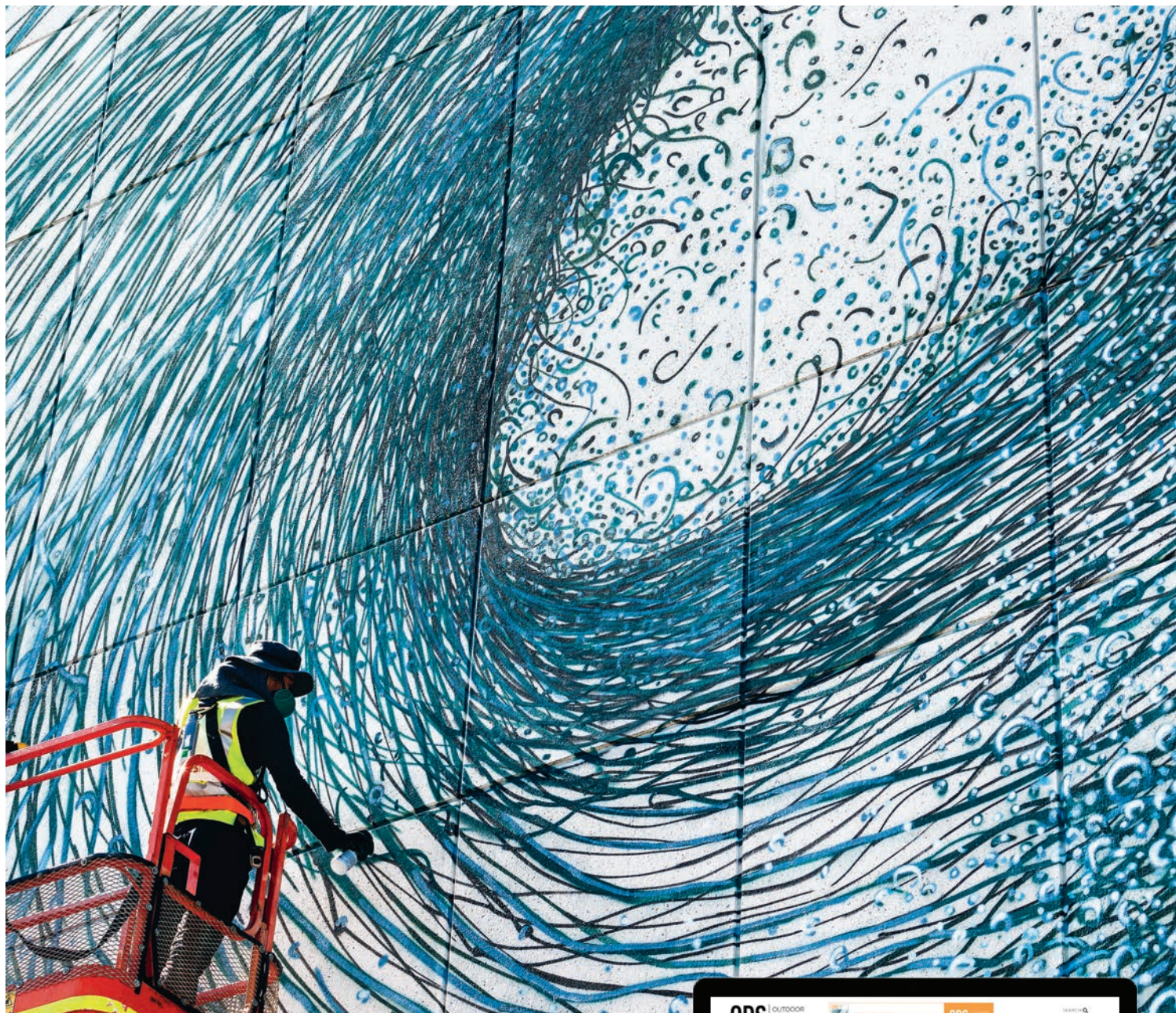


# ODS

## OUTDOOR DESIGN SOURCE

THE ESSENTIAL DIRECTORY FOR  
SPECIFIERS OF EXTERNAL WORKS



## NETWORK MEDIA KIT

Print | Online | Social | Database

### ODS NETWORK FAST FACTS

**Print** Annual 10,000 controlled distribution

**Website** 54,000 unique viewers p/m

**Database** 26,000 subscribers

**Social** 21,000+ FB followers





# THE ODS NETWORK

Covering the entire landscape architecture, design and construction industries, the ODS network of print and digital editions, website, enews and social media reaches key markets across all the main specifier touch points.



