



# Music Australia Advertising Kit

## About Music Australia

Music Australia is the only body in Australia devoted to music in its entirety. Music Australia provides businesses and organisations with a number of highly targeted advertising and promotion options.



## Our Audience

Our readership consists largely of music professionals including key music decision makers, opinion leaders and educators in industry, government, tertiary institutions, schools, teachers and community organisations. Our website, newsletter and social media networks act as a rich information resource for the musically-minded.

## Our Reach

In 2016 over 600,000 people accessed Music Australia services. Our members benefit from Music Australia's substantial reach which includes:

- 600,000 Participating school students
- 155,000 Unique website visits
- 14,8000 Enews subscribers
- 12,500 Social media followers
- 8000 Music education professionals and teachers
- 3,500 Schools
- 1,000 Music professionals database

Our current advertising rates and specifications are detailed below. If you would like to discuss your advertising options in more detail please contact:

**Scarlett Di Maio**  
Music Australia, Project Coordinator

Email: [scarlett@musicaustralia.org.au](mailto:scarlett@musicaustralia.org.au)

Phone. (02) 9519 9778

## ADVERTISE WITH US



We offer a number of different forms of digital advertising across *Music Australia* and *Music: Count Us In* websites and our fortnightly Enews. The Music Australia website is a rich information resource for the musically-minded. It provides comprehensive resources for the professional industry, music educators and community groups with advocacy information, resources, directories, case studies, newsfeed, articles and reviews. There are a range of advertising sizes to choose from that can link to your website, landing pages, enquiry form or to an online registration system for your next event.

The prices below are inclusive of GST. Music Australia members receive a 25% discount on all advertising rates.\*

AD SIZE & PLACEMENT	ONE MONTH	THREE MONTHS	SIX MONTHS
<b>MUSIC AUSTRALIA WEBSITE</b>			
Home Page Leaderboard 728(w) x 90(h) px	\$330 \$247.50 - members	\$770 \$577.50 - members	\$1210 \$907.5 - members
Sub Pages Leaderboard 728(w) x 90(h) px	\$198 \$148.50 - members	\$495 \$370.70 - members	\$825 \$618.20 - members
Homepage Square	\$165 \$123.20 - members	\$440 \$330 - members	\$660 \$495 - members
Sub Pages - Square 300(w) x 250(h) px	\$110 \$82.50 - members	\$302.50 \$225.50 - members	\$550 \$412.50 - members
<b>MCUI WEBSITE</b>			
Home Page Leaderboard 728(w) x 90(h) px	\$319 \$238.70 - members	\$748 \$561 - members	\$1188 \$891 - members
Sub Pages - Square ad, run of site 300(w) x 250(h) px	\$110 \$82.50 - members	\$302.50 \$225.50 - members	\$550 \$412.50 - members
<b>Music Australia ENEWS – distributed fortnightly</b>			
Banner 596 (w) x 104 (h) px	Per insertion: \$165 or \$123.20 for members		
<b>MCUI ENEWS – distributed monthly November – June &amp; weekly July – October</b>			
Banner 596 (w) x 104 (h) px	Per insertion: \$165 or \$123.20 for members		

*Carousel homepage leaderboard ads - which allow brands to show up to 3 different adverts on a 2 second rotation - are now available for \$650 per month or \$1000 for 2 months. Yearly packages are also available upon application. Please contact [scarlett@musicaustralia.org.au](mailto:scarlett@musicaustralia.org.au) if you would like to discuss these options in more detail.*

*\*Limits apply*

# ADVERTISING / PROMOTIONAL PACKAGES



## CLASSICS

This package is suited to organisations that are looking for a short but concentrated approach to target their markets and audiences.

- Home Page & Subpages Leaderboard advertising combo MA &/or MCUI
- Sub Pages - Square ad run of site
- Customised presence in fortnightly Enews. Promotion would appear over two issues.  
Options: Listing in the *Opportunities* or *Our Picks* section, a news article, banner ad  
(*Subject to editorial approval*)
- Social media posts on MA &/or MCUI
- Report on advertising and social media analytics post campaign.

### **Pricing:**

One month: \$770 | members: \$577

Three months: \$1650 | members: \$1237

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## NOTHING BUT HITS

This package is suited to organisations that are after a no-frills advertising campaign.

- Home Page & Subpages Leaderboard advertising combo MA &/or MCUI
- Sub Pages - Square ad (run of site)
- 1 x Enews banner ad
- Report on advertising and social media analytics post campaign.

### **Pricing:**

Three months: \$1540 | members: \$1155

Six months: \$2750 | members: \$2062

Yearly: \$4000 | members: \$3300

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## TOUR DE FORCE

This package is suited to larger music organisations who want to reach their markets and audiences via our full spectrum of communication channels.

- Home Page & Subpages Leaderboard advertising combo MA &/or MCUI
- Sub Pages - Square ad run of site
- Customised presence in fortnightly ENews. Options: 1 Potential listing in the *Opportunities* or *Our Picks* sections, news article, banner ad. (*Subject to editorial approval*)
- Social media posts on MA &/or MCUI
- Competition listings in Enews, social media to drive traffic back to your website.
- Free job listings via our ENews.
- Interview features (*subject to editorial approval*)
- Report on advertising and social media analytics post campaign.

### **Pricing:**

Three months: \$1980 | member: \$1485

Six months: \$3300 | member: \$2475

Yearly: \$5500 | member: \$4125

## IMAGE DIMENSIONS



**LEADERBOARD**  
**728 x 90 PX**

A horizontal rectangular box with a black border, containing the text 'LEADERBOARD' and '728 x 90 PX' in orange.

**SQUARE**  
**300 x 250 PX**

A square box with a black border, containing the text 'SQUARE' and '300 x 250 PX' in orange.

**ENEWS BANNER**  
**596 x 104 PX**

A horizontal rectangular box with a black border, containing the text 'ENEWS BANNER' and '596 x 104 PX' in orange.