

AUSTRALIAN AUSTRALIAN AUSTRALIAN AUSTRALIAN

# Stage

performing arts news • reviews • interviews

## Advertising Pack

Adelaide • Brisbane • Melbourne • Perth • Sydney • Tasmania

## Australian Stage Online

Australian Stage Online is Australia's major national media outlet purely dedicated to the performing arts. We provide comprehensive independent coverage of the professional performing arts, reaching a highly targeted and discerning audience.

Advertising with Australian Stage Online is an effective and affordable means of reaching Australia's vibrant performing arts market. Whether you are promoting a one-off event, a national tour or a premium brand, Australian Stage Online will deliver. Advertising rates are as cost effective as 2c per impression.\*

Australian Stage Online responds to the success of Melbourne Stage Online which was established in Oct 2005. Together with Sydney Stage Online, they have received over 200,000 visits within the first year and rapidly gained respect as the major source of information for a range of users including:

- performing arts consumers (audiences, teachers, students)
- performing arts industry professionals
- national & international tourists

Our What's On section contains the most comprehensive live arts listings in Australia. Our passionate team of reviewers now cover more than 500 performances annually, and growing! This means you will be reaching a highly targeted, relevant and discerning market.

## Advertising

There are three standard advertising opportunities available

- TOP BANNER • RIGHT BANNER • TEXT ADS

As users navigate through the site, the ads change from page to page.

Each time your ad appears it is referred to as an impression.

Advertising on Australian Stage Online requires a minimum total purchase of 4,000 impressions per month.

\*minimum purchase applies

## Display Ad Sizes

Top Banner (Premium)  
728px (w) x 90px (h)

Top Banner (Standard)  
468px (w) x 60px (h)

Right Banner  
300px (w) x 250px (h)

## Artwork

Ad	Dimensions	Max. file size
TOP BANNER (PREMIUM)	728px(w) x 90px(h)	30Kb
TOP BANNER (STANDARD)	468px(w) x 60px(h)	20Kb
RIGHT BANNER	300px(w) x 250px(h)	30Kb

\*please note: you may provide the finished web-ready artwork yourself or for an additional charge, we can design your ad for you - to your specifications. Ads may NOT contain audio.

## Text Ads


Headline (25 Characters)  
Line 1 (35 Characters)  
Line 2 (35 Characters)  
Display URL (35 Characters)  
Destination URL (no limit)

Example:

Advertise your product  
line one description here  
line two description here  
[www.yoursite.com.au](http://www.yoursite.com.au)

For more information please contact: [advertising@australianstage.com.au](mailto:advertising@australianstage.com.au)

Username  Password   [Lost Password?](#) [No account yet? Register](#)



THE PLATINUM CREDIT CARD OVERFLOWING WITH BENEFITS

Home Adelaide Brisbane Melbourne Perth Sydney About Us Gallery Industry Links Mail List

### LATEST REVIEWS

#### 42ND STREET | THE PRODUCTION COMPANY

Like many famous musicals, *42nd Street* is light on plot but heavy on the entertainment. The Production Company's current rendition of it is a fun and fantastic hit.

[MORE...](#)



TUESDAY, 09 OCTOBER 2007

[Bookmark this site](#)

search this site...

#### WHAT'S ON TODAY

NSW **VIC** WA QLD SA ACT

- The Phantom of the Opera Melbourne
- Tastes Funny | The Great Gondos Melbourne Fringe
- New and Improved | Arj Barker Melbourne Fringe
- Priscilla Queen of the Desert Melbourne
- Songs for a New World Melbourne Fringe
- The Infamous Spraygelent Melbourne Fringe
- Senseless | X:Machine Melbourne Fringe
- Josh Groban Melbourne
- Regional Tour | Melbourne Symphony Orchestra Melbourne
- Dickens' Women Melbourne

Text Ad

**Melbourne Theatre**  
Find Out What to See & Do in Melbourne. Explore Before You Go!

**Melbourne Theatre**  
Read Reviews, Find Showtimes and Find out More from Citysearch

Ads by Google

#### FREE STUFF

##### FREE TIX - Circus Monoxide



Circus Monoxide and their inspired lunacy come to Riverside Theatres from Thursday 18 October for six shows only. Australian Stage has FIVE double passes to give away!  
[Read more](#)

#### FEATURES

##### Peter Houghton



Peter Houghton is an award winning performer, writer and director. He recently returned from Edinburgh with his hit one-man show, *The Pitch*. He spoke to Australian Stage's Simon Piening...  
[Read more](#)

#### LATEST NEWS

##### Australian Producer Has New Yorks Summer Smash-Hit

Thursday, 04 October 2007



Australian theatre producer Ross Mollison today announced that the New York City 2007 summer season of *Spiegelworld* has smashed the sales results of the previous year.  
[Read more](#)

##### Miss Saigon To Play Adelaide

Tuesday, 02 October 2007



The new Australian production of *Miss Saigon* will play an Adelaide season at the Festival Theatre, Adelaide Festival Centre from December 29.

