

WANT TO PROMOTE YOUR BUSINESS OR PRODUCT TO THOUSANDS OF LOYAL CUSTOMERS?

The Australian Karting Association is the controlling body for the sport of karting in Australia. With in excess of 7,000 members spread across 92 clubs throughout the country, it is one of the largest sporting bodies in the country.

While 48.31% of the membership is aged between 7 and 25 years, the demographics represent a wide spread of an age group. Highlighting this spread of the age groups is the fact that almost 2,000 (25.56%) members are aged between 26 and 40 years of age while 26.13% of the Association's members are 41 years or over.

Throughout the years, karting members have continually shown that they are some of the most loyal consumers and are avid supporters of the companies that support their sport.

This is your opportunity to promote your business or product to a captive audience for a minimal monthly investment throughout 2013.

To ensure you gain value for your investment the Australian Karting Association is offering space in the Association's 2013 Manual along with a presence on the Association's website and weekly newsletter.

2013 ADVERTISING PACKAGES INCLUDE OPPORTUNITIES IN THE FOLLOWING MEDIUMS:

AKA Manual

This Manual is one of the most referenced tools in the sport. Every member of the Association is provided with one of these in a hard copy upon receiving their membership.

Australian Karter – the AKA's weekly newsletter

A weekly electronic newsletter that is emailed to every member in the Association with the latest news from the AKA, along with Industry news and various rule changes. This can incorporate special offers from you or your business at various points throughout 2013.

AKA Website – karting.net.au

Over the past few years, the Association's website has become the 'go to' point for members in the Association to get all of the latest news and information about the sport. This site has an average of 34,823 visitors (10,455 unique) visitors per month.



GOLD

1 only

\$500 per month*

Includes:

- Full page colour advertisement on the outside back of the Manual
- Graphic and link on Australian Karter Weekly Newsletter
- Rotating graphic advertisement and link on karting.net.au



SILVER

2 only

\$300 per month*

Includes:

- Full page colour advertisement on the inside back or inside front page of the Manual
- Graphic and link on Australian Karter Weekly Newsletter

**All Prices are GST exclusive and are available on a 12 month agreement only*

BRONZE

\$200 per month*

Includes:

- Full page colour advertisement in the Manual
- Rotating graphic advertisement and link on karting.net.au

THERE ARE LIMITED OPPORTUNITIES AVAILABLE - CLOSING DATE NOVEMBER 14

To secure your place please contact Lee Hanatschek on the details below

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