

ODS

OUTDOOR DESIGN SOURCE

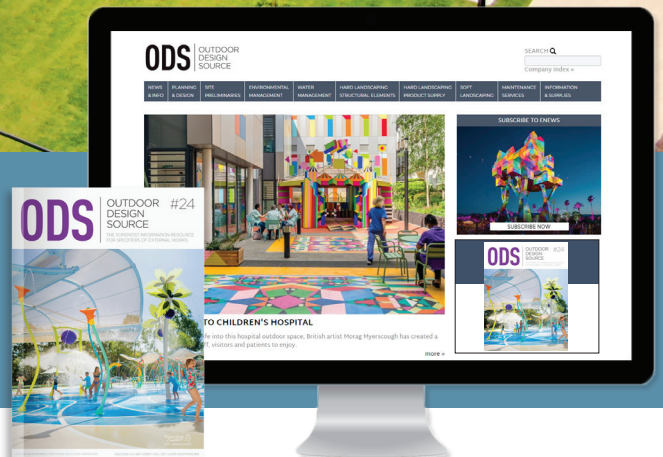
THE FOREMOST INFORMATION RESOURCE
FOR SPECIFIERS OF EXTERNAL WORKS

www.outdoordesign.com.au



2023/24 MEDIA KIT

Print | Online | Social | Database
eNews | EDM | Lead Generation





ABOUT ODS

For more than 20 years, the ODS network has been the leading resource for the landscape and external works industry. This primary audience is responsible for specifying projects and the management of billions of dollars of external works contracts every year.

Up-to-date content means specifiers can find quality products and suppliers to assist with their purchasing decisions. All ODS listings provide fast referral and easy reference for users to find the right business to suit their projects.

THE ODS NETWORK

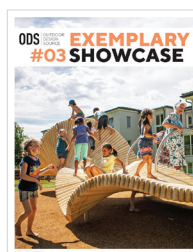
The ODS Network is a multi-channel content marketing platform, encompassing online and print directories, inbox (e-news) and social media. The ODS media footprint and databases communicate directly with a primary audience of external works specifiers which include; landscape architects, commercial and civil landscape contractors, councils, public works engineers, developers, and the parks and leisure industry.

ODS is a long-established and highly-credible media source in this category and our complimentary editorial service included with every ODS Premium Listing ensures your content will be correctly optimized for SEO. Having content written about your business on a credible 3rd party site such as ours is a well-known tactic to supercharge your SEO, saving you time, money and resources.



PRINT

Annual Resource Guide
with controlled distribution
of 8000 copies
Published July/August



EXEMPLARY SHOWCASE

Print and digital version available
Exclusive print run of 3500
Published annually in March



