

real time 2010 +onscreen online advertising

Advertising Options

(see following pages for details)

PREMIUM: HOME PAGE & TOP LEVEL NAVIGATION

includes BASIC package
(from \$300 pre gst 1 month)

BASIC PACKAGE

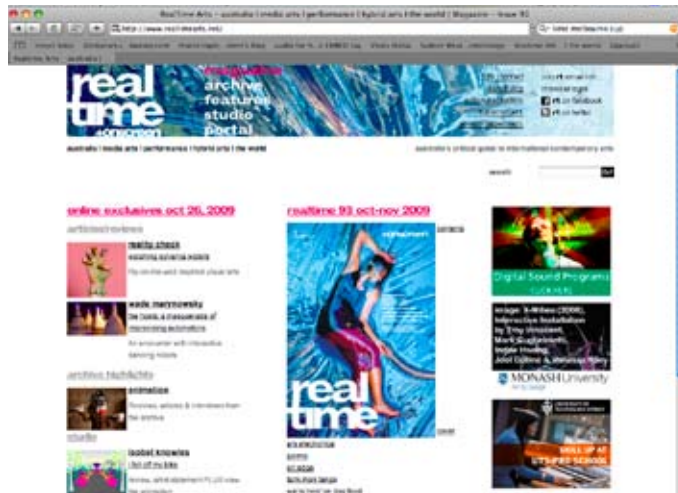
Magazine Articles
2 x content sections
(from \$150 pre gst 1 month)

E-DITION

fortnightly emailout to 800+ addresses
(from \$100 pre gst)

EXTRAS

SEARCH (from \$100 pre gst 1 month)
link to ad housed onsite
(from \$50 pre gst 1 month)



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—December 2001 - current, with selected highlights
Studio—new works/artists on show
Features—forums, festivals and arts issues
Portal—our guide to the best sites in innovative contemporary arts online.

+ FORTNIGHTLY ONLINE EXCLUSIVES

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 inexpensive offering:

- on average 2400+ unique visitors per week (peaking at 3000+), 9600 per month peaking at 12000+
- exposure to RealTime's national and international readership (56% of readers are from overseas primarily US, UK, Canada Germany)
- the opportunity to advertise according to your schedule with provision for fast turnaround times
- instant browser access to your website, calendar or event

ONLINE AD SIZE

200 pixels x 150 pixels deep
supplied as a jpg, gif or flash file.

NB: If supplying a flash file,
the **URL will need to be
hardcoded** and a **click tag
provided** in order to track click
through rates.

specifications

placement—advertisements run down the right of the browser window (with the exception of emailout ads).

size—advertisements measure 200 pixels wide by 150 pixels deep (with the exception of emailout ads).

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, providing further attention and focus.

cost—prices vary according to 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 a 15% discount for online advertising, if booked with a print advertisement (excluding e-dition ads)

Further enquiries & bookings

gail priest

tel/fax 61 2 9810 7818

gail@realtimearts.net

virginia baxter

tel 61 2 9332 4549 fax 61 2 9361 6154

virginia@realtimearts.net

PREMIUM: HOME PAGE & TOP LEVEL NAVIGATION
(includes BASIC PACKAGE)

Advertisements appear on the **HOME PAGE** and all the main contents pages of the site: **Archive, Features, Studio, Portal**, in addition to appearing on **two selected content areas of the magazine and archive** (see basic opposite)



Ads placed here can receive from between **2200 - 3200+ impressions per week.***

Cost	pre gst	inc gst
Home Page & Top Level Navigation	\$300 (1 mth)	\$330 (1 mth)
(includes BASIC package)	\$500 (2 mths)	\$550 (2 mths)

EXTRAS 1: 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 our site.

Cost	pre gst	inc gst
Additional cost for link to full ad (jpg/html page) housed on RT site	\$50 (1 mth)	\$55 (1 mth)
	\$75 (2 mths)	\$82.50 (2 mths)

EXTRAS 2: Search

The **Search Results** page has very high traffic flow, as people use the facility to seek out particular items of interest from over 4000 articles.

Cost	pre gst	inc gst
Search	\$100 (1 mth)	\$110 (1 mth)
	\$180 (2 mths)	\$198 (2 mths)

* web traffic can vary according to content sections chosen and external factors such as holiday periods etc

NB: Prices do not include agency commission

BASIC: MAGAZINE ARTICLES

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

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



Ads placed here can receive from between **1500 - 2400+ impressions per week.***

Cost	pre gst	inc gst
All articles of any 2 artform sections	\$150 (1 mth)	\$165 (1 mth)
eg all performance articles in an issue, all dance etc	\$250 (2 mths)	\$275 (2 mths)

Ad appears with ALL magazine articles (average of 50 articles per edition)	\$600 (1 mth)	\$660 (1 mth)
DOES NOT INCLUDE HOME PAGE & TOP LEVEL	\$800 (2 mths)	\$880 (2 mths)

Annual sponsor of an artform section	\$1000 (per year)	\$1100 (per year)
DOES NOT INCLUDE HOME PAGE & TOP LEVEL		

ARTWORK SPECIFICATIONS

ARTWORK may to be supplied as **72dpi jpg or gif** (animation acceptable), with a specified URL. **Flash** files may be supplied with the URL hardcoded. It is suggested this URL is a click tag as we may not be able to track click through rates with Flash Files.

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

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NEW: e-dition advertising

RealTime publishes fortnightly online exclusives and each is publicised by an **e-dition**—an emailout to our growing list (currently at 900+ addresses with an average of 650 opens).

There are four ad placements per e-dition (see example opposite)

AD TYPE	COST PRE GST	COST INC GST
Position A - box banner (w200 pixels x d150 pixels) placed in right hand column at top of text	\$200	\$220
Position B - horizontal banner (w500 pixels x d100 pixels) placed in left hand column within the body of text	\$200	\$220
Position C - box banner (w200 pixels x d150 pixels) placed in right hand column at bottom of text	\$100	\$110
Position D - horizontal banner (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 may to be supplied as 72dpi jpg or gif (animation acceptable), with a specified URL. Flash files may be supplied with the URL hardcoded. It is suggested this URL is a click tag as we may not be able to track click through rates with Flash Files.

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australia | media arts | performance | hybrid arts | the world 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 Moncure 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
Zeuzanna 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 Maikowski, 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 Moar; Brendan Cowell, Peter Drinkage, 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; Wataiko Asano, In Repose, photo Jenny Evans; Mike Maikowski, Ink on Paper, Jason Nelson; Wittenoom; 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