



For information and bookings call  
02 9256 4800, or email  
[administration@dancensw.com.au](mailto:administration@dancensw.com.au)

# Advertising Rate Sheet

Take advantage of our targeted **AUDIENCE** . . .  
If your audience includes **creative thinkers, artists, dance enthusiasts, choreographers**, professional and social **dancers**, dance **students**, dance **schools** and tertiary dance **institutions** it makes sense to advertise your business, course, conference, workshop, class, production, event or festival in Ausdance NSW online communications.

Ausdance NSW **CONNECTS** with . . .

- People in the dance industry
- People of all ages (16-60+)
- People who have a passion for the arts

**AFFORDABLE** rates and great packages . . .

As the peak body for dance in NSW, Ausdance NSW is dedicated to offering affordable marketing opportunities. Ausdance NSW offers excellent **discount rates** and packages for **members**. Become a member and reap the rewards!



**ausdance**  
nsw

Performing for dance

## Advertising Rates for 2010/2011

**DanceNSW Online Magazine:**  
[dance.net.au](http://dance.net.au)

### Visitation:

- **46,537** \*sessions in **2009**
- **11,634** \*sessions **per edition** in 2009
- An average of **127.50** \*sessions **per day** in 2009
- The number of \*sessions has **increased by 67% in 2010** compared to 2009

\* A series of clicks on the website by an individual during a specific period of time

<b>Type</b>	Vertical Banner
<b>Dimensions</b>	240 pixel wide x 600 pixel high
<b>Price for members</b>	\$160
<b>Price for non members</b>	\$240

### Annual deadlines:

<b>Edition</b>	<b>Advertising Deadline</b>	<b>Release Date</b>
Spring 2010 (Oct/Nov/Dec)	20 September 2010	01 October 2010
Summer 2011 (Jan/Feb/Mar)	13 December 2010	20 December 2010
Winter 2011 (Jul/Aug/Sept)	21 June 2011	01 July 2011
Spring 2011 (Oct/Nov/Dec)	20 September 2011	01 October 2011
Summer 2012 (Jan/Feb/Mar)	13 December 2011	20 December 2011





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## E-newsletter

→ **E-newsletter** reaches **over 1,200 readers every fortnight** and the subscriber base keeps on growing!

<b>Type</b>	Horizontal Banner	Listings for 2 editions (includes 1 month listing on Ausdance NSW website)
<b>Dimensions</b>	600 pixels wide x 100 pixels high	Text up to 300 words. PDF attachments, flyers and images are optional
<b>Price for member</b>	\$100	FREE
<b>Price for non members</b>	\$150	\$50

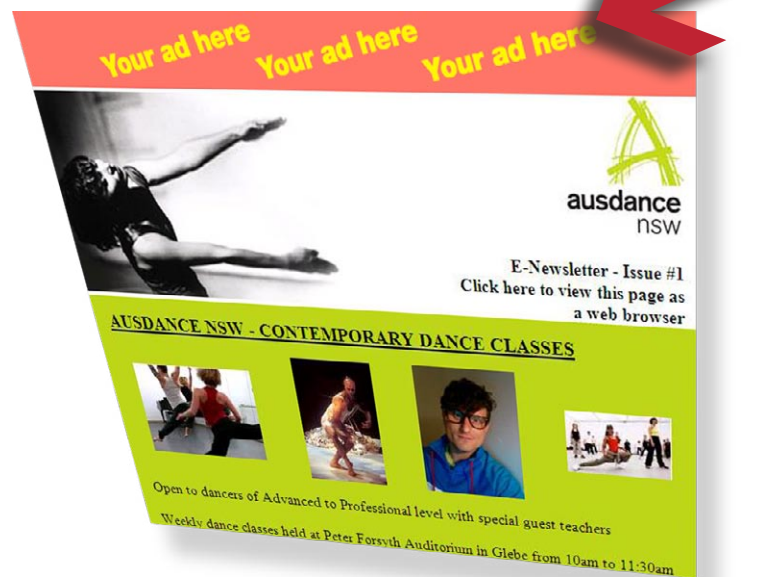


### 2010 Editions:

30 July	13 August
27 August	10 September
24 September	8 October
22 October	5 November
19 November	3 December
17 December	

### 2011 Editions:

7 January	21 January
4 February	18 February
4 March	18 March
1 April	15 April
29 April	13 May
27 May	3 June
17 June	1 July
15 July	29 July
12 August	26 August
9 September	23 September
7 October	21 October
4 November	18 November
2 December	16 December



Artwork and listings need to be submitted by 9am the day before each edition.  
Artwork requires advanced bookings.



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**Website: [www.ausdancensw.com.au](http://www.ausdancensw.com.au)**

→ Ausdance NSW website receives **over 2,000 unique\* visitors per month**

\* Counting each visitor only once

Type	Dimensions	Price for members	Price for non members
Hot Box for 1 month	265 pixels wide, 220-335 pixels high	\$200	\$280
Listing for 1 month (linked to fortnightly E-newsletter)	Text up to 300 words. PDF attachments, flyers and images are optional	FREE	\$50

## Packages for Members only:

### Advertising Package #1:

Dance NSW Vertical Banner  
PLUS E-newsletter Horizontal Banner  
PLUS Website Hotbox = **\$400** (Saving \$60, 13%)

### Advertising Package #2:

E-newsletter Horizontal Banner  
PLUS Website Hotbox = **\$260** (Saving \$40, 13%)



- All Artwork must be in jpeg/gif format and the resolution should be suitable for the web.
- Prices do not include GST.

**If you would like any further details on listings or advertisements  
please contact our office on 02 9256 4800 or [administration@dance.net.au](mailto:administration@dance.net.au)**