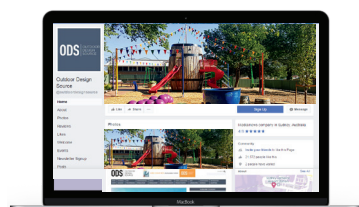
ENEWS/EDM

Sent to over 21,000
opt-in subscribers
distributed weekly



WEBSITE

www.outdoordesign.com.au
17,989 monthly unique visits
51,635 monthly page views



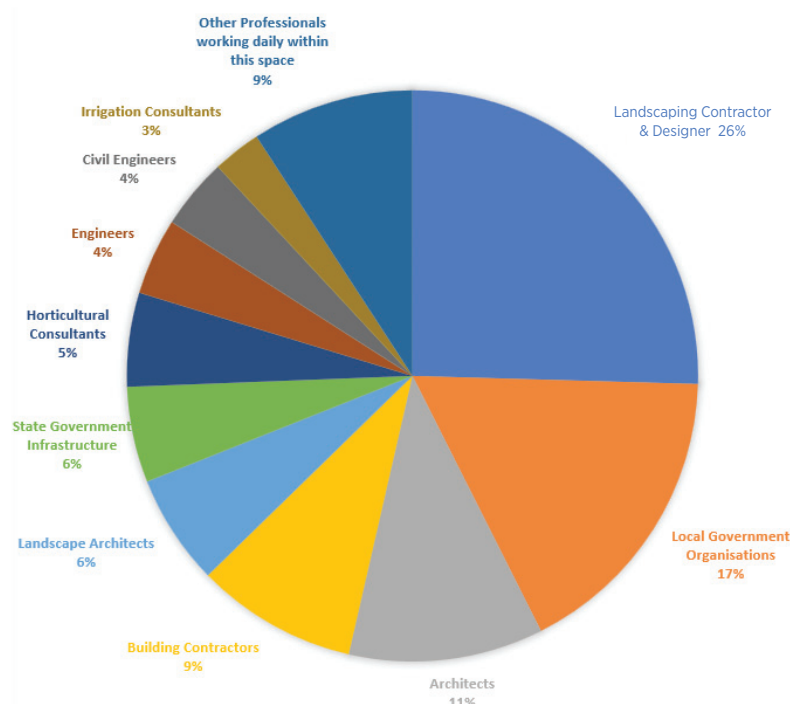
SOCIAL MEDIA

Over 21,000 plus
Facebook followers,
profiles also on LinkedIn

IT'S ALL ABOUT THE AUDIENCE

- Landscape architects & designers
- Civil/landscape contractors
- Local Government/ Councils
- Government Infrastructure
- Public works
- Civil Engineers/ Engineers
- Parks & Leisure
- Property Developers
- Project management & planning
- Consulting engineers
- Property Developers
- Building Contractors
- Water management
- Environmental management
- Senior Decision makers
- Horticulture & Nurseries
- Educational Institutions
- Facility management
- Town & Regional Planning

PROFESSIONALS WORKING WITH THE OUTDOOR SPACE EVERY DAY



SAMPLE READERS LIST

JOB TITLE	COMPANY NAME
Technical Landscape Support Officer	Playford City Council
Director	Green Fig Landscaping
Engineer	Osgood Civil Resource Engineering
Owner / Manager	Stuart Gordon Landscaping & Paving
DIRECTOR	Specialist.
Principal/ Technical Lead	MT BARKER IRRIGATION PUMP DEPOT
Principle Community Infrastructure	CJCM Management
Planner	Hume City Council
Landscape Coordinator	Town of Gawler
Owner/Principal Designer	Andrew Pawsey Landscape Architect
landscape architect	Andrew Pawsey Landscape Architect
Landscape Architect	Bosque landscape Architecture
Director	D4 Designs
Landscape Architect	City of Monash
Principal	Southridge Design
Director	Manyo Design Pty Ltd
Proprietor	Openspace Architecture
Director	FORMium Landscape Architects
Landscape Architect	Hulton Larson Landscape Architect
Director	Land Schape
Director/Senior Landscape Architect	Edmiston Jones
Landscape Gardener	Knox Environment Society
Landscape Architect	EDGE Environmental Design Group
Senior Landscape Architect	Beveridge Williams
Landscape Designer	Digby Alston Design
Associate Director	PLACE Laboratory
WA State manager	Actech International
Director	Design Instincts Landscape Architects
Director	Outdoor Space Pty Ltd
Senior Landscape Architect	City of Canterbury bankstown
Landscape Architect	LSLA
Principal	U PLAN PTY LTD
Principal Design Manager	City of Canterbury Bankstown Council
Director- Landscape Architect	Loci Design Collective
Landscape Architect	Plot Landscape Architects

JOB TITLE	COMPANY NAME
Landscape Construction Advisor	City of Gosnells
Landscape Architect	GRP24
Grounds Manager	william carey christian school
Landscape Architect	GRP24
Landscape Designer	Greenedge Design
Open Space Coordinator	Albury City Council
Building Designer	Duet design
Director	Gardner Wetherill & Associates Pty Ltd
Principal Landscape Architect	Spiire
Horticultural and Grounds Manager	William Carey Christian School
Senior Estimator	Ezypave Pty Ltd
Senior Landscape Architect	Hume City Council
Landscape Designer	Colour + Light
Site Foreman	Andrik Construction Group PTY Ltd
Senior Landscape Architect	Spackman Mossop Michaels
senior partner	Interactive Landscapes
Horticulture consultant	Knox Environment Society
Landscape Designer	Swinburne University
Senior Landscape Architect	Beveridge Williams
Design Director	PINC STUDIO
Landscape Architect	J Wright RLA
General Manager	Stonewill Landscaping
Landscape Architect	AECOM
Director	Florasces
Senior Landscape Architect	Landform Australia
Landscape Designer	Jenny Kjar Landscape Design
Director	Design Instincts Landscape Architects
Director	Peter Phillips Landscape Architectu
Owner	Jasmine Steel Horticulture
Landscape Architect	Inspiring Landscape Solutions
Landscape Architect	Eoin James Campbell Landscape Architecture
Director / Senior Landscape Architect	Thai Tongue
General manager	Landworks Landscaping
Landscape Designer	Tranquil Earth Landscapes

ENGAGING RESOURCE

Outdoor Design Source print media channel provides readers with 2 issues each year - the ODS Annual Resource Guide and the ODS Exemplary Showcase.