#### REVIEWS

##### One More Than One & An Unfortunate Woman | Darlinghurst Theatre SYDNEY

If you want to see what sets theatre apart from film and television, come and ...  
[Read more](#)

##### Varekai | Cirque du Soleil PERTH

Varekai is a Circus like the ones in my childhood, full of life, dream and humanity, ...  
[Read more](#)

##### The Songbirds SYDNEY

The Songbirds' concert is a rare type of performance and a thoroughly entertaining event. [Read more](#)

##### Songs For A New World | Octave Theatre MELBOURNE

The score is vibrant, powerful, but so distinctive in style and arrangement that, after a while, ...  
[Read more](#)

##### Seasons of Keene: Below the Line MELBOURNE

Seasons of Keene - Below the Line features two short plays written by Daniel Keene. ...  
[Read more](#)

##### 42nd Street | The Production Company MELBOURNE

Like many famous musicals, *42nd Street* is light on plot but heavy on the entertainment. ...  
[Read more](#)

##### Intimate Apparel | High Performance Company MELBOURNE

Intimate Apparel takes the audience on a satiric romp through fads and fashions in the ...  
[Read more](#)

##### Flatland | Class Act Theatre PERTH

Flatland is not necessarily a bad play - to read the script and interpret it ...  
[Read more](#)

##### Kyria in Stark Raving Dad MELBOURNE

Kyria in 'Stark Raving Dad' is a promising one-woman show that wears its heart firmly ...  
[Read more](#)

##### Arj Barker MELBOURNE

Californian comedian Arj Barker is practically an honorary Australian - a Melbourne Comedy Festival regular for ...  
[Read more](#)

##### Sara Julis The Money Conversation MELBOURNE

See full review on interactive question in her show *The Money*

#### POPULAR

MOST READ REVIEWS MOST READ NEWS

##### Dead Man Walking

 Dead Man Walking is a searing, profound tale, and indeed one well suited to opera.  
[Read more](#)

More

- ◆ Dons Party | Sydney Theatre Company
- ◆ The Government Inspector | Bell Shakespeare
- ◆ Into The Woods | The Gilbert and Sullivan Society of South Australia
- ◆ 42nd Street | The Production Company



Australia's Boutique Hotel Specialist

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Right Banner

## Rates

	1 Month (4,000 impressions <sup>†</sup> )	3 Months (12,000 imp. <sup>†</sup> )	6 Months (24,000 imp. <sup>†</sup> )	12 Months (48,000 imp. <sup>†</sup> )	
TOP BANNER	\$104	\$96	\$88	\$80	monthly
	\$104	\$288	\$528	\$960	total
TOP BANNER (PREMIUM)	\$184	\$176	\$168	\$160	monthly
	\$184	\$528	\$1008	\$1920	total
RIGHT BANNER	\$156	\$144	\$132	\$120	monthly
	\$156	\$432	\$792	\$1440	total
COMBINED TOP + RIGHT BANNER	\$240	\$220	\$200	\$180	monthly
	\$240	\$660	\$1200	\$2160	total
TEXT ADS	\$50	\$47	\$44	\$40	monthly
	\$50	\$141	\$264	\$480	total

<sup>†</sup>Prices quoted are based on the MINIMUM PURCHASE of 4,000 impressions per month. Higher impression rates are available

Please note: No GST applies to these rates in accordance with the Australian Tax Department & The Department of Fair Trading. Charges DO NOT include artwork.

## Tracking Your Campaign

As an advertiser you will automatically be emailed a weekly report, allowing you to monitor the progress of your campaign and track the precise number of 'clicks' your ad has received.

You'll also receive a reminder email when the number of remaining impressions is getting low.

For more information please contact: [advertising@australianstage.com.au](mailto:advertising@australianstage.com.au)