



2023-2024

PARTNERSHIP ADVERTISING SCHEDULE

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The Southern Farming Systems (SFS) partnership year nominally commences on July 1st for 12 calendar months, ceasing on June 30th each year. Listed below by calendar month are advertising opportunities and benefits available to Premier, Signature & Patron level partners. Also included are proposed dates and agenda items for partnership communication.

eUpdates

As most extension events occur during the working week (usually Tuesday through to Thursday), we have changed the deadline date of the e-Updates to a Thursday for Monday distribution. This enables you to better organise your attendance at upcoming events.

All partner levels are entitled to contribute to the fortnightly eUpdates. This long-standing email marketing platform has an audience of approximately 800 and growing. It is a great opportunity to present a story, editorial, product or an event accompanied by an acknowledgement of contribution, including a picture, logo, video and any specific eMedia links.

Deadlines
Thursday, 6 July 2023
Thursday, 20 July 2023
Thursday, 3 August 2023
Thursday, 17 August 2023
Thursday, 31 August 2023
Thursday, 14 September 2023
Thursday, 28 September 2023
Thursday, 12 October 2023
Thursday, 26 October 2023
Thursday, 9 November 2023
Thursday, 23 November 2023
Thursday, 7 December 2023
Thursday, 21 December 2023
Thursday, 4 January 2024
Thursday, 18 January 2024
Thursday, 1 February 2024
Thursday, 15 February 2024
Thursday, 29 February 2024
Thursday, 14 March 2024
Thursday, 28 March 2024
Thursday, 11 April 2024
Thursday, 25 April 2024
Thursday, 9 May 2024
Thursday, 23 May 2024
Thursday, 6 June 2024
Thursday, 20 June 2024
Thursday, 4 July 2024
Thursday, 18 July 2024

Publication Release
Monday, 10 July 2023
Monday, 24 July 2023
Monday, 7 August 2023
Monday, 21 August 2023
Monday, 4 September 2023
Monday, 18 September 2023
Monday, 2 October 2023
Monday, 16 October 2023
Monday, 30 October 2023
Monday, 13 November 2023
Monday, 27 November 2023
Monday, 11 December 2023
Wednesday, 27 December 2023
Monday, 8 January 2024
Monday, 22 January 2024
Monday, 5 February 2024
Monday, 19 February 2024
Monday, 4 March 2024
Monday, 18 March 2024
Monday, 1 April 2024
Monday, 15 April 2024
Monday, 29 April 2024
Monday, 13 May 2024
Monday, 27 May 2024
Monday, 10 June 2024
Monday, 24 June 2024
Monday, 8 July 2024
Monday, 22 July 2024

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Publications

Southern Farming Systems publications are produced throughout the year in a range of frequencies. These publications include the sought-after SFS Annual Results Book and a range of magazines. Fortnightly direct e-mail campaigns and social media news feeds allow for marketing materials to be highlighted and linked to sources.



Publication	Opportunity	Deadline
Trial Results eBook	Advertisement (as per Partnership)	17th February 2024
Stock and Land Article	Advertisement (as per Partnership)	Ongoing opportunity (published every 3 weeks)
SFS social media channels	Marketing materials in SFS news feeds (as per Partnership)	Ongoing opportunity

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Events

Major events typically take the form of demonstrations, field days and workshops. These events are consistently well attended by the membership and industry, making them a promotional opportunity not to be missed.

Event	Opportunity	Deadline
SFS crop walks (Geelong, Streatham, Rokewood, Hamilton, Tasmania) TBA	<ul style="list-style-type: none"> Opportunity to display promotional information 	TBA
AgriFocus Held annually on the third Wednesday of October 18th October 2023	<ul style="list-style-type: none"> Display promotional information (site/static display area & SFS showbag inclusion) Event Guide Booklet (advertisement/company logo/name) Additional signage (banners, flags, roadside, etc. (to be provided)) 	8th September 2023
Branch Spring Field Days (Hamilton, Streatham, Tasmania) End October to early November 2023	<ul style="list-style-type: none"> Opportunity to display promotional information 	TBA
SFS Autumn Results Day 20 March 2024	<ul style="list-style-type: none"> Display promotional information (site/static display area & SFS showbag inclusion) Additional signage (banners, flags, roadside, etc. (to be provided)) 	24th February 2024

Disclaimer: Please note that publications and deadlines may change due to unforeseen circumstances. SFS will endeavor to communicate any and all changes throughout the year to our Partners.

To learn more about SFS advertising opportunities, please contact us via any of the below:

A 23 High St, Inverleigh, VIC 3321 **P** (03) 5265 1666 **F** (03) 5265 1678 **E** office@sfs.org.au www.sfs.org.au