The 300+ page ODS **Annual Resource Guide** is sent to 8000 opt-in recipients. They have no need to look any further to find who they need for their next big project. This resource offers a full range of suppliers and contractors at their fingertips.

Produced annually, the ODS Annual Resource Guide provides exceptional longevity and a premium environment in which business can be displayed and sourced from multiple categories from pre-planning, construction and maintenance.

A companion to the ODS Resource Guide, **ODS Exemplary Showcase** gives advertisers a premium platform to demonstrate their expertise and capabilities, featuring some of the best completed projects around Australia. With an exclusive print run of 3500, this high-end publication will be delivered to a selected targeted audience of VIP industry specifiers, councils, architects, project managers, designers and contractors, and be distributed at relevant industry exhibitions. Each of the Product/Project Profiles are published on www.outdoordesign.com.au and pushed out via our ODS eNewsletter.

ISSUES + DEADLINES

		AD + EDITORIAL DEADLINE	ISSUE TO READERS
April 2023	Exemplary Showcase	Closed	6th April
August 2023	Annual Directory	14th April	10th August
April 2024	Exemplary Showcase	TBA	April
August 2024	Annual Directory	TBA	August

PRINT RATES

ANNUAL RESOURCE GUIDE

Premium Display Advertising Print Media	1 Edition (GST Excl)	2 Editions (GST Excl)
Full Page Ad	\$6,970	\$5,595 ea
Double Page Spread Ad	\$11,070	\$9,740 ea
Front Cover	\$12,000	N/A
Inside Front Cover	\$11,460	\$10,500 ea
Inside Back Cover	\$9,400	\$8,500 ea
Outside Back Cover	\$11,460	\$10,500 ea
Chapter Opening Page	\$8,260	\$7,540 ea

Starter Pack 1/2 Page Print and Online Dataspec + eNews	1 Edition (GST Excl)	2 Editions (GST Excl)
Starter Pack per edition	\$3,605	\$3,000 ea
First additional dataspec	\$2,490	\$2,315 ea
Subsequent additional dataspecs	\$2,096	\$2,000 ea
Full Page dataspec	\$5,000	\$4,500 ea



ODS EXEMPLARY SHOWCASE

DISPLAY ADVERTISING

Capture exclusive audience attention with a Special Positions advertising option.

Front Cover (FC)	\$6,500
Inside front cover (IFC)	\$5,500
Inside back cover (IBC)	\$4,400
Outside back cover (OBC)	\$4,400

PROJECT/PRODUCT SHOWCASE

Feature a civil or commercial venture in an editorial spread that demonstrates the excellence of the project/product and showcases your company's full capabilities to an audience of industry professionals.

DPS SHOWCASE	\$3,080
3PS SHOWCASE	\$3,960
3PS SHOWCASE + FP ADVERT	\$4,620

*all rates are plus gst

PRODUCT PROFILE

Have a product that could change the face of your industry? Provide a thorough look at the unique aspects of a new or innovative product your company is offering to the market.

OR

Q+A PROFILE

Are you a thought leader in your field? From landscape architects and designers to horticulturalists and project managers, through a full page or double page spread profile feature, let the industry know how your services can help shape our built environment.

FP PRODUCT PROFILE	\$1,760
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DPS PRODUCT PROFILE	\$3,080
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The screenshot shows the ODS website layout with the following labeled areas:

- Leaderboard** - 600 pixels x 90 pixels (top center)
- Nav Banner** - 750 pixels x 41 pixels (below navigation menu)
- Sidebars /Skins** - 405 pixels x 1000 pixels (left and right vertical bars)
- MRec1** - 350 pixels x 350 pixels (middle right square)
- 17,988 MONTHLY UNIQUE VISITS** and **51,635 MONTHLY PAGE VIEWS** (top right statistics box, As at December 2022)

The main content area features a large image of a blue recycled street furniture piece with children, titled "RECYCLED AND SUSTAINABLE STREET FURNITURE". Below it, there are smaller images of other outdoor furniture and projects like "LA ROCHELLE: A PLAY AREA BETWEEN LAND AND SEA", "HAZLITT RESERVE - HAZLITT COURT, CRANBOURNE", and "ESPLANADE, NORWEST".

