

## advertising information

**www.realtimearts.net** offers a comprehensive view of Australia's contemporary arts with an international perspective. This makes it a great site for your advertisement. The site combines a number of features attractive to a wide range of visitors:

**magazine**—the current edition plus exclusives and updates

**archive**—from 2001, with selected highlights

**studio**—new works/artists on show

**features**—forums, festivals and arts issues

**portal**—the best sites in innovative contemporary arts online

**realtimedance**—a portal to contemporary dance in Australia

### + FORTNIGHTLY E-DITIONS

timely reviews and articles; additions to the studio, portal and feature sections; curated selections from our archive; and In the Loop—the latest news and the best of forthcoming shows.

Advertising at **www.realtimearts.net** is immediate, well-targeted and affordable offering:

- **2000-3000 visitors per week\* (average of 11,000 per month)**
- exposure to RealTime's national and international readership (52% of readers live overseas primarily US, UK, Canada, Germany)
- the opportunity to advertise according to your schedule with provision for fast turnarounds
- instant browser access to your website, calendar or event

*\* depending on time of year*

## faq

**placement**—advertisements run down the right of the browser window (with the exception of e-dition ads - see page 3).

**size**—advertisements measure 200 pixels wide by 150 pixels deep (with the exception of e-dition ads - see page 3).

**links**—box advertisements may be linked directly to your site/ email, or for a small extra fee you may opt to link to a jpg or html advertisement housed on our site

**cost**—prices vary according to duration and placement on the site offering different levels of visibility and visitor traffic.

See details next page.

**duration**—advertisements may run for 1 or 2 months. Other time frames may be negotiated.

**RealTime offers 15% discount for online advertising if booked with a print advertisement (excluding e-dition ads)**

## Further enquiries & bookings

**katerina sakkas**

**advertising@realtimearts.net**

tel 0406 352 681

**virginia baxter**

**virginia@realtimearts.net**

tel 61 2 9332 4549

**gail priest**

**gail@realtimearts.net**

tel 61 2 9810 7818

## Online Options

(see following pages for details)

### PREMIUM

homepage

plus 3 x online magazine content sections  
(from \$310 pre gst 1 month)

### BASIC

3 x online magazine content sections  
(from \$155 pre gst 1 month)

### E-DITION

fortnightly emailout to 1000+ addresses  
(from \$100 pre gst)

## who reads

### realtime online?

- people who are committed to creativity, innovation and experimentation
  - aged 26-55 (43% 18-35; 55% 36-55)
- well educated with 60% holding at least tertiary qualifications
- regularly attend a variety of arts activities
  - engaged in the arts and entertainment sector, in education, media and IT and the liberal professions.

### ONLINE AD SIZE

200 pixels x 150 pixels deep  
supplied as a jpg, gif or flash file  
Max file size 50k.

NB: We cannot use embed codes, please supply separate artwork and a click tracker

## advertising packages

### **PREMIUM:** home page, plus three magazine content areas

Advertisements appear on the **HOME PAGE** and all the main contents pages of the site: **Archive, Features, Studio, Portal, Search** in addition to appearing on **three selected content areas of the online magazine** including archived articles (eg dance, visual arts, sound/music, onscreen - film, onscreen - media arts, festivals & special features.)

Ads placed here can receive from between **2000 - 3000+ impressions per week (8000-12000 views per month)\***

Cost	pre gst	inc gst
<b>PREMIUM:</b> Home Page, plus two content areas of magazine	\$160 (2 weeks)** <b>\$310</b> (1 mth) <b>\$515</b> (2 mths)	\$176 (2 weeks) <b>\$341</b> (1 mth) <b>\$566.50</b> (2 mths)
<b>EXTRA PREMIUM:</b> home page, plus all magazine articles	<b>\$800</b> (1 mnth) <b>\$1200</b> (2 mths)	\$880 (1 month) <b>\$1320</b> (2 mths)

\* web traffic can vary according to content sections chosen and external factors such as holiday periods  
\*\* minimum time frame - only available on Premium packages

### **BASIC:** two magazine content areas

Advertising appears alongside each article in **three selected content areas of the online magazine including archived articles.**

You can elect to advertise alongside articles covering performance, dance, visual arts, sound/music, onscreen - film, onscreen - media arts, festivals & special features.

Ads placed here can receive from between **1000 - 2000+ impressions per week (4000-8000 views per month)\*.**

Cost	pre gst	inc gst
<b>BASIC:</b> All articles in any 2 artform sections	<b>\$155</b> (1 mth)** <b>\$260</b> (2 mths)	\$170.5 (1 mth) <b>\$286</b> (2 mths)
<b>ANNUAL SPONSOR</b> of an artform section	<b>\$1025</b> (per year)	<b>\$1127.50</b> (p/y)

\* web traffic can vary according to content sections chosen and external factors such as holiday periods  
\*\* minimum time frame for Basic packages

**NB: Prices do not include Agency Commission**

### **EXTRA: Link to full Advertisement**

Banner ads from any package link to a url of your choosing. However for a particular impact, or if you do not have an appropriate webpage you may wish to be linked to a jpg or html advertisement housed on the realtime site.

**\$55 pre/ \$60.5 inc gst** (1 mth)  
**\$80 pre/ \$88 inc gst** (2 mths)

### **ARTWORK SPECIFICATIONS**

**ARTWORK** may be supplied as **72dpi jpg or gif** (animation acceptable), or Flash files with a specified URL or click tracker.

Max file size **50k.**

NB: We cannot use embed codes, please supply separate artwork and a click tracker.

Flash files may not appear on some mobile devices. We may also not be able to accurately track click through rates with flash files so we suggest you supply a click tracker for monitoring from the client side.

