

# Ceramics Association of New Zealand (CANZ)

## Corporate Member Entitlements

Corporate members of the Ceramics Association of New Zealand (CANZ) are eligible for advertising space on [ceramicsnz.org](http://ceramicsnz.org) and in the monthly e-newsletter distributed to all members. In the case of [ceramicsnz.org](http://ceramicsnz.org) your advertising will reach out to all visitors to the website both national and international. [ceramicsnz.org](http://ceramicsnz.org) has been on-line 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.

The CANZ also distributes a monthly newsletter to all members.

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

- Advertising on [ceramicsnz.org](http://ceramicsnz.org)
- Advertising in the monthly e-newsletter.
- Involvement on a commercial level at the annual Ceramics CANZ convention and National Exhibition.

## Corporate Membership Levels

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

There are four levels of Corporate Membership for CANZ:

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

## Website Entitlements

At present on ceramicsnz.org 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 CANZ

The following table outlines website advertising entitlements for corporate members.

Level	Subscription	Website Space	Web Newsletter
<b>Copper</b>	\$250 per annum	Entry page with text & logo Link to own website	Logo placement in every newsletter linking back to entry level page.
<b>Bronze</b>	\$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.
<b>Silver</b>	\$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.
<b>Gold</b>	\$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.
<b>Platinum</b>	\$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 ceramicsnz.org:

- *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 CANZ have links back to their own website if available.

## **Home Page Presence**

Gold and platinum corporate members of CANZ can have a presence on the ceramicsnz.org 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 CANZ 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 ceramicsnz.org**

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 CANZ.

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 Page listings, for corporate membership **above Copper**, can carry:

- an image,
- a website link and

## **Other Entitlements**

### **Platinum**

- Opportunity to introduce information or products at national events such as the CANZ Convention, Exhibition and Potters Market. Such events will not necessarily be held every year.
- List of corporate members in CANZ National Exhibition catalogue
- Logo in ceramicsnz.org newsletter

### **Gold**

- List of corporate members in CANZ National Exhibition catalogue
- Logo in ceramicsnz.org newsletter

### **Silver**

- List of corporate members in CANZ National Exhibition catalogue
- Logo in ceramicsnz.org newsletter

### **Bronze**

- List of corporate members in CANZ National Exhibition catalogue
- Logo in ceramicsnz.org newsletter

### **Copper**

- Logo in CANZ Newsletter.