



**ONLINE MEDIA RATE CARD**

March 2015

## Advertising with Jazz Australia – March 2015

Jazz Australia is Australia's oldest and largest national website, dedicated to providing news, reviews and information on jazz and improvised music across Australia and beyond.

Our website showcases Australian artists, music and events to the world

Our national directory focuses on promoting your event or business to an engaged jazz audience and is used by audiences, industry and musicians alike.

Businesses or venues advertising through Jazz Australia can benefit from this highly engaged audience, through our custom built advertising platform.

## Engaging with a national jazz audience

Jazz Australia provides advertisers with access to a 100% jazz demographic across the entire country.

## Our Reach

Over 10,000 page views per day

Over 1400 Newsletter subscribers and growing each month

1000 Twitter followers

Since our relaunch, we are the fastest growing network on the Australian jazz scene.

## The site features:

Premier Australian jazz website

Largest nationwide reach for jazz

Artist biographies

Artist, CD and performance reviews

Regular email to our subscribers

Event listings (will be back by May if not sooner. We are updating this section so that we can join a global network of listings)

Ads will be displayed on Group Spots on all website pages 24/7, in rotation with other advertisers (maximum 4 rolling ads).

## Leaderboard Advertising

Time based Ads

**\$260 (plus GST)** per week or

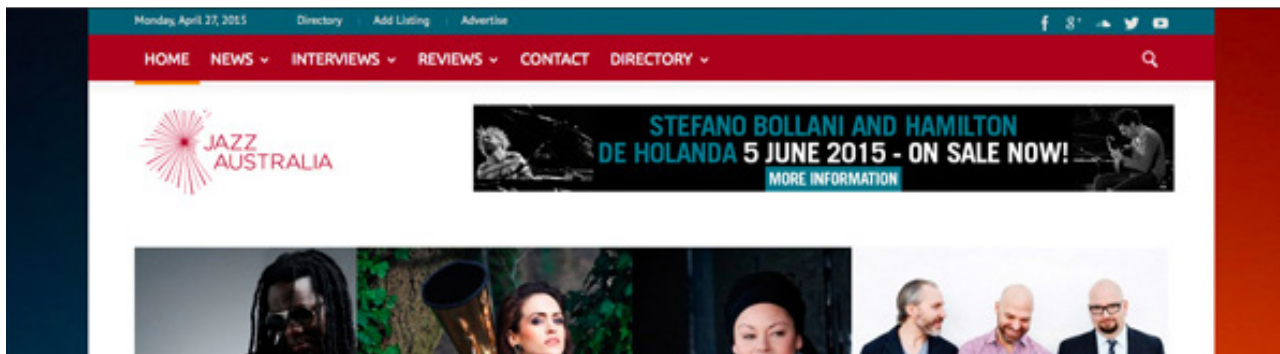
**\$900.00 (plus GST)** for four weeks

Artwork requirement

Banner Specs: 728px X 90px

Artwork Format: GIF, JPEG, PNG, HTML5

Max File size: 100kb

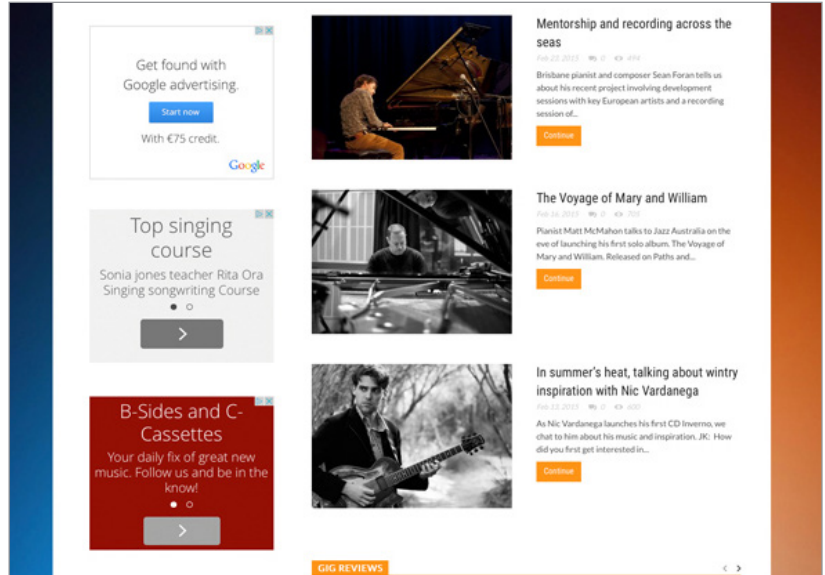


### Sidebar Advertising

All Time based Ads  
**\$220 (plus GST)** per week or  
**\$750.00 (plus GST)** for four weeks  
 Artwork requirement  
 Banner Specs: 300px X 250px  
 Artwork Format: GIF, JPEG, PNG, HTML5  
 Max File size: 100kb

### Rectangular Sidebar Advertising

All Time based Ads  
**\$220 (plus GST)** per week or  
**\$750.00 (plus GST)** for four weeks  
 Artwork requirement  
 Banner Specs: 300px X 250px  
 Artwork Format: GIF, JPEG, PNG, HTML5  
 Max File size: 100kb



### Newsletter

Our newsletter is sent once a month to our fast growing subscriber list

### Leaderboard 728x90

**\$400 (plus GST)** newsletter

### Pillow Ad 300x250

**\$200 (plus GST)**

Artwork requirement  
 Banner Specs – Leader board: 728px X 90px  
 Banner Specs - sidebar: 300px X 250px  
 Artwork Format: GIF, JPEG, HTML5  
 Max File size: 100kb

### Please note

Prices include ad reporting at the end of the advertising period including, website hits, ad views and click through statistics.  
 Approval on sales spots may take up to 24 hours  
 It may take up to 24 hours from confirmation for your ad to be uploaded  
 Pre-payment is required prior to the ad being displayed  
 It is possible to embed video into your advertisement. Please contact us regarding rates.