



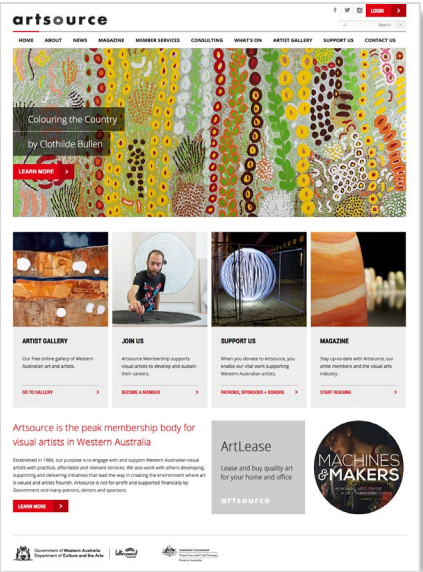
**artsource**

## ONLINE MEDIA KIT 2019

The forefront of visual arts news in Western Australia.

[artsource.net.au](http://artsource.net.au) - [facebook.com/artsourcewa](https://facebook.com/artsourcewa) - [instagram.com/artsourcewa](https://instagram.com/artsourcewa) - [twitter.com/artsourcewa](https://twitter.com/artsourcewa) - [linkedin.com/artsourcewa](https://linkedin.com/artsourcewa)

IMAGE: Ben Crappsley, *Habitation* (Detail), 2017. Image courtesy of the art.



## WHO WE ARE

Artsource is the peak membership body for visual artists in Western Australia. We provide over 700 members with professional services, opportunities and representation of their interests. In addition to promoting our members and their work, Artsource champions the value of the visual arts to a growing audience across Australia and internationally.

We are not-for-profit and supported by Government, businesses and many committed individual donors and Patrons. Artsource news channels cover all visual art forms and have been at the forefront of art journalism and artist features in Western Australia for over 30 years.

Links to our website are regularly distributed through our four e-newsletters to an arts and cultural demographic including 900+ Artsource members, as well as clients, art galleries, arts organisations, architects, interior designers, tertiary institutions, businesses, local government authorities, state and federal government departments.

## OUR DEMOGRAPHIC

Our online demographic reaches an audience of predominantly 25 to 34 year olds, followed by 35 to 44 years, 98% of whom live in Western Australia. 70% are female and 85% are from Perth.

## ABOUT

[artsource.net.au](http://artsource.net.au) is at the forefront of arts issues, news and events in Western Australia, providing insight into the working lives of local creative talent and keeping readers up to date with events and news from the Western Australian visual art scene.

## READERSHIP

Our dynamic website receives a growing rate of new visits, currently over 12,000/month. The *Home Page* closely followed by our artist search facility, *The Gallery*, are the most popular pages to connect with our audience. They are complemented by our *What's On* events calendar and *Artist Opportunities* listings to become the leading source of visual art event listings and artist profiles in Western Australia.

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## WHAT WE OFFER

Promotions are available through our website, online magazine, in weekly/fortnightly/bi-monthly newsletters, dedicated edm and via Facebook and Instagram. In-line and featured advertising is available as needed or included in a promotional package.

## WEBSITE RATES

Concurrently book multiple pages to receive 25% discount on additional advertisements of equal or lesser value. Contact us to request a promotional package tailored to your advertising campaign.

	Type	RATES	
		Standard	Associate
Home Page Banner <a href="http://artsource.net.au">artsource.net.au</a>	A	\$1,200 (week)	\$900 (week)
Home Page Feature Box <a href="http://artsource.net.au">artsource.net.au</a>	B	\$900 (month)	\$675 (month)
The Gallery Banner <a href="/artist-gallery">/artist-gallery</a>	A	\$900 (week)	\$700 (week)
The Gallery Feature Box <a href="/artist-gallery">/artist-gallery</a>	B	\$600 (month)	\$450 (month)
What's On Feature Box <a href="/whatson/visualarts">/whatson/visualarts</a>	B	\$600 (month)	\$450 (month)
Artist Opportunities Feature Box <a href="/artist-opportunities">/artist-opportunities</a>	B	\$600 (month)	\$450 (month)

## SPECIFICATIONS

Banner (Type A) = 1050 x 450px (width x height)