If you require artwork services, we can create an online ad for you (a 3 pane - animated gif) for \$66 inc gst

### **Further enquiries & bookings**

**katerina sakkas**  
[advertising@realtimearts.net](mailto:advertising@realtimearts.net)  
tel 0406 352 681

**virginia baxter**  
[virginia@realtimearts.net](mailto:virginia@realtimearts.net)  
tel 61 2 9332 4549

**gail priest**  
[gail@realtimearts.net](mailto:gail@realtimearts.net)  
tel 61 2 9810 7818

**PRINT + ONLINE SPECIAL:**  
If you buy a print ad you receive  
**15% discount on the cost of your ONLINE ad.** (excludes e-dition ads)

RealTime publishes fortnightly **e-ditions**—online exclusives publicised via an email to our growing list (currently at 1000+ addresses).

**There are four ad placement positions per e-dition email**

(see example opposite)

AD TYPE	COST PRE GST	COST INC GST
<b>Position A - box banner</b> (w200 pixels x d150 pixels) placed in right hand column at top of text	\$200	\$220
<b>Position B - horizontal banner</b> (w500 pixels x d100 pixels) placed in left hand column within the body of text	\$200	\$220
<b>Position C - box banner</b> (w200 pixels x d150 pixels) placed in right hand column at bottom of text	\$100	\$110
<b>Position D - horizontal banner</b> (w500 pixels x d100 pixels) placed in left hand column within the body of text	\$100	\$110

**NB: The print online 15% discount DOES NOT apply to e-dition ads - only online placements. Prices do not include Agency Commission.**

**ARTWORK** to be supplied as 72dpi jpg or gif with a specified URL.

Still ads are recommended for e-dition ads as animations may not appear in some email programs. Please note we cannot use embed codes.

**2012 e-dition schedule**

- e-dition 1: January 31
- e-dition 2: February 27 (RT107 online)
- e-dition 3: March 6
- e-dition 4: March 20
- e-dition 5: April 10 (RT108 online)
- e-dition 6: April 24
- e-dition 7: May 8
- e-dition 8: May 22
- e-dition 9: June 12 (RT109 online)
- e-dition 10: June 3

- e-dition 11: July 17
- e-dition 12: August 7 (RT110 online)
- e-dition 14: August 21
- e-dition 15: September 4
- e-dition 16: September 18
- e-dition 17: October 9 (RT111 online)
- e-dition 18: October 23
- e-dition 19: November 6
- e-dition 20: November 20
- e-dition 21: December 11 (RT112 online)



australia | media arts | performance | hybrid arts | the world [www.realtimearts.net](http://www.realtimearts.net)

**REALTIME ONLINE EXCLUSIVES MAY 10, 2010**



**Articles/Interviews**  
Speaking with the Minister  
NSW Arts Minister Virginia Judge initiates dialogue with the small to medium performing arts sector



Wild Party - Vashli Hughes Ensemble  
Megan Garret-Jones looks for the heat in a staging of Moncurie March's 1927 poem



I love you too  
Daina Reid's Australian romantic comedy feature fails to deliver that lovin' feeling



The past will betray  
Tom Hall's interactive installation marks a step forward according to Matthew O'Neill

**B** 500pixels x 100 pixels  
\$200 pre gst



Gethsemane - The Song Company  
Zsuzsanna Soboslay is haunted by Gerard Brophy's Calcutta setting for Easter



In Repose  
Mayu Kanamori and collaborators explore the meanings of death and homeland for Japanese Australians



Earbash  
Mike Majkowski, Ink on Paper  
The detailed improvisatory studies on double-bass delight Chris Reid



In the loop  
RealTime news and advance word  
Save Beijing's Caochangdi art district!; Eve Sussman's Rape of the Sabine Women in ReelDance Festival; hang out at SuperDeluxe@Artspace in the Sydney Biennale; new digital poems online from Jason Nelson

**D** 500pixels x 100 pixels  
\$100 pre gst

**+onscreen**

**A**  
200pixels x 150 pixels  
\$200 pre gst

- Recent Australian Film Reviews**  
I love you too  
Accidents Happen  
Beneath Hill 60  
Salt  
Carmilla Hyde  
Lake Mungo  
Bran Nue Dae  
The New Black: Indigenous short films  
Prime Mover  
The Boys are Back  
The Road  
We're Livin' on Dog Food  
The Making of Samson and Delilah  
Blessed  
Three Hams in a Can  
Contact  
Beautiful Kate  
Bastardy  
Cedar Boys



Images: LEFT column top to bottom - Eliza Logan, Josh Quong Tart, Vashli Hughes, David Keene, Vashli Hughes Ensemble, The Wild Party, photo Brendon Hodge; Brendan Cowell, Peter Dinklage, I Love You Too, photo John Tsalvis, courtesy Roadshow Films; Tom Hall, The Past Will Betray Us, courtesy the artist; Alison Pratt, Gethsemane, The Song Company, photo Keith Saunders; Wakaio Asano, In Repose, photo Jenny Evans; Mike Majkowski, Ink on Paper; Jason Nelson, Witenoom; RIGHT column Harrison Gilbertson, Geena Davis, Accidents Happen

Top banner: Satsuki Odamura, In Repose, photo Jenny Evans

**C**  
200pixels x 150 pixels  
\$100 pre gst

**Further enquiries & bookings**

**katerina sakkas**  
[advertising@realtimearts.net](mailto:advertising@realtimearts.net)  
tel 0406 352 681

**virginia baxter**  
[virginia@realtimearts.net](mailto:virginia@realtimearts.net)  
tel 61 2 9332 4549

**gail priest**  
[gail@realtimearts.net](mailto:gail@realtimearts.net)  
tel 61 2 9810 7818