

Advertising Guide



We are online advertising & information specialists for the greater landscaping and nursery industries.

Landscapedesign.co.nz® meets the needs of thousands of consumers searching for solutions, advice and furnishing for their landscape and garden. We publish relevant and engaging content and integrate this with our core business directory to create our highly popular lifestyle website.

If your business caters to the greater landscape, nursery, horticulture, furnishing or gardening industries then an advertising solution with us is too important to ignore.

Target a pre-qualified audience of over 23,000 people per month

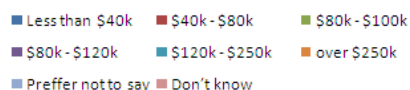
Be where the action is!

Online advertising continues to outgrow other forms of media. Spending on print advertising has declined and the need for cost effective and measurable solutions has seen online advertising buck the trend and show year on year growth!

Visitor Profile

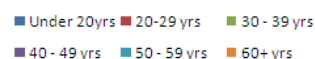
- 55 % downloaded a brochure or form in the past four weeks - this could be your product list, brochure or order forms.
- 63 % received or paid a bill online in the past four weeks - this could be your account.
- 25 % access the internet at work and 72 % access at home. 3% access at libraries, educational institutions and other locations.

Household Income



Visitors have significantly higher incomes

Age



Homepage & Information Pages Layout (Advertising Zone 1)



Homepage 'Featured Article' Slider
Place articles and promotions here!

Directory Search Panel

468 x 60 Advertising Banner (Zone 1)
This could be your business!

Main Categories and Archived Content

300x100 Advertising Tiles (Zone 1)
Promote your business and brand to
thousands of New Zealand consumers.

" Our investment has paid dividends "

Paul Brinkman -
Central Landscape Supplies



"My listing on landscapedesign.co.nz
feeds me a constant
stream of enquiries"

Tony Murrell -
Landscape Designer



Directory Search Results Page Layout (Advertising Zone 2)

The screenshot displays the website's search results page. At the top, there is a navigation bar with links like Home, Articles & Info, Gallery, Gardening, Competitions, Discussion, About Us, Advertise, and Feedback. Below this, a search results section lists various businesses such as 'Gus Evans Nurseries', 'Bakerboys Wholesale Nursery', 'Bermuda Lifestyle', 'CIE Nurseries', 'Tree & Shrub Propagation', 'Blue Mountain Nurseries', 'Dean's Nursery', 'Rotomanga Native Plant Company', 'Ava Nursery', and 'Chemist Laboratories'. Each listing includes a category, contact details, and a 'VIEW OUR EXTENDED PORTFOLIO' link. To the right, a 'Business Directory Panel' allows users to search for products and services nationwide, with a dropdown for 'Select a Business or Product Category' and a 'SEARCH' button. Below the directory panel, there are several '300x100 Advertising Tiles' featuring various services like 'OUTDOOR SOLUTIONS', 'Landscape Design Workshops', 'BelAire', and 'BelAire'. A '468 x 60 Advertising Banner' is located at the top right of the page, promoting business promotion to active consumers.

468 x 60 Advertising Banner (Zone 2)
Promote your business to active consumers

Directory Search Panel

300x100 Advertising Tiles (Zone 2)

Directory Search Results

Directory Listings

Upgraded Directory listings appear in three priority levels and click through into additional information and main websites.

- Extended Portfolio - Logo and top rank
- Portfolio mid rank
- Extended Business listing

Content from articles, tiles banners and other products also drive traffic to directory listings.

Directory listing results are displayed randomly on rotation within each priority level.

Directory listings are measurable with view, phone and click statistics. All content is easily edited by you at any time.

For detailed information about directory listings please see individual information sheets

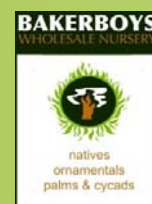
"I have had two consultations in the last two days from the website. I don't know what is going on but it is like the start button has been pushed"

Lyn Carney -
Fusion Landscape Design



"Orders have been coming in ever since and the increase in enquiries has been very positive."