**OPPORTUNITY TO CONNECT 189,000x**  
p/month with external works specifiers



## PRINT

- The foremost resource directory for over 19 years
- Strictly controlled distribution of 10,000 copies per year



## WEBSITE

- 54,000 monthly unique views
- Highly evolved search function
- High-level lead generation
- 10,000 company listings
- 127 Exemplary Project features



## ENEWS/EDM TARGETING

- Weekly newsletter to over 26,000 subscribers
- Content marketing
- Up to 1.4 million exposures annually
- Industry sector targeting - *Civil Works, Playgrounds and Recreation, Plants in Practice, Public Spaces*



## SOCIAL MEDIA

- With over 21,000 Facebook followers, ODS has access to a large and engaged network of industry professionals
- Profiles also on Twitter, LinkedIn and Pinterest

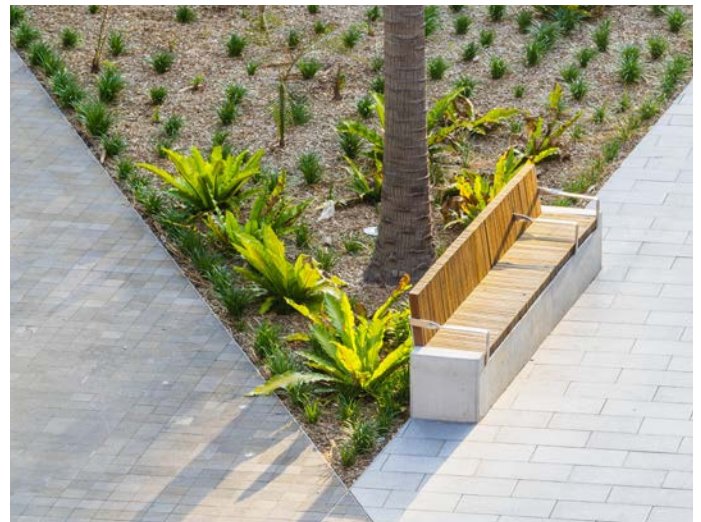
## WHY DO SPECIFIERS IN THE EXTERNAL WORKS SECTOR USE & TRUST THE ODS NETWORK?

For more than 19 years the ODS network has been the leading resource for the landscape and external works industry. The ODS media footprint and database is significant in this space and communicates directly with a primary audience of external works specifiers, which includes; landscape architects, commercial and civil landscape contractors, councils, public works engineers, tourism, and the parks and leisure industry. This primary audience is responsible for specifying projects and the management of billions of dollars of external work contracts every year.

*So why do specifiers use and trust the ODS network?*

### KEY REASONS

- Cuts out the 'white-noise' and gets straight to quality products and suppliers. Our audience are busy, and with ODS specifiers can find credible suppliers and quality products and services that are specific to the commercial and government sectors.
- ODS is highly visual. Our listings, news and Exemplary Project showcase offer a highly visual research resource that specifiers love.
- Easy referral and contact. All our listings provide fast referral and easy reference for our users to find the right businesses to suit their projects.



