

NZ Potters Corporate Member Entitlements

Corporate membership of NZ Potters are eligible for advertising space on nzpotters.com and in the monthly e-newsletter distributed to all members. In the case of nzpotters.com your advertising will reach out to all visitors to the website both national and international. nzpotters.com has been on-line for 11 years since 2001. In that time it has become a primary source of information about studio ceramics in New Zealand for both national and international viewers on the internet.

NZ Potters is now distributing a monthly newsletter to all members and also publishes a hardcopy colour magazine called *Ceramics Quarterly* which is supplied to all members on a tri-monthly basis. *Ceramics Quarterly* is also archived on nzpotters.com in a digital (pdf) form for all members.

In terms of commercial return there are four advertising avenues that might interest you:

- Advertising on nzpotters.com
- Advertising in the monthly e-newsletter.
- Hardcopy advertising in *Ceramics Quarterly* – a colour magazine produced by NZSP four times a year.
- Involvement on a commercial level at the annual NZP convention and National Exhibition.

Corporate Membership Levels

All businesses wishing to take advantage of NZ Potters advertising are now required to become corporate members. In so doing they become eligible for advertising space in various places on the website and in the NZ Potters magazine *Ceramics Quarterly*. The space allocated depends on the level of corporate membership taken out.

There are four levels of Corporate Membership for NZP:

Corporate Membership Level	Subscription per annum
Copper	\$250
Bronze	\$500
Silver	\$1000
Gold	\$2500
Platinum	\$5000

Website Entitlements

At present on nzpotters.com there are special pages for:

- Ceramic Retailers (galleries, auction rooms, etc) for
- Ceramic Suppliers (materials, machinery, kilns etc.), for
- Publications (books, book shops etc), and for
- Education (courses, teaching institutions etc.)

Web Advertising Entitlements for Levels of Corporate Membership of NZ Potters

The following table outlines website advertising entitlements for corporate members.

Level	Subscription	Website Space	Web Newsletter
Copper	\$250 per annum	Entry page with text & logo Link to own website	Logo placement in every newsletter linking back to entry level page.
Bronze	\$500 per annum	Entry page with text & logo Link to own website Listing on "Members Pages". Listing on the "What's On" page	Logo placement in every newsletter linking back to entry level page.
Silver	\$1000 per annum	Entry page with text & logo Linking to one second level page. Link to own website Listing on "Members Pages". Listing on the "What's On" page	Logo placement in every newsletter linking back to entry level page.
Gold	\$2500 per annum	Entry page with text & logo Linking to two second level pages Link to own website Home Page logo (110 x 110 pixels) in left panel Listing on "Members Pages". Listing on the "What's On" page	Logo placement in every newsletter linking back to entry level page.
Platinum	\$5000 per annum	Entry page with text & logo Linking to multiple second and third level pages Link to own website Home Page logo (110 x 110 pixels) & Banner (500 x 100 pixels) Listing on "Members Pages". Listing on the "What's On" page	Banner placement in every newsletter linking back to entry level page.

Entry Pages

The Entry page for each category has a standard format with a company logo and text not exceeding 250 characters. The following entry-page categories exist at present on nzpotters.com:

- *Ceramic Suppliers* – pottery Supplies shops or wholesalers etc.
- *Ceramic Retailers* – sellers of pottery e.g. galleries, shops.
- *Education* – educators offering potter courses e.g. polytechnics, art schools etc.
- *Publications* – publishers, book sellers

Second Level Pages

Second level pages can be designed to suit the business needs of the corporate member. It can include images and text with links.

Link to Corporate Members Website

All levels of corporate membership of NZ Potters have links back to their own website if available.

Home Page Presence

Gold and platinum corporate members of NZ Potters can have a presence on the nzpotters.com home page. This may include a small logo (110 x 110 pixels) in the left hand panel and/or a banner measuring approximately 500 x 100 pixels. The logo and banner would link to the appropriate entry page.

Website Newsletter

Each month a website newsletter goes out via email to all members of NZ Potters who have email addresses (virtually all members).

The website newsletter contains information about new material on the website and can carry advertising.

Listing in the “What’s On” page of nzpotters.com

There is a section on the website entitled “What’s On”. This page displays information pertaining to events happening throughout New Zealand. The information is collected under the various regional headings currently valid for NZ Potters.

All members including all levels of corporate membership can enter information on password-protected forms about events that might be occurring in their region.

- Galleries or pottery retail shops, for example, might like to enter events such as the opening of an exhibition.
- Ceramic suppliers might also have events that they wish to list such as the arrival of certain new products or a live demonstration or display of some kind.
- Educational bodies might like to announce enrolment dates or the start of courses.

What's On & Members Pages listings, for corporate membership **above Copper**, can carry:

- an image,
- a website link and

Other Entitlements

Platinum

- Banner on page 1 of the NZP Ceramics Quarterly magazine, 1/2 page of space within Ceramics Quarterly
- Opportunity to introduce information or products at national events such as the NZP Convention, Exhibition and Potters Market. Such events will not necessarily be held every year.
- List of corporate members in National Exhibition catalogue
- Logo in NZ Potters Newsletter

Gold

- 1/2 page of space within Ceramics Quarterly
- List of corporate members in National Exhibition catalogue
- Logo in NZ Potters Newsletter

Silver

- 1/4 page of space within Ceramics Quarterly
- List of corporate members in National Exhibition catalogue
- Logo in NZ Potters Newsletter

Bronze

- 1/5 page of space within Ceramics Quarterly
- List of corporate members in National Exhibition catalogue
- Logo in NZ Potters Newsletter

Copper

- One line advertisement/listing in Ceramics Quarterly
- Logo in NZ Potters Newsletter.