Feature Box (Type B) = 500x500px (viewed at 250x250px)

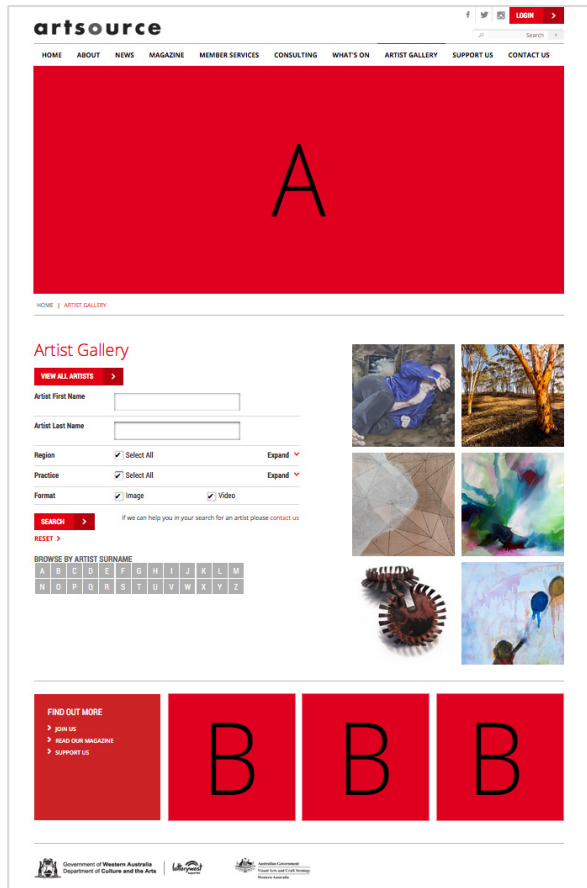
Artwork can be submitted as jpg or png at 72dpi.



## HOME PAGE

artsource.net.au

The most frequented landing page on the website with Banner ads and randomised Feature Boxes.



### Associate rates

Banner: \$900/week

Feature Box: \$300/week, \$675/month

### Standard rates

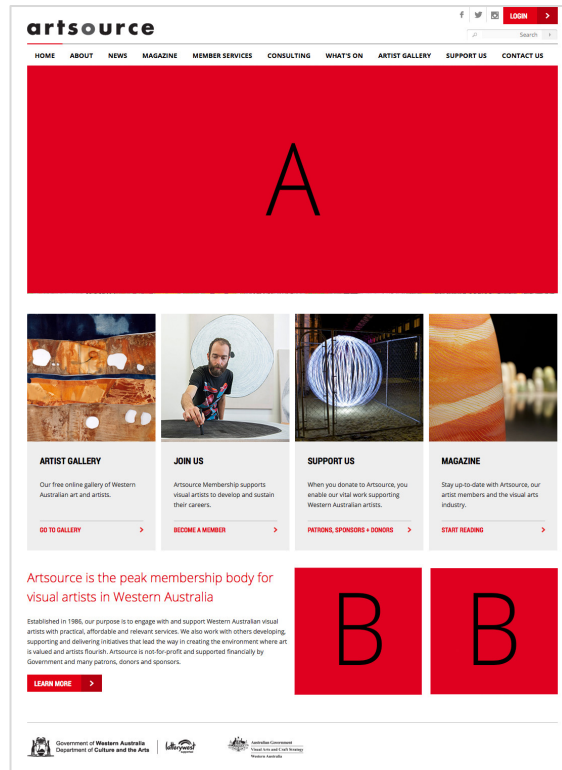
Banner: \$1,200/week

Feature Box: \$450/week, \$900/month

## THE ARTIST GALLERY

artsource.net.au/artistgallery

The busiest page on the website with Feature boxes appearing on both landing and search results pages.



