



Australian Alpaca
ASSOCIATION

Media Kit

Building a **successful** and
sustainable alpaca industry
in Australia





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ASSOCIATION



www.alpaca.asn.au

Get to know your advertiser

Who is the AAA?

The Australian Alpaca Association (AAA) is a not-for-profit association established in 1990, governed by an elected committee of Directors. Recognised as the national peak body for the Australian alpaca industry, the AAA has grown to represent and provide a voice to over 1,000 alpaca owners nationally.

Why advertise?

As a not-for-profit, the AAA welcomes advertising from members and non-members to help further our organisational goals. The AAA works to promote and grow the concept of alpacas as a viable and sustainable agricultural industry by providing information, tools and invaluable support to alpaca owners across all aspects of the industry bringing people together for the future of alpaca farming as a fully commercial industry.

We aim to be the voice for the alpaca community as an organisation devoted to Australian alpaca farming and to provide developmental opportunities for alpaca farmers across the national to grow and develop the national herd.

Key stats



1

PEAK BODY
Representing a



500,000

STRONG NATIONAL HERD
On behalf of



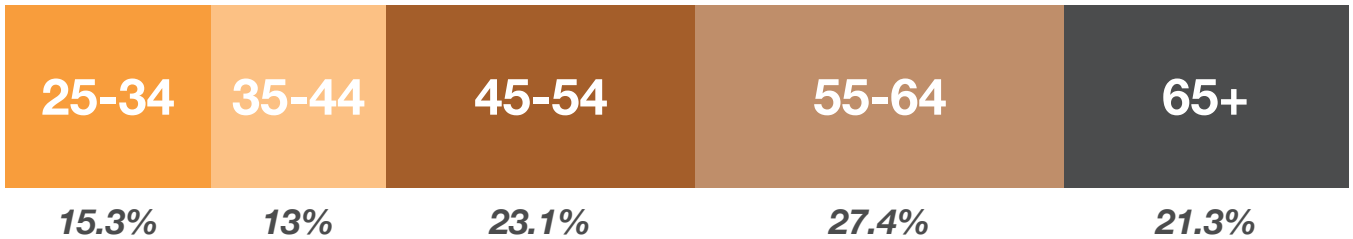
1,000

INDUSTRY PRODUCERS
of fleece, fibre, meat,
breed lines and
competitive showers

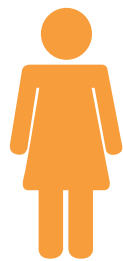


Audience demographics

Age



Gender



64%
FEMALE



37%
MALE

Digital stats



4,500+
PAGE VIEWS PER MONTH



3,900+
FOLLOWERS



380+
FOLLOWERS

Advertising guidelines

Homepage banner

Advertising with us means your organisation or business' logo will be on display on our homepage footer, throughout the entire website and accross our eight regional sub-sites.

Digital specs

- **Carousel banner rotation**
- **File Type:** JPG, PNG or GIF
- **Size:** 820 x 145px
- **Max file size:** 150kb
- **GIF animations:** must not be longer than 3 seconds in length

Cost*

3 Months

Price

Member

\$660

Non-member

\$825

6 Months

Price

Member

\$1,100

Non-member

\$1,320

*Prices inclusive of GST

