ODS
OUTDOOR DESIGN SOURCE
THE FOREMOST INFORMATION RESOURCE FOR SPECIFIERS OF EXTERNAL WORKS

NETWORK MEDIA KIT
Print | Online | Social | Database

ODS NETWORK FAST FACTS
Print Annual 8000 controlled distribution
Website 34,700 unique viewers p/m
Database 18,000 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.

PRINT
- The foremost resource directory for over 20 years
- Strictly controlled distribution of 8000 copies per year

ENEWS/EDM TARGETING
- Weekly enewsletter to over 18,000 subscribers
- Content marketing
- Up to 1.4 million exposures annually
- Industry sector targeting - Civil Works, Playgrounds and Recreation, Plants in Practice, Public Spaces

WEBSITE
- 34,700 monthly unique views
- Highly evolved search function
- High-level lead generation
- 10,000 company listings
- 127 Exemplary Project features

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

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

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

For more than 20 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
- Builders
- Building Consultants/Contractors/Designers/Surveyors
- Civil Engineers & Contractors/Project Managers
- Consulting Engineers
- Electrical Engineers
- Environmental Managers
- Erosion Control Contractors
- Fencing Contractors
- Garden Designers
- Geotechnical Engineers
- Golf Course/Designers
- Horticultural Consultants
- Hydraulic Engineers
- Irrigation Consultants
- Irrigation Contractors
- Landscape Architect
- Contractors
- Landscape 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
- Town Planners
- Urban Planners/Designers
- Bush Regenerators

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 Sport & Recreation Facilities Tourism/Leisure Managers
- Zoological Parks

THE GOVERNMENT

- 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

- Landscape Designers & Architects 16%
- Project Management & Planning 15%
- Water Management 3%
- Civil Works 5%
- Consulting Engineers 7%
- Education 3%
- Environmental Management 2%
- Horticulture & Nurseries 6%
- Maintenance & Property Care 3%
- Parks, Recreation & Sport 8%
- Other 3%
- Senior Management / Decision Makers 29%
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 300+ 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.

ENeWWS 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 18,000 strong database audience or can offer segmented targeting in the following key categories:

• Civil Works 3900
• Playgrounds and Recreation 5700
• Public Spaces 5000
• Plants in Practice 3500

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 & Contacts

## Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Edition (GST Excl)</th>
<th>2 Editions (GST Excl)</th>
<th>Premium Online Listing</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td><strong>Starter Pack 1/2 Page Print and Online Dataspec + eNews</strong></td>
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<tr>
<td>Starter Pack per edition</td>
<td>$3605</td>
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<td>12 Months</td>
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<td>First additional dataspec</td>
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<td>24 Months</td>
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<td>Subsequent additional dataspecs</td>
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<td>Full Page dataspec</td>
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<thead>
<tr>
<th><strong>Premium Display Advertising Print Media</strong></th>
<th>1 Edition (GST Excl)</th>
<th>2 Editions (GST Excl)</th>
<th>Database and Website</th>
<th>Price</th>
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<tr>
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<td>$6970</td>
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<td>EDM</td>
<td>standalone</td>
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<td>Double Page Spread Ad</td>
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<td>$9740 ea</td>
<td>enews editorial</td>
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<td>Inside Front Cover</td>
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<td>Enhanced enews editorial and banner</td>
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<td>Inside Back Cover</td>
<td>$9400</td>
<td>$8500 ea</td>
<td>Run Of Site Leaderboard and MREC package</td>
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<td>Outside Back Cover</td>
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<td>Chapter Opening Page</td>
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<td>Listing Strip Ads per chapter</td>
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<td>$4540 ea</td>
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<td>Chapter Opening &amp; Chapter Listing Strip Ads</td>
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<td>$8260 ea</td>
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<tr>
<th><strong>Facebook Crafted Posts</strong></th>
<th>Rate</th>
<th>Estimated Reach</th>
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<tr>
<td>Tier 1</td>
<td>$450</td>
<td>2000</td>
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<tr>
<td>Tier 2</td>
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<td>Tier 3</td>
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<th><strong>Premium Online Display Advertising</strong></th>
<th>1 Month</th>
<th>3 Months (Per Month)</th>
<th>3 Months (Per Month)</th>
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<td>Welcome Roadblock</td>
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<th><strong>Lead Gen and White Paper Deployment Programs</strong></th>
<th>30 Lead Program</th>
<th>50 Lead Program</th>
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<tr>
<td>Lead Gen campaign (White Paper Supplied)</td>
<td>$3600</td>
<td>$5500</td>
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<tr>
<td>Lead Gen campaign (White Paper Produced)</td>
<td>$8600</td>
<td>$10,500</td>
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*Full and Double page display buys include 1/2 page dataspec in print and online*

## Dates

**Print Media**

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<th>Outdoor Design Source #24</th>
<th>June 2022</th>
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Booking and cancellation deadline 7 February 2022

## Contact

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