



DIGITAL ADVERTISING PACKAGES

About *Unwrap*

- *Unwrap: Large Format Retail* is an electronic publication, and is the only dedicated news source for everything related to Large Format Retail.
- Keep up to date with all the latest industry-related stories and government announcements.
- A reliable source of information for and about the Large Format Retail industry.
- Hear from key decision-makers in the Large Format Retail industry.
- *Unwrap* can be accessed at www.unwraplfra.com.au



About *Unwrap*

- *Unwrap* is currently a free subscription service. Anyone can register to have newsletter updates sent directly to their inbox.
- The initial distribution of *Unwrap* will go to all LFRA members and those who regularly receive LFRA emails.
- As *Unwrap* is an online publication, non-members will also have access. This means you will reach a wider audience, including potential customers, and further media and business opportunities.
- *Unwrap* will be further promoted across the LFRA's social media.



Advertising Prices and Specifications – Desktop and tablets

	LFRA Members	Non-Members
1. Leaderboard 1 728 pixels wide x 90 pixels high	\$2,000	\$2,500
2. Medium Rectangle 300 pixels wide x 250 pixels high	\$1,200	\$1,500
3. Half Page 300 pixels wide x 600 pixels high	\$1,600	\$2,000
4. Leaderboard 2 728 pixels wide x 90 pixels high	\$1,200	\$1,500

File types

JPEG – .jpg (for photos)

GIF – .gif (for animation)

PNG – .png (for logos)

Youtube or Vimeo link – (for videos)

Email artwork to:

media@unwraplfra.com.au

* Note that the medium rectangle and half page advertisement spaces may be rotating ads

*All prices are in monthly instalments and exclude GST



Advertising Prices and Specifications - Mobile

	<u>LFRA Members</u>	<u>Non-Members</u>
1. Top Banner 320 pixels wide x 100 pixels high	\$1,600	\$2,000
2. Middle Banner 320 pixels wide x 50 pixels high	\$1,200	\$1,500

File types

JPEG – .jpg (for photos)

GIF – .gif (for animation)

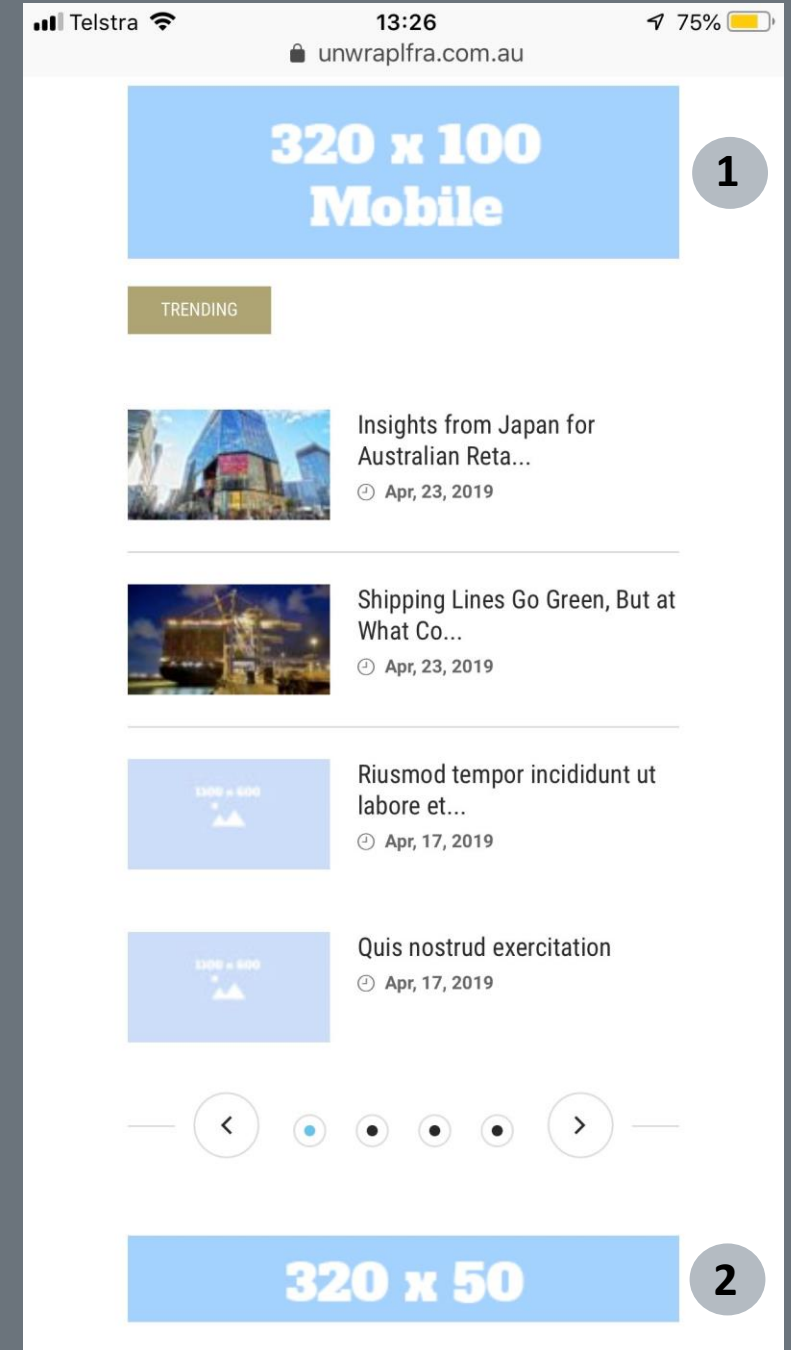
PNG – .png (for logos)