## WHO USES THE ODS NETWORK?

### THE EXTERNAL WORKS INDUSTRY

Arborists  
Architects  
Artists  
Builders  
Building Consultants/  
Contractors/Designers/  
Surveyors  
Civil Engineers & Contractors  
Construction/Project  
Managers  
Consulting Engineers  
Electrical Engineers  
Environmental Managers  
Erosion Control Contractors  
Fencing Contractors  
Garden Designers  
Geotechnical Engineers  
Golf Course Architects/  
Designers  
Horticultural Consultants  
Hydraulic Engineers/  
Consultants  
Interior Designers  
Irrigation Consultants/  
Contractors/Designers  
Landscape Architects/  
Contractors/Designers  
Landscape Lighting Designers  
Landscape Managers and  
Technicians  
Maintenance Contractors  
Paving Contractors  
Playground Designers/  
Consultants

Pool Builders/Designers  
Quantity Surveyors  
Retaining Wall Contractors  
Revegetation Managers  
Structural Engineers  
Surveyors  
Town Planners  
Urban Planners/Designers  
Bush Regenerators  
Specialist Environmental  
Consultants  
Heritage & Restoration  
Consultants/ Contractors

### THE PROPERTY INDUSTRY

Corporate Business Owners  
Property Developers  
Property Investors/Managers  
Resort/Hotel Managers  
Shopping Centre Managers  
Strata Title Managers

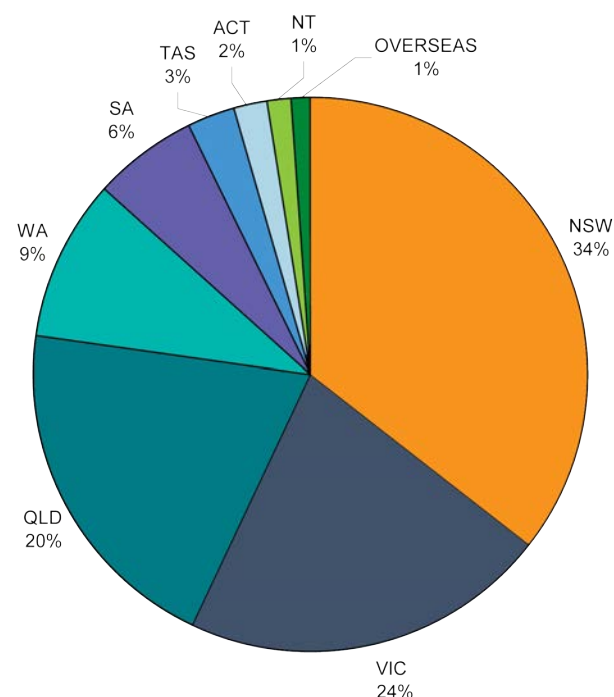
### THE TOURISM & LEISURE INDUSTRY

Cemetery & Memorial Parks  
Exhibition & Events managers  
Green Managers  
Grounds Managers  
National Parks & Wildlife  
Services  
Sport & Recreation Facilities  
Managers  
Tourism/Leisure Managers  
Vineyard Managers  
Zoological Parks

