



Media Kit / Prices

Advertising Options

Newsletter Banners:

\$250 each or 5 for \$1000

Newsletter banners appear once at the top of the weekly newsletter.

- 960w x 320h pixels

Website Slider Images:

\$1000 each

Slider images appear on the TASAweb homepage for one month. To comply with accessibility guidelines, the slider images are not on auto cycle (user can click to move through slides).

- 800w x 150h pixels

Publication Widget Image:

\$300 each

Bookcover widget images appear on the TASAweb homepage for one month.

- 200w x 120h pixels

Blog Posts:

\$500 each

Twelve posts are visible on the homepage with the latest post visible at the top. Post 13 onwards are archived & accessible.

Blog Post Combination:

\$600 each

This package includes a blog post, 5 tweets and a listing in the weekly newsletter.

TASAweb, Newsletter & Twitter Combination:

\$600 each

Full advertisements, supplied in Word and PDF formats, listing complete position description and contact details, including placement on TASAweb for one month, distribution via TASA's weekly Newsletter for one month (5 inserts) and 8 tweets (2 per week).

Newsletter & Twitter Combination:

\$300 each

Short advertisements of 3-4 ad lines directing readers to the full details via a URL address, supplied by the advertiser, for one month in the weekly newsletter (5 inserts) and 8 tweets (2 per week).

Tweets:

\$100 for 5 tweets

140 characters plus image, tweeted at a date/time specified by the advertiser.

Dedicated Emails:

\$600 each

One email containing text, images & hyperlinks disseminated to the entire TASA membership base, at a date/time specified by the advertiser. Open & click through rates supplied to advertiser, upon request, one month after ad dissemination.

Advertising Content

The advertising material will be of professional interest to sociologists.

Types of advertisements include promoting events, courses, jobs, scholarships, books, websites, & calls for papers. TASA reserves the right to refuse acceptance of advertisements.

Advertising Platforms

TASAweb Features:

tasa.org.au

- Scholarly blog posts for academics and general audiences
- Jobs/Careers web pages
- Dedicated thematic group web pages
- A publication section
- A resource section

TASAweb Traffic:

Nb: annual figures will be included after the new site has been live for 12 months.

- 4,700 visits per month
- 12,300 page views per month

Top 5 TASAweb Audience Locations around the World:

1. Australia
2. United States
3. United Kingdom
4. India
5. Russia

TASAweb Devices Overview:

Desktop Computer: 73.09%

Mobile Phone: 21.50%

Tablet: 5.41%

TASAweb Subsites:

TASA has a growing number of subsites with advertising options:

1. conference.tasa.org.au
2. postgraduates.tasa.org.au
3. economicsociology.tasa.org.au

Twitter Traffic:

- 2,100+ Twitter followers
- 17.6k+ Tweets
- Following 515 tweeters

Newsletter:

- A free email disseminated weekly to members
- Accessible in HTML/Plain Text & Web view
- Currently 700+ subscribers
- Average open rate since January 1, 2015: 53.69%
- Average click through rate since January 1, 2015: 44.16%

Please email the TASA Office with your ad inquiries: admin@tasa.org.au.

Please note: GST has not been included in the above prices and will be added on invoicing. All artwork needs to be supplied by the advertiser.