or not supplied in accordance with the relevant Specifications.
- 4.3 It is the Advertiser/Contributor’s responsibility to ascertain the relevant Deadlines and Specifications for the relevant publications.
- 4.4 Publication Dates are only indicators and are subject to change without notice.
- 4.5 Copy must be handed in by the material deadline.
- 4.6 Artwork must be supplied to the specifications in the rate card. The Publisher reserves the right to change incorrectly supplied artwork without notification to the advertiser and will pass on associated costs to the advertiser.
- 4.7 The Publisher takes no responsibility whatsoever for errors in supplied artwork or files.

5. PROOFS

- 5.1 The Publisher may agree to provide proofs but only where so requested by the Advertiser or Contributor prior to Material Deadlines.
- 5.2 Colour shown on any proof is an indication only. Final print colours may vary with the print process and stock variations.
- 5.3 Where the Publisher fails to provide a requested proof in accordance with clause 5.1, and the published Advertisement substantially conforms to the material provided by the Advertiser, then the Advertiser is liable to pay the full cost of the Advertisement.

6. RATES & PAYMENT

- 6.1 Payment terms are strictly within 30 days.
- 6.2 Cancellations will not be accepted after the booking deadline and will be charged at the full rate.
- 6.3 Any dispute the Advertiser has with an invoice must be raised with Publisher promptly and no later than 30 days after the invoice date. After that time, the Advertiser will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Advertiser.