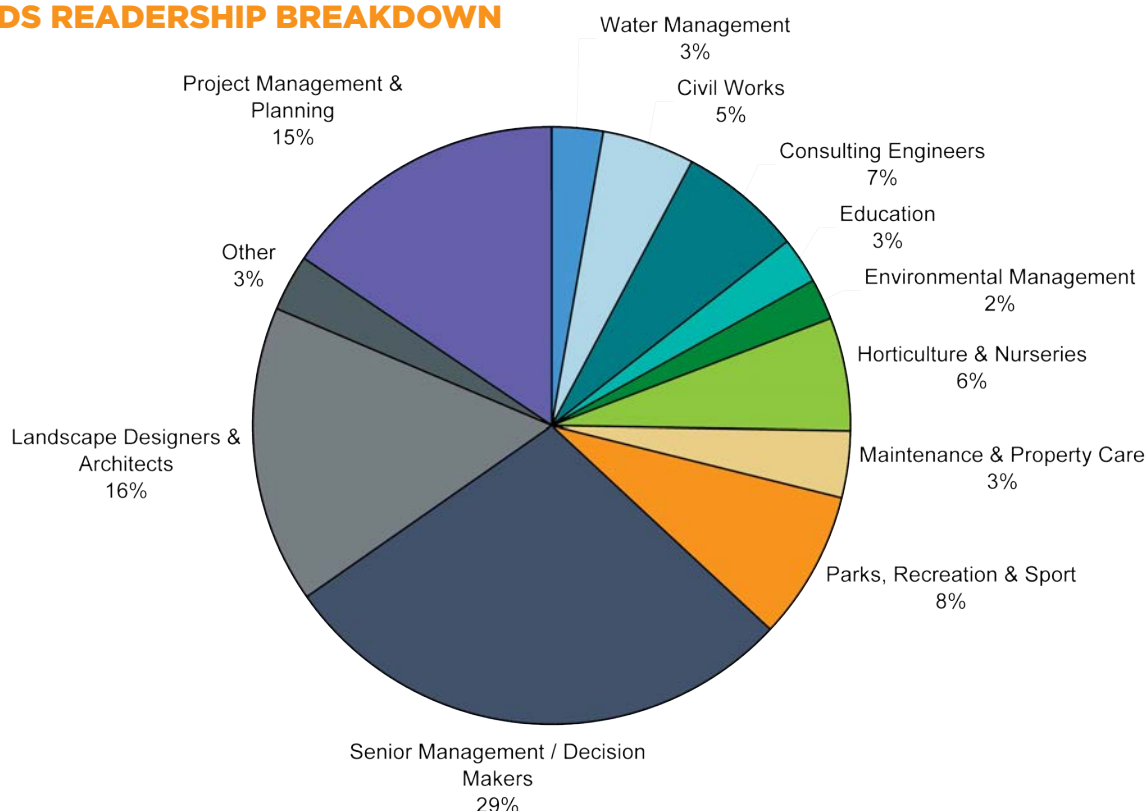
### THE GOVERNMENT

All councils Australia-wide  
Dept of Public Works &  
Services  
Educational Institutions  
Federal Aviation Board  
Government Infrastructure  
State Govt Road Authorities  
Statutory Authorities  
Utilities  
Waste Management Services

## STATE READERSHIP BREAKDOWN



## ODS READERSHIP BREAKDOWN



# WAYS TO CONNECT

## ONLINE

The ODS website received a ground up redesign in 2017 that sets the standard for functionality, usability and fast search capability. Suppliers looking to be considered for external works projects are ensured visibility or increased awareness in this sector with three core offerings:

### 1. DATASPEC LISTING

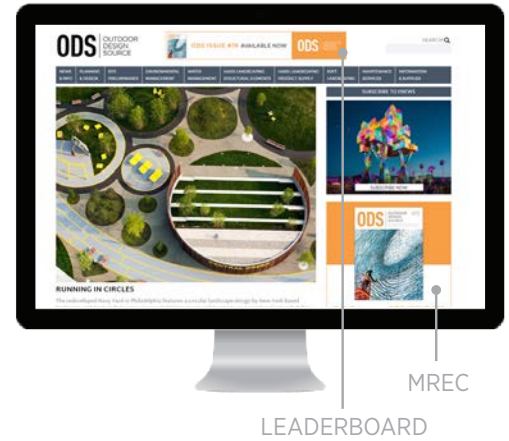
This is our baseline offering and ensures your company is listed in the appropriate category with company profile and images.

### 2. PREMIUM LISTING

These are some of our highest viewed pages and enable businesses to have in-category priority positioning and highlighted product and project profiles, together with a full company profile and images.

### 3. SITE SPONSORSHIP

Consisting of Leaderboards and Medium Rectangle positions, our Site Sponsorships are exclusive and visually prominent 'above the fold'. Premium Welcome Roadblock positions are also available.



## PRINT

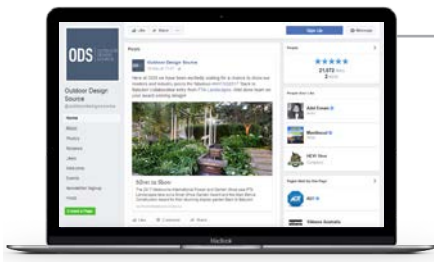
Our 450+ page ODS print directory is the foremost external works specifier resource in the Australian market. Many of our strictly controlled recipients look no further to find who they need for their next big project.

Produced annually, the ODS directory provides exceptional longevity and a premium environment in which businesses can be displayed and sourced. Opportunities include full- and half-page Dataspec listings, Exemplary Project showcases and display advertising.