### Associate rates

Banner: \$700/week

Feature Box: \$200/week, \$450/month

### Standard rates

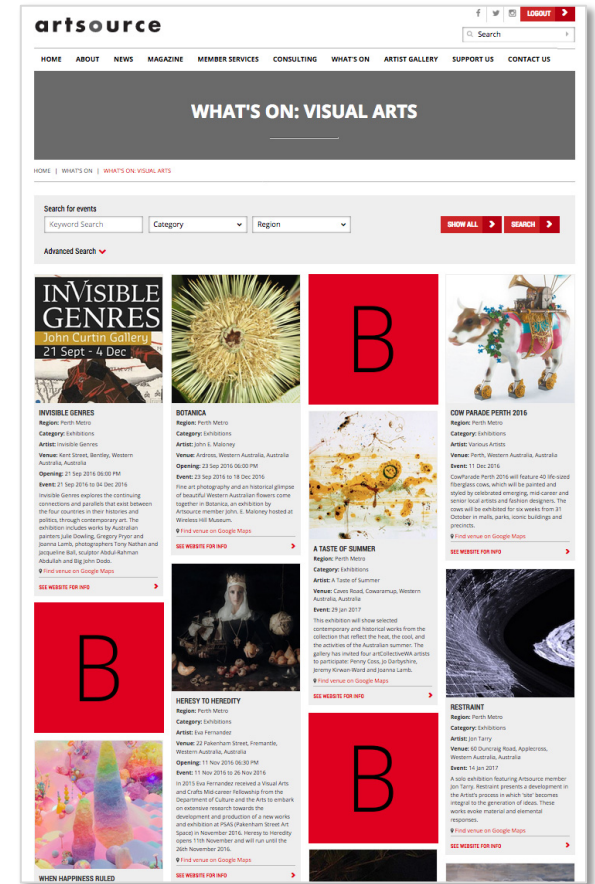
Banner: \$900/week

Feature Box: \$300/week, \$600/month

## WHAT'S ON: VISUAL ARTS

artsource.net.au/whatson

The visual arts calendar for WA. Featured events with one randomised banner advertisement per row.



### Associate rates

Feature Box: \$200/week, \$450/month

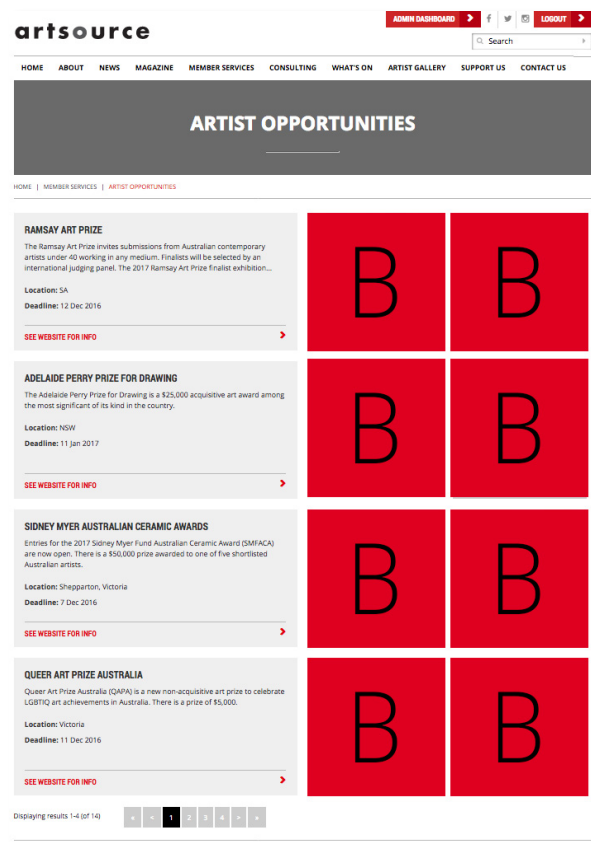
### Standard rates

Feature Box: \$400/week, \$600/month

## ARTIST OPPORTUNITIES

artsource.net.au/artistopportunities

Randomised Feature Box advertising on right side.



### Associate rates

Feature Box: \$200/week, \$450/month

### Standard rates

Feature Box: \$400/week, \$600/month

## SOCIAL MEDIA + EDM RATES

	RATES	
	Standard	Associate
Sponsored Facebook + Instagram posts	\$175*	\$150*
artLines Feature Box	\$150	\$100
artLines featured listing	\$60	\$50
artLeads Feature Box	\$100	\$100
artLeads featured listing	\$60	\$50
artConnect Feature Box	\$100	\$100
*\$25 boost included		

## CONTACT US

Whether you are looking to reach artists, developers or creative industry, contact us on 08 9335 8366 or [marketing@artsource.net.au](mailto:marketing@artsource.net.au)

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