Alex Riddell -
Bakerboys Wholesale Nursery



Groundwork

E-newsletter from New Zealand's
online resource for landscaping,
gardening & lifestyle



landscapedesign.co.nz®

Our monthly newsletter *Groundwork™* reaches over 9000 opt-in and very keen subscribers. Groundwork is received by all landscape designers, landscape architects, contractors as well as public members in our database.

A *Groundwork™* editorial is a 150-word article about your company's products, services and or any special promotion. It also includes photos of your product and features your company logo with a hyperlink to your directory listing.

The article is loaded onto our website blog system and can be accessed for future reference by our visitors.

Key Benefits:

This is an opportunity to tell your story to a relevant audience. You are perceived as being a leader in a specific field by providing quality informative editorial. This creates higher conversion rates and brand loyalty to retain repeat business, ultimately resulting in more sales.

Investment: \$350 plus GST per inclusion - 9000+ recipients - Trade & Public Consumers



landscapedesign.co.nz®

Trade only business flier



In response to demand for an "industry direct" promotional tool, we have created a *Trade Only E-Flier* emailed each month to our trade database of over 2000 industry members.

The *Trade Only Resource* promotes businesses with wholesale products or specialised services offered to industry members. Each month an email is sent to all industry members with the latest featured businesses and wholesale offers.

Key Benefits of the trade only Newsletter:

- New wholesale relationships develop between industry partners for high value customers and high individual volume sales.
- Highlight new products or services specifically targeting over 2500 industry members.
- Raise awareness of industry-specific businesses e.g. specialist construction companies for designers or contract plant growers for nurseries.

The monthly email newsletter highlights what's new in the industry and profiles selected trade companies.

Investment: \$110 plus GST one off set-up and change out fee for existing eligible clients.

Business Directory Listings

Directory Advertising is a pre-requisite for our advertisers. This ensures our visitors can find additional information about the business featured in banners, tiles, articles and other products.

Directory listings range from \$275 to \$1275 per annum for one region plus GST
All listings come with a statistics package, content loading and ongoing client support.



Nurseries please see additional information sheet about *Findaplant.co.nz™*

Targeted Banners & Tiles

Homepage & Information Pages (Zone 1) - 20,000+ page views per month

300 x 100 Tile - \$380 per month based on \$19 CPM (per 1000 views)

468 x 60 Banner - \$580 per month based on \$29 CPM (per 1000 views)

Directory Search Results Pages (Zone 2) — 15,000+ page views per month

300 x 100 Tile - \$285 per month based on \$19 CPM (per 1000 views)

468 x 60 Banner - \$435 per month based on \$29 CPM (per 1000 views)

Double Zone package 35,000+ page views per month

Zone 1 & 2

300 x 100 Tile - \$499 per month (25% volume discount)

468 x 60 Banner - \$761.25 (25% volume discount)

Guaranteed page views - we guarantee you will receive at least the average page views per zone with a tile or banner campaign.

Competitions Galleries & Client Benefits

Competitions

Directory clients can run a competition on our pages free of charge. This is a proven way to engage site visitors with your business.

Inspiration Gallery

Inspiration and idea galleries display a collection of our clients work and products. Selected images are added to galleries and linked to directory listings and search results. This is another way to drive traffic to your business—for more enquiries and sales.

Featured Content Slider

Your promotion linked from our homepage 'featured article' slider .

Promote a new product or special offer to our homepage Visitors for high impact advertising.

Investment \$390 6-8 week Hompage promotion period.

3 month rate - \$877.50



Featured Slider & Groundwork Article Package

This is our highest profile area on the homepage. Site visitors browse the slider to view the latest featured articles and promotions. This package includes a groundwork article published and archived, plus promotion on the slider and Groundwork e-newsletter.

This solution has instant impact and long term archived content.

6-8 week Hompage promotion period.

Investment \$800 - Rate Card value \$1200

Groundwork
E-newsletter from New Zealand's
online resource for landscaping,
gardening & lifestyle

