

Advertising with Te Ohu Pūniho o Aotearoa, NOZHA

Thank you for your interest in advertising with Te Ohu Pūniho o Aotearoa NZOHA. We provide advertising opportunities to our members and wider community via various online channels we have a presence on.

Email Marketing

Monthly email campaign - \$450 + GST per placement

Audience – We send our monthly campaign to around 850 current members each month of the 4th Tuesday of the month. Artwork due on the 3rd Tuesday of the month (one week prior to distribution)

Specifications – one image up to 1000 wide x 1500 high and up to 150 words of additional text with a landing page link.

Dedicated email campaign - \$750 + GST per campaign

Sending an email campaign to our membership dedicated to your organisation. Ideally these would be sent around the 2nd week of the month, so not to clash with the monthly email campaign, however dates can be discussed.

Specifications – up to three images up to 1000 wide x 1500 high and up to 450 words of text with a landing page link.

Social Media

Social media post - \$200 + GST per placement

Audience – Our Facebook page has around 1200 followers with an average monthly reach of around 1600 and Instagram has around 470 followers with a monthly reach of around 400.

Specifications – either an image 1000 x 1000 and up to 150 words of additional text, or for video FB recommendations are:

- Recommended video dimensions: 1280x720
- Minimum width: 1200 pixels
- Aspect ratio: 16:9 (Landscape) to 9:16 (Portrait)
- Up to 10 GB recommended

NZOHA website (www.nzoha.org.nz)

1. Homepage Leaderboard (728 x 90 px)

Prime placement – top of homepage under menu

- \$350 / month
- \$900 / 3 months
- \$3,200 / year

Best for: Brand awareness, national suppliers, education providers, CPD companies.

2. Homepage sidebar Skyscraper (300 x 600 px)

High-visibility large format

- \$400 / month
- \$1,050 / 3 months
- \$3,800 / year

Best for: Major suppliers, insurers, multi-product campaigns.

3. Sidebar Rectangle (300 x 250 px)

Visible on any page excluding the homepage

- \$250 / month
- \$650 / 3 months
- \$2,200 / year

Best for: Course promotions, product ads, regional services.

Audience – Our website attracts around 800 unique visitors each month, totalling around 1200 sessions with an engagement rate of 45%.

Specifications – jpeg, png or gif images at the required size for booked placement, as well as a link for the landing page you'd like the advert to go to.

Co-Branded Educational Webinars

NZOHA provides access to a highly targeted audience of oral health therapists, dental hygienists and dental therapists in Aotearoa New Zealand. By running educational webinars with us you are given a platform to demonstrate your expertise by educating practitioners. Your webinar recording will also remain in the members portal for later viewing, extending exposure beyond the live session.

By partnering with us you will receive exposure through:

- Email campaign (sent to all members)
- Website event listing
- Social media promotion
- Optional post-event follow-up message

Webinar Packages

Bronze – \$1,500

- Co-hosted webinar (live)
- One event email
- Event listing on website
- Recording available within the members portal for at least 12 months post live event

Silver – \$2,200

- Everything in Bronze +
- Social media promotion
- Post-event email with link to partner

Gold – \$3,000

- Everything in Silver +
- Featured banner placement for 1 month
- One dedicated promotional email

Contact:

Please send your booking request to our marketing consultant, rachel@lunasolutions.co.nz.