The Australian Flexible Pavement Association (AfPA) is the peak body for the multi-billion-dollar flexible pavement industry in Australia. We actively work to promote policies and reforms that put the interests and safety of our members and the wider Australian public first.

For over 50 years, AfPA has represented the flexible pavement industry to lead safety, sustainability, innovation, knowledge, and collaboration outcomes unified voice on the advancement of flexible pavement technology for the benefit of all road users. Our membership brings together a unique and diverse collective of industry, all state road authorities, and a number of Councils from across Australia. AfPA represent our members and act as a source of technical and reference information for both industry and governments nationally.
AFPA MEDIA KIT

The AfPA Media kit is intended to support and promote our industry:

- to support knowledge exchange and collaboration,
- to ensure instant accessibility of information to industry representatives and government decision makers across the nation,
- for industry to update its products and services offerings in real time, and
- to facilitate communication across the industry - to keep our members in touch with what is happening.

Our media kit offers sponsorship and advertising opportunities for entities from daily to monthly options across a range of different platforms with information and content relevant to our industry. Utilising our various platforms, our subscribers receive important alerts, breaking news, reminders and information on a range of activities, technologies, products and opportunities in our industry.
AfPA utilises a range of different platforms to engage with our stakeholders from the public and private sectors, these include (as at 1 November 2023):

**AfPA eNews**
- Subscribers: 18,733
- Delivery rate: 99.9%
- Click to open ratio: 62.74%

**AfPA LinkedIn**
- Followers: 7,748
- Avg Post Impressions: 395,408
- Unique Visitors: 2,951

**AfPA Facebook**
- Followers: 840
- Post Reach: 14.9K
- Post Engagement: 1.6K

**AfPA Instagram**
- Followers: 859
- Post Reach: 1.3K

**AfPA website**
- Visitors: 24,552 (Avg Monthly)

**AfPA Twitter**
- Followers: 504
- Impressions: Up to 25,000
AFPA AUDIENCE

Our outreach and stakeholders include:
- Tier 1 to Tier 4 construction companies,
- Engineers
- Road and transport infrastructure design specialists,
- Construction and maintenance specialists,
- Road safety specialists,
- Asset managers,
- Purchasing and procurement professionals
- Fleet and equipment managers
- Traffic Management specialists

Distribution

Distributed in digital and online formats directly to subscribers, AfPA aims its high quality and informative publications to stakeholders across the public and private sectors.

Our media is accessible via a full range of devices, including iPad, iPhone, Android, tablets, laptops and desktops (Windows and Mac). Our digital content features live web and email links for articles and advertisements.
Topics and Content

AfPA’s media platforms provides a trusted and highly reputable environment for entities across the flexible pavement industry to share your own useful, engaging and informative content such as research and case studies, as well as promote their respective organisation. This includes both sponsored content and advertorial.

This medium provides a great opportunity to show leadership and expertise in your entity as relevant to the flexible pavement industry.

Our publications cover a range of topics under our key strategic pillars, across:

- Road design, construction and rehabilitation
- Pavement technology and innovation
- Traffic management and planning
- Intelligent transport systems technology
- Road safety systems and equipment
- Construction materials, products and methodologies
- Project management and logistics operations
- Asset Management and Maintenance

Content that is eligible to be promoted across AfPA platforms includes:

- Products, materials, technologies, and innovation as driven by the flexible pavement industry
- Promotion of careers and job opportunities

Other Media Opportunities

AfPA offers media partnership opportunities through its conferences, exhibitions, trade events, State and National annual gala award evening, and other industry specific events.
RATES 2023-24

Social Media Advertising (Facebook, LinkedIn, Twitter (post), Instagram (Story only) and eNews
- Price: $1000 (+GST) for single social media post and four weeks in AfPA eNews

Web Page Advertising
- Price: $2,000 (+GST) per month – main page (‘Sponsorship Partner/s’)

Publication dates

- **Social Media/Web:** Postings are updated within three days of receipt/approval by AfPA
- **eNews:** Weekly distribution (information is to be provided on a Tuesday the week before publication)
- **Application:** Email request with relevant content to be forwarded through to admin@afpa.asn.au
- **Material Specifications:** Artwork specifications will be confirmed upon agreement of the Application by AfPA.
Disclaimer

AfPA media platforms provide an opportunity for members and non-members relevant to our industry to promote and advertise their organisation, products and services.

All responsibility for products and services remains the responsibility of the entity of the respective products and services, AfPA takes no responsibility for these products or services.

AfPA reserves the rights to restrict, remove or prohibit content that is not consistent with AfPA’s constitution, ethos or relevant legislation. Media content will be identified as ‘Sponsored Content’ in all respective posts and material’.

Entities are to provide all relevant content as outlined in this media kit in order for material to be published, if material is incomplete or not to the standards/requirements, content may be delayed or not published.

Advertising and Editorial Enquiries: admin@afpa.asn.au