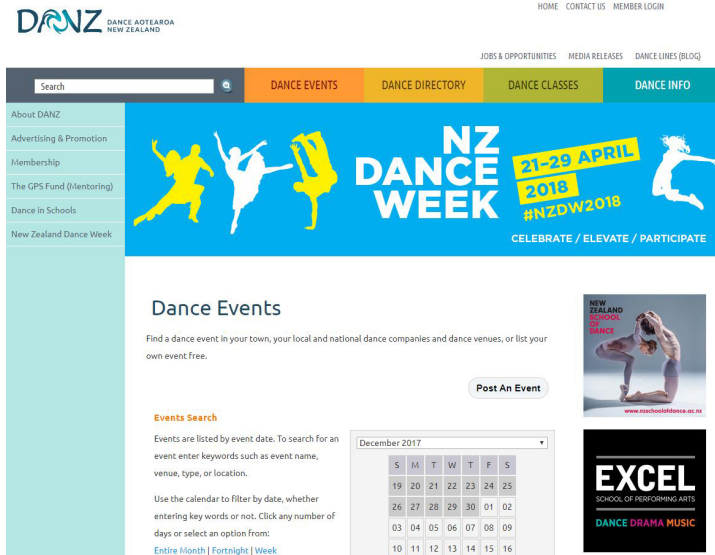


# WEBSITE PROMOTION

**www.danz.org.nz - the 'go to' website for dance in New Zealand**

The DANZ website provides a powerful channel for the promotion of dance events, services and activities for dance people and organisations. It includes resources and information for the dance community, a calendar of dance events, listings of studios offering dance classes, jobs and opportunities in dance, and a directory of dance practitioners, services, venues and businesses.



**Website banner ads** are available in two formats

**Tile ads** on the right hand side of the screen appear on every page of the website in rotating pools. These are available for 1,2,3 and 12 month placements with other periods of time available on a case by case basis.

**Wide banner ads** appear on the top of the [Dance Events](#) page. These are available for a one month period and provides effective and targeted promotion of dance events to support the tile ads that runs through the site.

**Page views** on the DANZ website range from an average of 8,000 to 10,000 per month in 2017.

Total **impressions** for ad campaigns on the DANZ website in 2017 were 415,758 with an average **click through rate** of 0.10%

## Rates

		Cost (excl GST)	
		Full	DANZ Gold Members
<b>Tile ad</b>	1 month placement	\$100	\$75
	2 month placement	\$150	\$130
	3 month placement	\$200	\$180
	12 month placement	\$600	\$550
<b>Wide banner ad</b>	1 month placement	\$180	\$150
	2 month placement	\$350	\$250

Banner ad placements for other periods of time are available, with cost negotiated on a case by case basis. DANZ Platinum members have a tile ad included as an annual membership benefit.

## Other website promotional opportunities

<b>Dance event listings</b>	Listings of dance events throughout New Zealand in the Dance Events section, searchable by keyword, category or region.	FREE
<b>Dance Directory</b>	Listing with name, organisation name, phone, number, email and web address, searchable by key word, category or region.	DANZ membership required
	Full listing including News, Classes, About Us description, logo, images, video and google map, with option to list classes Dance Classes section of the website, searchable by keyword, category or region.	\$200 or FREE for DANZ Gold and Platinum members
<b>Jobs &amp; opportunities</b>	Listings of jobs and opportunities throughout New Zealand searchable by keyword, category or region.	FREE

## Specifications

<b>Tile ad</b>	336 pixels wide x 238 pixels high at 72 dpi
<b>Wide banner ad</b>	1400 pixels wide x 360 pixels high at 72 dpi
<b>Colour</b>	Full colour
<b>Format</b>	jpg or gif or png file in RGB colour (CMYK format jpg files will NOT be accepted These are usually static ads but animations of up to 6 seconds may be accepted

Contact DANZ for more information on DANZ Membership, or go to [danz.org.nz/Join+DANZ](http://danz.org.nz/Join+DANZ)

To book your advertising, email [danz@danz.org.nz](mailto:danz@danz.org.nz) or phone 04 801 9885

# DANZ MAGAZINE

The DANZ Magazine is the only Magazine dedicated to reflecting the rich diversity of dance in Aotearoa. It is voice for New Zealand dance, to promote, celebrate and document it's history and growth. Published quarterly, the magazine features articles, profiles and reviews from the professional, educational and recreational sectors and is distributed in hard copy form to theatres, private dance schools, libraries, tertiary institutions, primary and secondary schools, funding bodies, local and central government, dancers, choreographers, dance companies and DANZ members. An online version of the Magazine is available on the DANZ website and via flipsnack.com, reaching a wide range of dance enthusiasts nationally and internationally.

## DANZ Magazine Advertising Deadlines

	AUTUMN Issue 55	WINTER Issue 56	SPRING Issue 57	SUMMER Issue 58
	Apr-Jun 2019	Jul-Sep 2019	Oct-Dec 2019	Jan-Mar 2020
Booking deadline	21 FEB	25 APR	25 JUL	24 OCT
Deadline for artwork	28 FEB	2 MAY	1 AUG	31 OCT
Publication date	28 MAR	30 MAY	29 AUG	28 NOV

## Rates

Size	Cost (excl. GST)	
	Full	DANZ Gold Members
1/4 page (vertical)	\$310	\$190
1/2 page (horizontal or vertical)	\$460	\$325
Full page (standard placement)	\$660	\$460
Full page (inside front cover)	\$685	\$485
Full page (inside back cover)	\$685	\$485
Full page (outside back cover)	\$710	\$560
Inserts (flyers or brochures)	Pricing on request, based on format and size of inserts	

## Specifications

Size	Dimensions
1/4 page (vertical)	80mm wide x 121mm high with no bleed
1/2 page (vertical)	80mm wide x 247 high with no bleed
1/2 page (horizontal)	165mm wide x 121 mm high with no bleed
Full page	210mm wide x 297 mm high plus 5mm bleed or 220mm wide x 307mm high with no bleed

All files to be supplied as print ready PDFs

Please include any linked graphics or fonts used

*'The Magazine is most valuable so I know what is on around the country and go to what i can'*

*'I can't wait to receive the Magazine - I feel like I'm in touch with dance in NZ'*

*'The website and magazine are my go to places for information on any genre of dance and stats for funding applications'*

*'The Magazine is informative and I like to sit away from a device and read what is going on in the dance world'*

**Here's what some of our members think of the Magazine**

*'Advertising in the Magazine, for me is the most valuable service offered by DANZ'*

*'I teach a ballet school in a rural community, I use the DANZ Magazine to keep abreast of dance in NZ'*

*'I love having a copy of the magazine for my waiting room'*

*'The Magazine keeps our group informed with the dance community around NZ'*



To book your advertising, email [danz@danz.org.nz](mailto:danz@danz.org.nz) or phone **04 801 9885**

Contact DANZ for more information on DANZ Membership, or go to [danz.org.nz/Join+DANZ](http://danz.org.nz/Join+DANZ)