



# Pickleball Australia Association BUSINESS DIRECTORY

Sign up today and have your products and services showcased to the wider Pickleball community.

## LISTING PACKAGES

### Platinum

Free listing\* until 31<sup>st</sup> March, 2022

\*From 1<sup>st</sup> April 2022 there will be an annual charge (cost T.B.A.)

Logo Image / Contact information / Custom content – special offer (up to 1,500 characters)

Social media handles / Opening hours / Assign category & Locations

## LISTING GUIDE

Follow the tips below to create your listing.

For further information in listing your business contact James Sharley of Pickleball Australia Association via email [director.6@pickleballaus.org](mailto:director.6@pickleballaus.org)

Any technical information for the listing contact Swiss Fish via email [hello@swissfish.com.au](mailto:hello@swissfish.com.au)

## HELPFUL TIPS

Follow these tips to help set up your listing and make it visually appealing. If at any stage you require assistance with preparing imagery for your business, please contact Swiss Fish.

Setting Up Images:

- Listing Images should be **822 x 597** pixels (canvas size)
- All measurements are in **pixels**
- The ideal resolution for web images is **72 to 80 dpi** (any higher and it will slow down the loading time of your image)
- Images must be png or jpg file. (.png preferred)
- When naming the file use your company name (e.g., **businessname.jpg** or **businessname.png**)

## LISTING IMAGE

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### LISTING IMAGE

(822 X 597 pixels)

The Listing Image is what appears on your business listing and is typically your company's logo.

While we prefer all artwork to be supplied at the correct sizes, we require a hi-res version of your logo at the very least as we can take care of the rest.

We're here to help prepare this for you if required.

# INFORMATION FOR BUSINESS LISTING

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## Summary / Introduction / Offer

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Include for business - Summary / introduction / offer – max 1,500 characters (including spaces)

## Tags (for Search Function)

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Include tags: e.g. Suburb Name, State, Category, Type of Business

## Contact

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- Business Address / Phone / email
- Contact person / name / website / social links
- Opening Hours

**See next page for categories and tags**

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## CATEGORIES & TAGS (for Search Function)

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### Categories (for Search Function)

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Accounting Services  
Agriculture  
Apparel / Workwear  
Architecture  
Arts & Entertainment  
Automotive  
Cleaning Services  
Education & Training  
Engineering, Construction & Project Management  
Finance & Investment  
Food, Wine & Hospitality  
IT, Graphic & Web Design  
Hairdressing & Beauty  
Health & Fitness

Insurance  
Landscaping & Horticulture  
Legal Services  
Marketing, Communications & Promotional Products  
Medical & Medicine  
Photography  
Property & Real Estate  
Retail & Online Shopping  
Telecommunications  
Tourism, Travel & Transport  
Trades  
Veterinary Services

### Tags (for Search Function)

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Australian Capital Territory  
Tasmania  
Victoria  
New South Wales  
Queensland  
Northern Territory  
Western Australia  
South Australia

Canberra  
Hobart  
Melbourne  
Sydney  
Brisbane  
Gold Coast  
Perth  
Adelaide

Pickleball Club Name

Local Suburb / Town Name

## SPONSORED ADS

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Sponsored Ads are the images you see on rotation throughout the Business Directory and are available at an additional cost.

There are two sizes available which enable you to feature special events or promotions for your business.

These ads can also have a button to link back to your website, social media pages, order form or catalogue. The possibilities are almost endless!

Information regarding the digital requirements can be found **below**.

Contact James Sharley via email [director.6@pickleballaus.org](mailto:director.6@pickleballaus.org) today to discuss the Sponsored Ad positions which will enhance your marketing capacity throughout the Directory.

SPONSORED AD  
IMAGE

(276 X 435 pixels)

SPONSORED AD  
IMAGE

(892 X 276 pixels)