Youtube or Vimeo link – (for videos)

*All prices are in monthly instalments and exclude GST

Email artwork to:

media@unwrapfra.com.au



POINTS TO REMEMBER

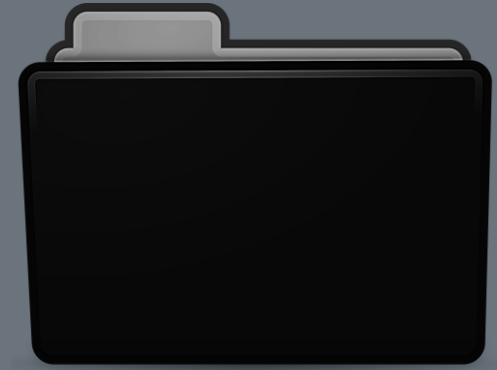
Important Factors



**Quality images
and animation**



**Materials must
match the
specifications**



**Compatible and
appropriate file types**

Approx. 35%
of all retail floor space

444,700 (FTE) jobs
supported by the LFR industry



\$80.4 billion
total sales in Australia 2017/18

MEET THE TEAM

Behind Unwrap



Philippa Kelly
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Large Format Retail
Association (LFRA)



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UNWRAP: LARGE FORMAT RETAIL ADVERTISER TERMS & CONDITIONS

Large Format Retail Association Limited (ACN 131 555 612) (**us, we, our, LFRA**) as a print and online publisher.

As part of our business, we sell ad and article space across our publications, including our print magazine, website www.unwraplfra.com.au (**Website**), and any other platform that may from time to time be made available.

Anyone who wants us to publish their Content, including any officers, employees, related entities or representatives of that person, (**You**) agrees to be bound by these Terms & Conditions.

In these Terms & Conditions, terms have the following meanings:

- **Content** means any advertisement, article, or other material or information You provide to us for the purpose of supplying the Services;
- **Fees** mean any cost, payment, or consideration of any kind due in respect of the Services, as specified in an invoice provided by us;
- **Insertion Order** means any request for us to provide the Services to You, no matter what form that request takes;
- **Intellectual Property Rights** means all present and future intellectual property or moral or other rights in any work of copyright or other subject matter, trade mark, design, business or domain names, or confidential information, arising anywhere in the world and whether registered or unregistered; and
- **Services** means all services we provide to You, including publishing, transmitting, or communicating Your Content, in connection with an Insertion Order accepted by us.

Capitalised terms otherwise have the meaning given to them in these Terms & Conditions.

UNWRAP: LARGE FORMAT RETAIL

ADVERTISER TERMS & CONDITIONS

1. SUPPLY OF THE SERVICES

1.1 These Terms & Conditions will have effect from the date on which any Insertion Order is received by us until all Services are completed, unless our agreement is terminated earlier in accordance with these Terms & Conditions (**Term**).

1.2 In exchange for the payment of the Fees, and otherwise subject these Terms & Conditions, LFRA will supply the Services to You during the Term on a non-exclusive basis.

1.3 All Insertion Orders and Content are subject to approval and acceptance by LFRA, who will retain ultimate editorial control. All Content must be received, in any form and by any method required by us, at least 5 days before the requested publication date. LFRA may refuse to publish any Content, in whole or in part, at our absolute discretion. LFRA is not liable for ensuring that Your Content is fit for publication.

2. FEES

2.1 You agree to pay LFRA the Fees by the due date and method set out in any valid invoice provided by us. You acknowledge and agree that all Fees not paid in full on or by the due date are debts due and payable immediately. You will be liable for all costs (including legal costs) reasonably incurred by us in taking recovery action.

2.2 Except where expressly stated otherwise, any amount payable in respect of a taxable supply of goods or services by one party to the other is expressed as a GST exclusive amount. Subject to receipt of a valid tax invoice, the recipient of the supply must, in addition to the primary amount, pay to the supplier any applicable GST in the same manner and at the same time as the primary amount.

