



**Egg Farmers
of Australia**

FACT SHEET 8: HOW TO ADVERTISE

E-NEWS, FACEBOOK AND WEB CLASSIFIEDS

Egg Farmers of Australia (EFA) has various communication products that allow companies to advertise directly to egg farmers.

This includes our corporate on-line e-newsletter called Egg News, our Facebook page and through our on-line classified page on our EFA website.

E-NEWSLETTER



Egg News is delivered directly to the inbox of members and associates of Egg Farmers of Australia every quarter. There are four editions a year (Summer, Autumn, Winter and Spring).

(Sample of landscape/ horizontal advertisement)

T-Moov is your tireless helper which takes care of floor walking to train your young flocks to learn nesting. It is the only poultry robot with proven floor egg reduction results in the world.
Get in touch to learn more about new T-Moov.



1300 2TIBOT – 0474 035 680
tugrul@avianmanagement.com.au
www.avianmanagement.com.au

T-MOOV
THE POULTRY ROBOT THAT ROLLS FOR YOUR BARN

Avian Management Services

Your ad must be ready made and supplied in the following specifications:

- JPG or PNG file
- We accept landscape (horizontal) lay-outs only
- Eg: 15cm **wide** x10cm **high**
- Eg: 10x8 inches landscape (or equivalent ratios)
- A minimum of 300 dpi size resolution
- Although we prefer a 600 dpi resolution
- You will be invoiced and payment is to be made prior to publication date

The cost of E-News advertising is **\$220** for one ad in one quarterly edition (which includes GST).

FACEBOOK www.facebook.com/eggfarmersaustralia/

The Egg Farmers of Australia **Facebook** page reaches our members and associates.

Advertisements on Facebook cost **\$110** per post (including GST). Ads must meet the same design specifications as per E-News.

ON-LINE CLASSIFIED ADS

Our website has two types of on-line classifieds: **Buy, Swap & Sell** or **Jobs** in the egg industry. You can advertise farm machinery for sale, egg property sales, new equipment and employment etc.

Buy, Swap, Sell: Single photos can be added or as a carousel, product description and contact details.
Jobs: Includes logo thumbnail, job description, closing dates, location and application instructions.

This cost for one ad on-line for one month:

\$220 (includes GST) per month – Non EFA Members
\$165 (includes GST) per month – Non Levy Paying Members
Classifieds are free to EFA egg levy paying members

Your ad will be placed within the e-newsletter and your company name and logo will also appear in the index at top of the newsletter.

(Left: Sample of E-News index)

OUR ADVERTISERS

AVIAN MANAGEMENT SERVICES



ELANCO



SPECIALISED BREEDERS AUSTRALIA



ELDERS REAL ESTATE



To advertise contact Kylie Jackson
info@eggfarmersaustralia.org (07) 4977 4337