

MENZA Advertising 2016

MENZA is the national organisation for music educators. Most of our members are classroom music teachers, but also include a number of those in early childhood settings, private and instrumental music teachers, and those in tertiary settings. If you'd like to reach engaged, up-to-date music educational professionals who in turn teach many tens of thousands of students, advertising through MENZA is the way to go.

Website advertising

Banner

In 2016, we will offer one prime space in the rotating photo gallery at the very top of the page. This is a much bigger space than we have offered previously, and presents a great opportunity for grabbing attention straight away.

Specifications

- 1000 pixels wide x 286 pixels high
- Accepted file types – jpg, png, swf
- Maximum file size – 50k
- Resolution – 72 dpi maximum
- Colour mode – RGB colour or index
- Include your URL for linking to your website
- Can be changed as required

Sidebar

These ads present the opportunity to embed an animated advertisement.

Specifications

- 200 pixels wide x 200 pixels high
- Accepted file types – gif, jpg, png, swf
- Animated gifs – no more than 2 frames
- Maximum file size – 50k
- Resolution – 72 dpi maximum
- Colour mode – RGB colour or index
- Include your URL for linking to your website
- Can be changed as required

Share of Voice

All the sidebar ads have a Share of Voice (SOV) of 50%. That means that in every advertising placement there can be up to 2 ads being shown on a rotational basis. You may not see your ad when viewing a placement but that doesn't mean it's not running. If 2 people are viewing a page at the same time then person 1 may see the first advertiser, and person 2 may see the 2nd advertiser. With each pageview you will only see one advertiser per placement. SOV depends on how many bookings have been sold, so if only 1 ad has been sold then it will have 100% SOV and if 2 have been sold then it will have 50%.

Magazine: *Tune Me In*

The MENZA Magazine, *Tune Me In*, is sent to all MENZA members and other subscribers, including libraries and music organisations. Contributors and coordinators are highly experienced educators from all sectors as well as experts from many national music organisations, ensuring the magazine maintains a high standard of relevant and useful content.

Specifications

- All advertisements should be hi-res pdfs or eps with fonts embedded or provided.
- Images: Grayscale or CMYK tiffs or jpegs at 300dpi resolution.

Rate card

Website

12 months / 6 months

Banner	1000px x 286px	\$1800 / \$1000
Sidebar	200px x 200px	\$1000 / \$550

Magazine: per issue

Full page (w x h) \$400	180mm x 265mm
½ page portrait \$250	85mm x 265mm
½ page landscape \$175	180mm x 130mm
¼ page portrait \$135	85mm x 130mm



COMBINED PACKAGES

1. Website banner ad (12 months) and 3 full page magazine ads: \$2500 (save \$500)
2. Website sidebar ads (12 months) and 3 full page magazine ads: \$1700 (save \$500)
3. Website sidebar ads (12 months) and 3 half-page magazine ads: \$1500 (save \$250)

Terms of advertising:

- MENZA reserves the right to reject or cancel an advertisement if its content is deemed to be unsuitable
- All ads must be prepaid on invoice.

N.B Discounts available for non-profits or talk to us about reciprocal advertising in your publication

Contact for ad bookings and information:

Bronwyn Bent

MENZA Administrator

email: admin@menza.co.nz



MENZA

Music Education New Zealand / Aotearoa |
Mātauranga a Pūoro o Aotearoa

LIKE | FOLLOW | LINK



Your ad goes here

KŌRERO NEWS
share the joy

HONO CONNECT
keep in touch

TAUTOKO ADVOCACY
promote the value

ROHE REGIONS
MENZA in your area

WĀHI MENZA MEMBERS
magazine & more!

Your ad goes here

Your ad goes here

Your ad goes here