



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 2018 over 900,000 people accessed Music Australia services. Our members benefit from Music Australia's substantial reach which includes:

- 745,000 Participating school students
- 155,000 Unique website visits
- 21,800 E-News subscribers
- 16,390 Social media followers
- 9,000 Music education professionals and teachers
- 3,400 Schools

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, Program Officer

Email: scarlett@musicaustralia.org.au

Phone. (02) 9519 9778

ADVERTISE WITH US



We offer a number of different forms of digital advertising across our *Music Australia* and *Music: Count Us (MCUI) In* websites and fortnightly E-News. 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 WEEK	ONE MONTH	THREE MONTHS	SIX MONTHS
WEBSITE OPTIONS				
Music Australia Homepage Leaderboard	\$150 \$112 - member	\$500 \$300 - member	\$1200 \$900 - member	\$2500 \$1875 - member
MCUI Homepage Leaderboard	\$150 \$112 - member	\$500 \$300 - member	\$1200 \$900 - member	\$2500 \$1875 - member
Music Australia Homepage MREC	\$60 \$45 - member	\$200 \$150 - member	\$720 \$540 - member	\$1100 \$825 - member
Music Australia & MCUI Sub Page Leaderboard - run of both sites	\$100 \$75 - member	\$350 \$262.50 - member	\$1000 \$750 - member	\$2000 \$1500 - member
Music Australia MCUI Sub Page MREC - run of both sites	\$80 \$60 - member	\$300 \$225 - member	\$960 \$720 - member	\$1600 \$1200 - member
Music Australia E-News - distributed monthly				
Banner Per insertion: \$165 or \$123 for member				
Music: Count Us In EDMs - distributed weekly July - October and monthly November - June				
Banner Per insertion: \$165 or \$123 for member				

Carousel homepage leaderboard ads - which allow brands to show up to 3 different adverts on a 2 second rotation - are also available. Please contact scarlett@musicaustralia.org.au if you would like to discuss this option in more detail.

Please note that all Homepage and Subpage Leaderboard Ads are on a 2 second rotation either with other clients or Music Australia house ads.

ADVERTISING PACKAGES

PLEASE NOTE: ALL PACKAGES BELOW ARE SUBJECT TO EDITORIAL APPROVAL



A VOICE FOR ALL MUSIC

MUSIC AUSTRALIA OPPORTUNITY PACKAGE

This package is suited to organisations who want to easily and quickly advertise a job vacancy, competition, workshop or event.

- 80-100 word Feature with client logo in Opportunities listings on Music Australia website
- Listing Feature with client logo in 1 x Music Australia E-News Edition
- 1 x Facebook Post
- 1 x Tweet

Pricing:

\$150 | Member: \$112

MUSIC AUSTRALIA E-NEWS PACKAGE

This package is suited to organisations that are looking for a short but concentrated approach to target their markets and audiences through our Music Australia E-News.

- Banner Ad in Music Australia E-News
- Listing in the *Opportunities* or *Our Picks* section in Music Australia E-News
- Listing in the *Opportunities* section of the Music Australia Website
- Report on advertising post campaign

Pricing:

\$200 per E-News Issue | members: \$150

MUSIC AUSTRALIA E-NEWS BANNER PACKAGE

This package is suited to organisations that are after a long term advertising campaign using banners in our Music Australia E-News Editions. This package would suit an organisation which has numerous projects throughout the year would like to advertise.

- Banner Ad in Music Australia E-News
- Report on advertising post campaign.

Pricing:

One Month: \$165 | members: \$123

Two Months: \$330 | members: \$247

Three Months: \$600 | members: \$450

For longer campaigns please contact us.

ADVERTISING PACKAGES CONTINUED OVERLEAF

MUSIC: COUNT US IN BANNER PACKAGE

This package is suited to organisations that are after a long term advertising campaign using only banners in our Music: Count Us In EDMs. This package would suit an educational body wishing to target teachers and schools with numerous education projects, workshops or events.

- Banner Ad in MCUI EDM*
- Report on advertising post campaign

Pricing:

One Month: \$600 | members: \$450

Two Months: \$1000 | members: \$750

Three Months: \$1500 | members: \$1125

**These MCUI EDM package deals are applicable to the EDMs distributed once per week between July - October. If you would like to advertise in the monthly editions between November - June instead, banners will be \$165 per insertion.*

MUSIC AUSTRALIA & MUSIC: COUNT US IN CLASSIC PACKAGE

This package is suited to organisations that are after a medium term or long term advertising campaign using the advertising space available on our Music Australia and Music: Count Us In Websites.

- Music Australia OR Music: Count Us In Homepage Leaderboard
- Music Australia and Music: Count Us In Subpages Leaderboard
- Music Australia and Music: Count Us In Square Ad Run of Site
- Opportunities listing on Music Australia Website
- 1 x Listing in the Opportunities of Music Australia E-News
- 1 x Banner in Music Australia E-News
- 1 x Music Australia Facebook Post
- 1 x Music Australia Tweet
- Report on advertising analytics post-campaign

Pricing:

One Fortnight: \$700 | members: \$525

One Month: \$1200 | members: \$900

Two Months: \$1700 | members: \$1275

Three Months: \$2200 | members: \$1650

MUSIC COUNT US SOLUS EDM

Solus EDM's are available upon request.

CUSTOMISE YOUR OWN PACKAGE

Want to customise your own advertising package from the options above? Get in touch with your ideas and we will tailor a custom package to best suit your organisation's needs.

AD EXAMPLES & DIMENSIONS

ONE SONG. YOUR SCHOOL. MORE MUSIC.

COUNT
USIN
MUSIC AUSTRALIA

LEADERBOARD

728 X 90 px

AUSTRALIA'S
BIGGEST MUSIC
EDUCATION
CELEBRATION

COUNT
USIN
MUSIC AUSTRALIA

REGISTER YOUR
SCHOOL NOW.

Celebration Day
1 November 2018

MREC

300 X 250 px

ONE SONG. YOUR SCHOOL. MORE MUSIC.

COUNT
USIN
MUSIC AUSTRALIA

ENEWS BANNER

596 x 104 px