**all rates are plus gst*

The following are exclusive to one advertiser per month
Guaranteed **100% of site traffic**

• **Nav Banners** **\$700 per month**
750 pixels x 41 pixels

• **Sidebars /Skins** **\$1,000 per month**
405 pixels x 1000 pixels

The following banners deliver a minimum **20% of our monthly site traffic**

• **Leaderboard ROS** **\$850 per month**
600 pixels x 90 pixels

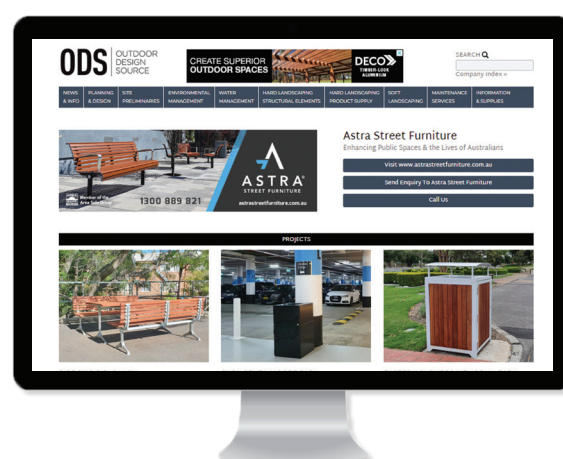
• **MRec1** **\$550 per month**
350 pixels x 350 pixels

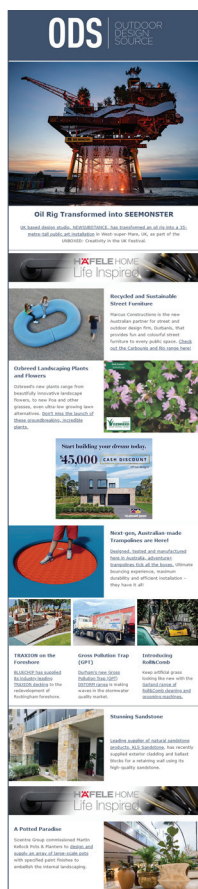
**Mrec1 does not feature on Premium listing pages*

PREMIUM CONTENT PACKAGE

These are some the most-viewed pages on www.outdoordesign.com.au. Priority positioning enables businesses to be preferred suppliers highlighting their entire suite of content. Updates and additions available at any time FOC, and all content is tagged for search engine optimisation (SEO).

12 Months **\$5000 per year**
24 months **\$9200 per year**





Content opportunity

E-NEWS articles are SEO content, sent directly to our data base, informing specifiers of your products and capabilities. Evergreen, they remain searchable on our site and on the search engines.

eNews editorial 300-500 words

\$450 each

*300-500 words

*Maximum 5 images

*Direct links

Published in one broadcast

LEADERBOARD 1

MREC 1

LEADERBOARD 2

21,000 PLUS SUBSCRIBERS
NOVEMBER 2022

A monthly banner commitment secures your branding in a minimum of 3 eNewsletter broadcasts to our members to drive traffic back to your website. We deliver your marketing message directly into the 'inbox' of your prospects and existing clients.

Leaderboard banner 1

\$1,000 per month

600 pixels x 90 pixels

MRec

\$1,000 per month

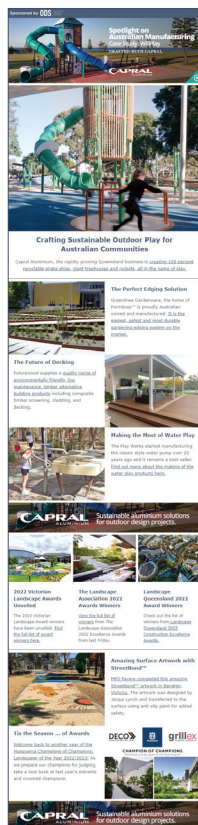
350 pixels x 350 pixels

Leaderboard banner 2

\$850 per month

600 pixels x 90 pixels

**all rates are plus gst*



ENEWSLETTER TAKEOVER - \$3,400

An exclusive way to dominate our ODS eNewsletter. Only 1 available per month, delivered directly to our opt-in digital ODS subscribers. Your message is delivered within our digital media brand template.

TOP BANNER

21,000 PLUS SUBSCRIBERS
NOVEMBER 2022

LEAD ARTICLE

LEAD BANNER 1

LEAD BANNER 2

INCLUSIONS ARE -

1. Top Banner

600 pixels x 200 pixels | destination URL | .JPG or .PNG

2. Lead Article

- **300 - 500 words** (recent product/project/promotion/video you wish to highlight)
- **3 - 6 images** (high-res - 640 pixels x 480 pixels | destination URL | .JPG or .PNG)

