

IREC FARMERS' NEWSLETTER ADVERTISING

WHAT IS THE IREC FARMERS' NEWSLETTER

Irrigation Research & Extension Committee (IREC) Farmers' Newsletter is a high-profile, **well-respected publication** produced for irrigation farmers, their advisers and suppliers. It reports on research conducted in the region and further afield, which is relevant to the crops, production systems and farm businesses of the irrigated regions in the Murrumbidgee and Murray valleys. Articles published in the IREC Farmers' Newsletter are comprehensive and informative while not as technical or detailed as scientific reports.

PROMOTE YOUR BUSINESS

IREC offers you the opportunity to **promote** your business and **support** the IREC Farmers' Newsletter through advertising. Ads are placed throughout the full edition of the publication. Advertiser's logos are placed at the bottom of all Farmers' Newsletter emails and **linked back to the advertiser's website**, for added exposure.

WHY ADVERTISE

Full editions of the Farmers' Newsletter are emailed to **over 600 members of IREC**, twice a year. Between publications, selected articles are featured in emails sent to IREC members very two months - these emails link readers back to the full edition. The layout has been designed to better suit reading on mobile devices and makes it easy to find articles of interest. The document is distributed electronically in both pdf and flipbook formats and is designed to print out on A4 sized pages. Find [LINK](#) to previous Farmers' Newsletter.

WWW.IREC.ORG.AU

If you want to get your company more exposure, we are offering you an opportunity to advertise in the next edition(s) of the IREC Farmers' Newsletter.

ADVERTISING SIZES

Full page (horizontal)
267mm wide x 169mm high

Third page (vertical)
85mm wide x 169mm high

COST

Advertising in 1 edition
Full page-\$1,155 (incl GST)
Third page-\$561 (incl GST)

Advertising in 2 editions
(advertisements can be changed for each edition)

Full page-\$1,980 (Incl GST)
Third page-\$1,012 (Incl GST)

CLOSING DATE FOR ADVERTISING

Edition 208 - August '22
Edition 209 - March '23

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