

# How do you reach your target audience?



**EASY** *Spend your advertising dollar where it will make a difference with The Orchestras of Australia Network (TOAN).*

From professional, community to youth and school orchestras - TOAN has the single largest membership in Australia for the country's orchestral community.

Advertising with TOAN sends your message straight to the heart of Australia's vibrant orchestral scene. Our members include music educators, conservatoria and tertiary institutions, schools, conductors, performers, composers and other individuals.

TOAN represents orchestras across Australia as a group, to advocate on behalf of common interests, to provide a forum where new issues and ideas about orchestras can be developed, and to create opportunities for people to enjoy the experience of orchestral performances.

**Magazine Advertising:** Australia's only Orchestral magazine. See next page for distribution, rates and booking details

**Inserts:** Do you have a brochure, a flyer or a CD you would like to distribute to Australia's orchestral community? TOAN offers individuals and organisations the opportunity to economically advertise by inserting material into our publications. See rates page for cost.

**Email Broadcasts:** TOAN can send a broadcast email out to all our members for a flat rate of \$55.

**Mailouts:** Special mailouts can be arranged through TOAN. Cost is \$0.50 per label (incl GST and labor), plus envelopes and postage at cost price.

**Sponsorships:** There are opportunities for company's or individuals to support TOAN by sponsoring the TOAN National Orchestral Awards or the Orchestras Alive Conference.

Publication sponsorships can also be negotiated - this is particularly attractive to companies or organisations who regularly advertise in the TOAN magazine. For more information about sponsorships - contact TOAN's Development Officer Victoria White

(02) 9247 0251 or 04222 50073.

# O rchestral Outlook Magazine

## 05

TOAN publishes a quarterly magazine which is distributed in hard copy to approximately 450 members and arts organisations throughout Australia. In addition, the magazine is emailed to a large number of orchestral players in TOAN members professional and community orchestras.

## Issue # 1 2005

Feb/March/April: POSTED 1st Feb 2005

Booking deadline: 10th Jan

Artwork deadline: 17th Jan

Insert deadline: 24th Jan

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### Issue #2

May/June/July: POSTED 1st May 2005

Booking deadline: 11th April

Artwork deadline: 16th April

Insert deadline: 26th April

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### Issue #3

Aug/Sept/Oct: POSTED 1st August 2005

Booking deadline: 19th July

Artwork deadline: 26th July

Insert deadline: 26th July

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### Issue #4

Nov/Dec/Jan: POSTED 1st November 2005

Topic: People Make Orchestras

Booking deadline: 11th October

Artwork deadline: 15th October

Insert deadline: 25th October

# Booking Form

## Orchestral Outlook Magazine

2004 advertising rates are in Australian dollars & include GST

### Year Discount

Full year contract brings up to 15% discount on the single copy rate. Year discount requires prepayment.

Prices include GST.

Please tick which issue you would like to advertise in.

	Non-members	Members	Full year (incl 15% discount)
Full page - A4 (Standard)	<input type="checkbox"/> \$440	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1496
Half page (200mm W x 140mm H)	<input type="checkbox"/> \$330	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1122
Quarter page (110mm W x 140mm H)	<input type="checkbox"/> \$220	<input type="checkbox"/> \$200	<input type="checkbox"/> \$748
1/8 page (110mm W x 75mm H)	<input type="checkbox"/> \$110	<input type="checkbox"/> \$100	<input type="checkbox"/> \$440
Banner (200mm W x 50mm H)	<input type="checkbox"/> \$165	<input type="checkbox"/> \$150	<input type="checkbox"/> \$561
Classified - per five lines	<input type="checkbox"/> \$30	<input type="checkbox"/> Free	
Inserts (Price subject to size and weight)	<input type="checkbox"/> \$220	<input type="checkbox"/> \$200	<input type="checkbox"/> \$748

**Advert Format :** Tiff File (please export to minimum of 300 Dpi)

PC format PageMaker 7 File, PDF Document (please export to 600Dpi)

and all fonts embedded.

**NOTE: Microsoft Publisher documents will not be accepted**

## BOOKING FORM

COMPANY \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PLEASE FAX BACK TO THE ATTENTION OF VICTORIA WHITE (02) 92412873