

# Connecting Up Advertising Rate Card

V1.1 - May 2018

All prices **excluding GST**.

TYPE of Advertising	Specifications (WxH)	Pricing AU	Pricing NZ	Notes
<b>Website</b>		<i>Member base ~21k; ~40k web users/month</i>	<i>Member base ~7,000; ~12k web users/month</i>	
Blog post. Includes ~50 words + image in E-Newsletter	750-1000 words + images	\$1,500.00	\$500.00	Content Provided by advertiser
Homepage slider	Image: 1920x550px	\$2,000.00/month	\$660.00/month	Designed by us with assets provided if desired
Products menu ad - wide banner	Image: 962x100px	\$1,200.00/month	\$400.00/month	Content Provided by advertiser
Products menu ad - box image	Image: 181x136px	\$600.00/month	\$200.00/month	
Events menu ad - wide banner	Image: 962x100px	\$600.00/month	\$200.00/month	
Events menu ad - box image	Image: 181x136px	\$300.00/month	\$100.00/month	
Promoted menu listing - "NEW" tag and top-of-list	N/A	\$150.00/month	\$50.00/month	
<b>E-Newsletter</b>		<i>CU newsletters ~35k active subscribers</i>	<i>TSNZ newsletters ~8,000 active subscribers</i>	
<b>Full-feature dedicated newsletter</b>				Content Provided by advertiser
3 to 4 articles of ~50-100 words each + images	Images: 640x360px	\$2,500.00	\$850.00	
<b>Dedicated EDM:</b> ~200 words + image	Image: 640x360px	\$1,750.00	\$600.00	
<b>Article in E-Newsletter:</b> 50-100 words + image	Image: 640x360px	\$875.00	\$300.00	
<b>Banners in E-Newsletter:</b> Full width banner	Image: 640x360px	\$600.00	\$200.00	
<b>Webinar</b>				
Webinar hosting & promotion (inc. marketing & listing)	N/A	\$1000.00	\$500.00	
<b>Media release</b>				
~One-page release to our media contacts	N/A	\$500.00	\$500.00	
<b>Google AdWords</b>				
One campaign, two ad groups, two text ads	N/A	Ad spend x2	Ad spend x2	
<b>Social advertising (Facebook, Instagram, LinkedIn)</b>				
Campaign type as agreed	as per platform requirements	Ad spend x2	Ad spend x2	Designed by us with assets provided if desired
<b>Social posting non-paid (Facebook, Instagram, LinkedIn)</b>				
~50-100 words + image	as per platform requirements	\$100.00/post	\$100.00/post	Designed by us with assets provided if desired

## CONDITIONS:

- Costs to be paid in full up-front before any marketing activity commences
- All marketing/advertising material is subject to approval prior to publishing
- Connecting Up retains full and final editorial discretion over all content published on the Connecting Up website, emails, and social media platforms
- All content must comply with Connecting Up's communication ethos, not be exclusionary or stereotypical, and not represent a conflict of interest with existing Donation, Discount, and/or Training Partners
- Supply of this rate card does not imply an agreement to advertise and further criteria must be met prior to agreement