

ADVERTISING KIT
2011
COMMERCIAL RATES



LOWDOWN
magazineonline

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

LOWDOWN MAGAZINE ONLINE

Lowdown Magazine - the national publication for youth performing arts in Australia, has served the youth performing arts sector Australia-wide for over 30 years. *Lowdown Magazine* is the only Australian youth performing arts industry publication dedicated to profiling youth performing arts companies and practitioners, and young and emerging artists working across art forms. Throughout its history of print publication, *Lowdown Magazine* delivered resources, opportunities and audiences for youth arts.

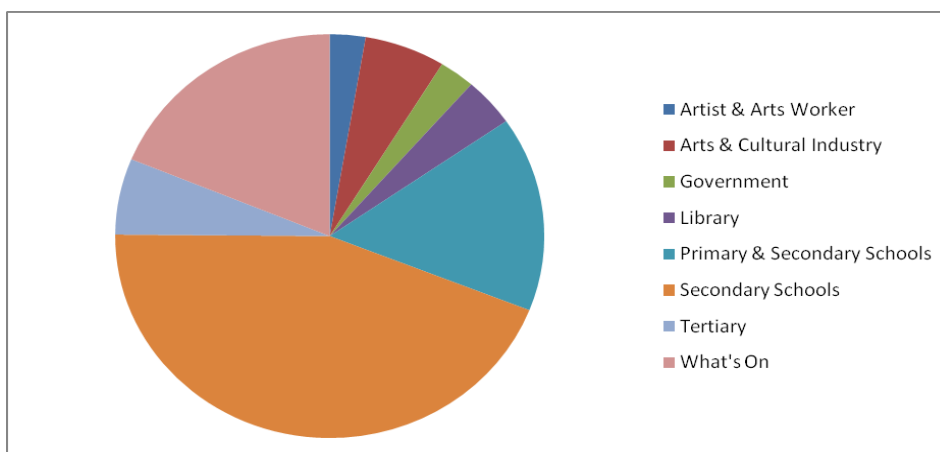
Lowdown Magazine Online was launched in February 2010 and the publication is now completely online and delivered through the website at www.lowdown.net.au

Lowdown Magazine Online provides critique and review of youth arts practice through its news, information and in depth articles, profiling opportunities and encourages member dialogue through its responsive and interactive platform.

Now more than ever, *Lowdown* is in prime position to grow the readership. Multiple memberships are available under single school and organisational subscriptions which benefit the youth arts sector, the broader arts community and primary, secondary and tertiary students and educators. Most importantly *Lowdown* is connecting more people!

DEMOGRAPHICS

54% of our current subscriber database is schools, with the other 46% comprising of tertiary institutions, libraries, performing arts companies, arts and cultural organisations, individuals and government.



<p style="text-align: center;">WEBSITE & PUBLICATIONS</p>		<p><i>Lowdown Fact #356</i></p> <p>You can self-publish articles for FREE on the Lowdown homepage - just click 'Contribute' in the top right hand corner</p>
---	--	--

LOWDOWN MAGAZINE ONLINE ADVERTISING

There are a number of prime advertising spots throughout our website. The most prominent places are the *Lowdown* Home Page: the Top Banner, Sponsor Slide and Bottom Banner. Individual state and territory pages are getting good local responses too.

Our Top 5 visited pages are:

1. Home Page www.lowdown.net.au/Home
2. National News www.lowdown.net.au/News/National
3. Arts & Education www.lowdown.net.au/Arts
4. NSW News Page www.lowdown.net.au/News/NewSouthWales
5. VIC News Page www.lowdown.net.au/News/Victoria

PUBLICATIONS

Lowdown distributes the *Lowdown Magazine Online (quarterly)* and the *Lowdown Wire - national news bulletin (fortnightly)* to its financial subscribers and members. Numbers are on the increase! Advertising is available in the publications.

LOWDOWN MAGAZINE ONLINE (QUARTERLY)

Stand out and be noticed as the exclusive advertiser in the *Lowdown Magazine Online (quarterly)*, which features high quality commissioned feature articles and critical reviews of theatre and performance for, by and with young people. The Magazine is distributed in March, June, September and December.

LOWDOWN WIRE - NATIONAL NEWS BULLETIN (FORTNIGHTLY)

The *Lowdown Wire (fortnightly)* brings the nation's top stories to the fore and is proving to be the in-demand publication for competitions, giveaways and special deals.

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

LOWDOWN WHAT'S ON 2011 MEMBERSHIP

Lowdown is an online home for companies, organisations and artists to easily showcase and profile their work. *Lowdown's* What's On members are the heart of the publication's activities and services.

For a modest annual fee of \$250+GST, 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.

What's On members receive the following benefits:

- 1) Preferential treatment on editorial coverage and reviews. Editorial on *Lowdown* consists of: news articles (national and state/territory pages), reviews, feature articles and online discussion (new to 2011).
- 2) A company profile in the National Directory (includes company information and contact details, unlimited event listings, showreel and image gallery). Visit www.lowdown.net.au/NationalDirectory
- 3) Discounted advertising rates and first priority of space
- 4) A *Lowdown Magazine Online* annual subscription with unlimited membership, providing access to subscriber-only content
- 5) Assistance to tailor an online marketing campaign to suit your needs through a combination of website and publication advertising, giveaways and social networking. *Lowdown* also has interactive website capabilities to invite your participants to comment - talk to us about making it happen!



WEBSITE ADVERTISING RATE CARD

(pricing does not include GST)

	DESCRIPTION	MONTHLY (+GST)	WEEKLY (+GST)
WEBSITE HOMEPAGE	Top Banner 900 x 180px	POA	POA
	Sponsor Slide 320 x 272px Plus advertorial (60 words)	POA	POA
	Bottom Banner 900 x 140px	POA	POA
WEBSITE OTHER PAGES	News Mid Block 275 x 300px National Page	POA	POA
	ACT, NSW, QLD, VIC, SA, WA, NT, TAS	POA	POA
	News Banner 705 x 150px	POA	POA
	Arts and Education Mid Block 275 x 300px	POA	POA
	Banner 750 x 160px	POA	POA
	Music Mid Block 220 x 240px	POA	POA
Banner 750 x 160px	POA	POA	



PUBLICATION ADVERTISING RATE CARD

(pricing does not include GST)

	DESCRIPTION (+GST)	PER ISSUE (+GST)
<i>LOWDOWN MAGAZINE ONLINE (Quarterly)</i>	Top Banner 580 x 116px	POA
<i>LOWDOWN WIRE (Fortnightly)</i>	Top Story 323 x 323px	FREE spot for editorial or giveaway when an ad is booked in the same issue
	Mid Block 220 x 240px	POA
	Banner 580 x 123px	POA

*Book well in advance to secure space

* Cancellation fees apply

SOCIAL NETWORKING VIA



TWITTER AND FACEBOOK

Lowdown is here to help you spread the word. There's even a dedicated Twitter spot on the *Lowdown* home page and our Facebook page is up too! Get free coverage when you book an ad campaign with us.

ADVERTORIAL & DIGITAL INTERACTION

Lowdown enjoys the challenge of thinking outside of the square to help build your national profile. In addition to packaging the traditional combination of advertising and editorial coverage, *Lowdown* has the technical means to set up an interactive platform to include discussion and review for your campaign.

For all enquiries, please 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

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