

2011 WHAT'S ON MEMBERSHIP INFORMATION PACK



www.lowdown.net.au

The national resource for youth performing arts in Australia

For further information, contact:

Jane Gronow
Editor, *Lowdown Magazine Online*

E lowdown@carclew.org.au
A 11 Jeffcott Street North Adelaide SA 5006
P +61 8 8267 5111
F +61 8 8239 1370
Twitter: @lowdownonline
Facebook: Lowdown Magazine Online

<p style="text-align: center;">ABOUT</p>		<p>Lowdown Fact # 355 Jane Gronow is the Editor of <i>Lowdown Magazine Online</i> and can be contacted at lowdown@carclew.org.au</p>
---	--	--

Lowdown Magazine is the only Australian publication dedicated to profiling youth arts, youth-focused practitioners, emerging artists, and the education programs of other arts companies and organisations. For over 30 years, *Lowdown* has proudly displayed its in-depth knowledge and connectivity with the sector on a national and international scale.

Lowdown Magazine Online was launched in February 2010 and is now exclusively delivered through www.lowdown.net.au. As an online publication, *Lowdown Magazine Online* is a responsive and interactive resource with increased accessibility and relevancy to a growing audience.

Lowdown Magazine Online directly targets an audience of arts and cultural organisations, students, teachers, parents, tertiary institutions and arts workers.

What is a What's On member?

Lowdown Magazine Online provides online profiles for companies, organisations and artists to showcase and profile their work. Profiles include: unlimited event entries that may link to a searchable calendar of events; image gallery including static images and show reels through YouTube footage link ups; a comprehensive *About and Contact* page; and an organisational subscription with unlimited membership.

Lowdown's What's On members are the heart of the publication's activities and services.

All What's On members are housed in the *Lowdown National Directory*. This dedicated online space can be used to promote:

- 2011 performance seasons
- Education programs: term classes, summer/winter workshops or masterclasses
- Professional development opportunities for teachers and artists
- Annual fundraising events
- Organisational funding rounds and scholarships
- Current AND past performance seasons

The list goes on as YOU see fit. But wait, there's more....

For a modest annual fee, a What's On membership provides the key to become part of a supportive online youth arts community; to encourage a unified front to the broader arts and education industry.

<p>WHAT'S ON MEMBERSHIP</p>		<p><i>Lowdown Fact #357</i> All staff at your organisation get free access to <i>Lowdown</i> when you're a What's On Client</p>
--	--	---

Lowdown is extending its hand to build a dedicated relationship, striving to support and strengthen your position in the broader arts and education community.

Benefits of a What's On Membership:

- 1) Preferential treatment on editorial coverage and reviews
- 2) Dedicated presence on the *Lowdown* website through a What's On profile
<http://www.lowdown.net.au/NationalDirectory>
Events are linked to the searchable What's On calendar
<http://www.lowdown.net.au/WhatsOn>
- 3) A What's On Subscription with UNLIMITED logins providing:
 - Access to subscriber-only areas on the *Lowdown* website (Feature Articles and Reviews)
 - Email delivery of *Lowdown's* online publications: *The Lowdown Magazine Online* (quarterly) and *The Lowdown Wire Top 10-ish national stories bulletin* (fortnightly)
- 3) Substantial discounts on advertising
- 4) Tailored online marketing campaigns to suit your program (i.e. giveaways, online forums. *Lowdown* has interactive website capabilities to invite your participants to comment - talk to us about making it happen!)
- 5) Provides exposure to a local, national and international audience and a platform for readership interaction. Below are some recent examples of contact made through What's On profiles:

"Hi there, I'm at an all boys' school and we're hoping to get dance as a subject off the ground. Any ideas about Brisbane-based youth dance companies we could contact? Cheers"

"Hello there, I am a budding composer of music, writer, self managed artist who is interested in exploring careers in the music industry, I wondered if you could give me any advice or leads on to where I can start? Thank you kindly"

"Hi. Is The Seven Stages of Grieving available as a DVD? My school is interested in buying it. Thanks."

Let's work together!

WAYS TO ENGAGE WITH



WHAT	WHERE	HOW
FREE SELF-PUBLISHING	'Submit a Story' (Do-able from any News Page)	The easiest and fastest way to share your news with the world on <i>Lowdown</i>
EDITORIAL COVERAGE	News National/State/Territory/ Music/Arts & Education pages (Phew! Phew! Phew!)	Email your news to the Editor or State/Territory Contributing Editor. News is posted to the most relevant pages at discretion of Editor. (Chocolate works a treat)
	Reviews www.lowdown.net.au/Reviews Published online and through <i>Lowdown Magazine Online (monthly)</i>	Commissioned with love by the Editor. Get in touch if you'd like <i>Lowdown</i> to be at your show with bells and whistles.
	Feature Articles www.lowdown.net.au/FeatureArticles Published online and through <i>Lowdown Magazine Online (monthly)</i>	Pitch an exclusive story to the Editor. We want the hot stuff!
FEE-BASED SERVICE	What's On Profile www.lowdown.net.au/NationalDirectory Discounted ad rates	For preferential editorial treatment & a guaranteed presence on the <i>Lowdown</i> website at only \$250+ GST per year - that's a tiny 67c a day!
	Advertising - What's On/Industry Rates <i>Lowdown</i> website & online publications	Rates are offered with a substantial discount to give your <i>Lowdown</i> article or special promo offer extra bang (crash, and hoopla!)
	Advertising - Commercial Rates <i>Lowdown</i> website & online publications	Get in front of the performing arts and education sectors - right here and now



LOWDOWN magazineonline

www.lowdown.net.au

2011 WHAT'S ON MEMBERSHIP - VALID UNTIL 31 JANUARY 2012

Please invoice me for a 2011 What's On Membership - \$250 plus GST

Company/ Organisation

Address Postcode.....

Phone Fax

Website

Membership Contact

Please send reminder emails here

Yes - I know we are entitled to UNLIMITED logins! To activate our *Lowdown* subscription, please email our unique subscription key to the following:

Name	Position (e.g. education manager, marketing coordinator, board member)	Email

Signature: Date:

Please send this signed and completed form to:
Lowdown Magazine Online, PO Box 164, North Adelaide SA 5006
 Fax: (08) 8239 1370 Email: lowdown@carclew.org.au

Once Lowdown has received this form, you will receive an email with your unique *Lowdown* subscription key.

If you have any questions please call the *Lowdown* office on (08) 8267 5111.