UNWRAP: LARGE FORMAT RETAIL ADVERTISER TERMS & CONDITIONS

3. WARRANTIES

3.1 LFRA continually warrants and represents to You that, in providing the Services: (a) we will exercise all due care and skill; and (b) we will comply with all applicable laws. We otherwise do not warrant that the Services, the Website, or any other platform provided by us will be continuously available or free from error or corruption.

3.2 You continually warrant and represent to LFRA during the Term that: (a) You have full authority and power to accept and comply with these Terms & Conditions; (b) You are able to pay Your debts as and when they fall due; (c) You will comply with all applicable laws (including, without limitation, all consumer or trade promotion laws, the Australian Consumer Law, the *Privacy Act* 1988 (Cth), and the *Spam Act* 2003 (Cth)) in connection with Your supply of the Content and Your use of the Services; (d) You are the owner or licensee of all Intellectual Property Rights in any Content and have the right to grant the licence(s) contained in these Terms & Conditions; (e) the use by LFRA of any Content in accordance with these Terms & Conditions will not infringe Your Intellectual Property Rights, or the Intellectual Property Rights of any third party, or defame, offend, or embarrass any person; and (f) You will take all reasonable steps to ensure that the Content is correct and complete and legally compliant in all material respects.

4. INTELLECTUAL PROPERTY

4.1 Background IP: Nothing in these Terms & Conditions affects the ownership of any Intellectual Property Rights owned by any person at any time.

4.2 Use of Your Content: You grant to LFRA a perpetual, irrevocable, non-exclusive, royalty-free, transferable, world-wide licence to use Your Content, and exercise any required Intellectual Property Rights, for the purpose of providing the Services. We may edit, modify, or transform Your Content as reasonably required to perform the Services, including by combining Content with images or material procured from other sources, subject (where practicable) to your final approval of any substantive changes, such approval to be provided within 48 hours of request (following which approval will be deemed to have been provided).

UNWRAP: LARGE FORMAT RETAIL ADVERTISER TERMS & CONDITIONS

5. TERMINATION

5.1 Either party may terminate any agreement under these Terms & Conditions immediately on notice to the other party if that party: (a) commits an irremediable material breach of these Terms & Conditions or fails to remedy a breach within 14 days of receiving written notice of the breach; (b) within the scope of these Terms & Conditions, commits an act of fraud, serious misconduct, or gross negligence or infringes the Intellectual Property Rights of the terminating party; or (c) becomes bankrupt, insolvent, or otherwise subject to circumstances that reasonably indicate it may be unable to pay its debts as they become due.

5.2 LFRA may terminate any agreement under these Terms & Conditions if You fail to pay the Fees as set out in clause 2.

5.3 If these Terms & Conditions or an agreement under them is terminated for any reason, we will cease providing the Services and You must pay LFRA all Fees incurred by us or otherwise owing up to the date of termination.

6. LIABILITY

6.1 We limit our liability to You: (a) under any non-excludable consumer guarantees in the Australian Consumer Law, or any other term implied by law, in relation to the supply of Services to either (at LFRA's discretion) the supply of the relevant Services again or the payment of the cost of having those Services supplied again; and (b) in aggregate for breach of agreement, negligence, breach of statutory duty or any other cause of action (other than as covered by 6.1(a)) to the total Fees paid by You for the relevant Services.

6.2 Subject to clause 6.3, neither party will be liable to the other for any consequential or indirect loss or damages.

6.3 You indemnify LFRA for and against any indirect or direct, loss, cost, damage, or claim (including third party claims) incurred by us and arising in connection with Your warranties at clause 3.2.

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7. GENERAL

7.1 Subcontractors: LFRA may without notice engage subcontractors or other professional service providers to assist us in providing the Services to You.

7.2 No employment: Nothing in these Terms & Conditions creates a relationship of partnership, joint venture or employment between You and LFRA.

7.3 Assignment: either party may assign the whole or part of its rights under these Terms & Conditions on notice to the other party.

7.4 Variation: These Terms & Conditions may only be amended or modified in writing signed by both You and LFRA.

7.5 Conflict of Interest: LFRA will not accept advertisements which promote other publications or events.

7.6 Governing law: These Terms & Conditions must be construed in accordance with the laws of Victoria, and both You and LFRA irrevocably consent to the jurisdiction of the courts there.

7.7 Entire agreement: These Terms & Conditions, together with any Insertion Order accepted by us, contain the entire agreement between You and LFRA in relation to the Services and replace all prior and concurrent negotiations or representations. These Terms & Conditions will apply to the extent of any inconsistency between them and an Insertion Order.