## ENEWS AND EDM

Our highly targeted and meticulously groomed databases provide exceptional reach for businesses looking to connect regularly with our audiences. Enews content campaigns and our premium EDM options can deliver our 26,000 strong database audience or can offer segmented targeting in the following key categories:

- Civil Works 7,900
- Playgrounds and Recreation 5,700
- Public Spaces 6,000
- Plants in Practice 6,500



## SOCIAL MEDIA

### Crafted Posts- By us, for you

The benefit of an ODS crafted post is that not only do you reach our relevant community base but your message is written by us, for you, giving high value ODS endorsement and optimal engagement.

## THOUGHT LEADERSHIP

### WHITE PAPER DEPLOYMENT AND LEAD GENERATION PROGRAM

The ODS Network offers lead guarantee programs across the external works sector. We can run 30-lead and 50-lead programs that require how-to, key topic or application focused white papers that are delivered via EDM to our opt-in audience groups. Downloaders are then supplied to vendors and distributors with full business card contact information. Leads generated from these programs should be treated as marketing leads, not sales leads. ODS will supply advertisers with 'best practice' documents on white paper content and lead follow-up.

## WANT TO PRODUCE A WHITE PAPER? WE CAN HELP

A well written, targeted White Paper is key. White Papers are one of sales' and marketing's most powerful tools. Few companies manage to write, design or use them to their full potential. Our team of experienced writers and designers can research, write and design a market-leading White Paper, helping your business to become a genuine thought leader in your field.



# RATES, PACKAGES & CONTACT

## RATES

<b>Starter Pack 1/2 Page Print and Online Dataspec + eNews</b>	<b>1 Edition (GST Excl)</b>	<b>2 Editions (GST Excl)</b>
Starter Pack per edition	\$3605	\$3000 ea
First additional dataspec	\$2490	\$2315 ea
Subsequent additional dataspecs	\$2096	\$2000 ea
Full Page dataspec	\$5000	\$4500 ea

<b>Premium Display Advertising Print Media</b>	<b>1 Edition (GST Excl)</b>	<b>2 Editions (GST Excl)</b>
Full Page Ad	\$6970	\$5595 ea
Double Page Spread Ad	\$11,070	\$9740 ea
Inside Front Cover	\$11,460	\$10,500 ea
Inside Back Cover	\$9400	\$8500 ea
Outside Back Cover	\$12,690	\$11,255 ea
Chapter Opening Page	\$8260	\$7540 ea
Listing Strip Ads per chapter	\$5565	\$4540 ea
Chapter Opening & Chapter Listing Strip Ads	\$8980	\$8260 ea

<b>Facebook Crafted Posts</b>	<b>Rate</b>	<b>Estimated Reach</b>
Tier 1	\$450	4000 - 7000
Tier 2	\$570	6000 - 12,500
Tier 3	\$1590	15,000+

<b>Premium Online Display Advertising</b>	<b>1 Month</b>	<b>3 Months (Per Month)</b>	<b>3 Months (Per Month)</b>
Welcome Roadblock	\$2000	\$1750	\$1500

<b>Lead Gen and White Paper Deployment Programs</b>	<b>30 Lead Program</b>	<b>50 Lead Program</b>
Lead Gen campaign (White Paper Supplied)	\$3600	\$5500
Lead Gen campaign (White Paper Produced)	\$8600	\$10,500

## CONTACT

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### WA

Licia Salomone | 0412 080 600 | licia@okm.com.au

<b>Premium Online Listing</b>	<b>1 issue</b>	<b>2 issues</b>
12 months	\$7140	\$4740 ea
24 months	\$11,424	\$7584 ea

<b>Database and Website</b>	<b>Price</b>
EDM   standalone	\$250 per 1000
enews editorial	\$450
Enhanced enews editorial and banner	\$600
Run Of Site Leaderboard and MREC package	\$1200 per month

*\*Full and Double page display buys include 1/2 page dataspec in print and online*

## DATES

<b>Print Media</b>	<b>In Market</b>
Outdoor Design Source #20	May 2018