3. Leader Banner 1 + 2

600 pixels x 92 pixels | 72-76 dpi | destination URL | .JPG or .PNG

4. Social Media Push

Page Header image with logo and url to appear in LinkedIn and Facebook

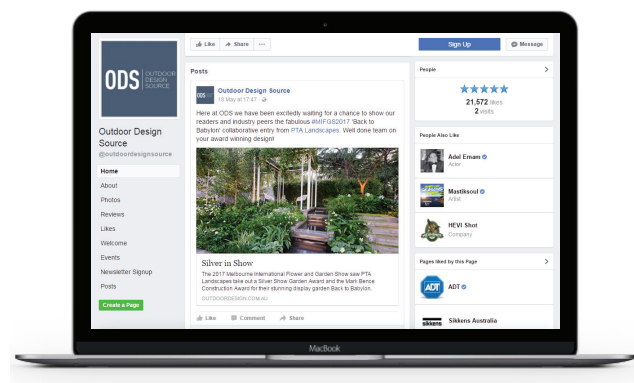
INBOX MEDIA *continued*

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.

Facebook Crafted Posts	Rate	Estimated Reach
Tier 1	\$450	2,000
Tier 2	\$750	4,000
Tier 3	\$950	6,000



DEDICATED EDMS

- An exclusive email direct marketing (eDM) opportunity- great for branding, launches and other special occasions
- Highly-targeted and meticulously groomed data bases
- Reaching an opt-in digital media subscriber base
- Your message is sent within the ODS digital media brand template
- Limited inventory available - 1 available per week per audience

All Dedicated EDMs charged at \$300 per thousand or part thereof. **Plus \$400 set-up*

Civil Works - 5900 opt-in subscribers
@ January 2023 - \$2200

Outdoor Leisure - 10,200 opt-in subscribers
@ January 2023 - \$3400

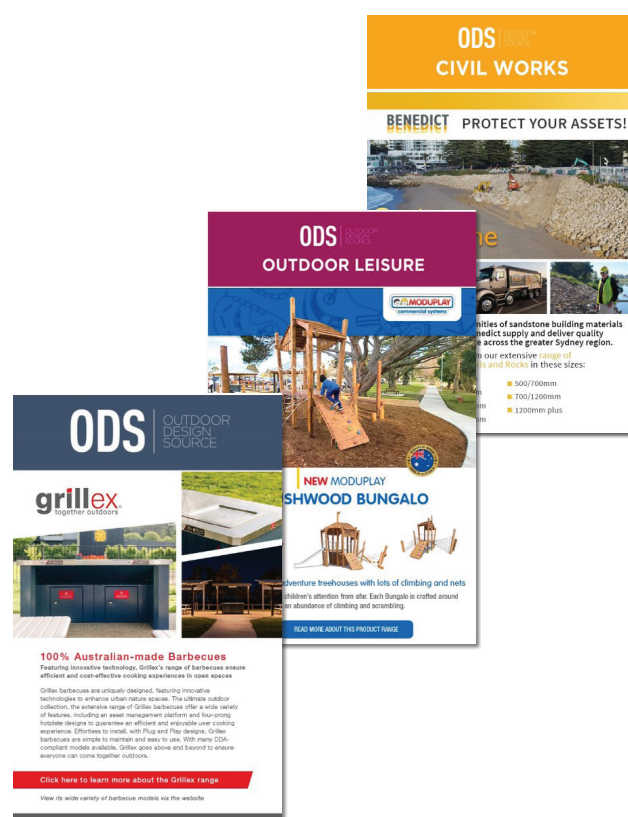
Plants & Practice - 3500 opt-in subscribers
@ January 2023 - \$1600

Public Space - 4600 opt-in subscribers
@ January 2023 - \$1900

ODS total audience - 21,000 opt-in subscribers
@ January 2023

Price on request

Limited inventory - taking bookings for 2024 now



REMARKETING

ODS can now retarget the people that are most interested in your messages. Our new database technology enables us to identify all the individual people that interacted with your ODS EDM Campaign to then create a bespoke list for you to remarket to. We resend the eDM to interested parties. 78% average open rate and an 82% average click to open rate are proof that this method is a valuable addition to your marketing plan and can provide an important link to converting sales.

Remarketing \$750

**all rates are plus gst*

WAYS TO CONNECT

LEAD GENERATION

The driving element behind each Lead Guarantee program is a dedicated and targeted eDM broadcast that pushes your how-to, key topic or application focused White Paper out to the qualified opt-in members of our ODS Network.

- White Paper 30 – lead guarantee program - \$3600
- 30 lead guarantee programs are based on providing standard business card contact details
- Filters will increase the cost per lead – P.O.A
- Bonus Leads maximum of 5 bonus leads included
- 50 lead option - \$5500



CONTACT

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