

The Big Idea Rate Card

Non-commission bearing advertising rates. All rates effective 1 October 2010 and do not include GST.

WHAT IS THE BIG IDEA?

The Big Idea is the online home of New Zealand's creative community. It brings together all types of creative practitioners, businesses and suppliers and service providers to the creative sector. The Big Idea website and email Weekly Bulletin inform, discuss, debate and promote job and opportunity listings, industry information and news, tools for career development, profiles of creative practitioners, forums and blogs for discussion, networking spaces where creative practitioners can connect, a showcase to show creative output and news and content about what is happening in the creative scene and with NZ creative practitioners here and around the world.

"I think the site is great for employment opportunities, information/articles covering a huge cross section of areas which are of interest even though my particular creative input is very specific.... i recommend the site to many people."

"The Big Idea is a treasure. Keep the new initiatives coming."

"The Big Idea has been one of the most useful sites I have used in the last 4 years. The regular newsletter email is one of the few that I receive that I always make the time to read. I think it performs an important function for our creative community, and this is partly because it is so democratic in its access to creative practitioners. Thank you!"

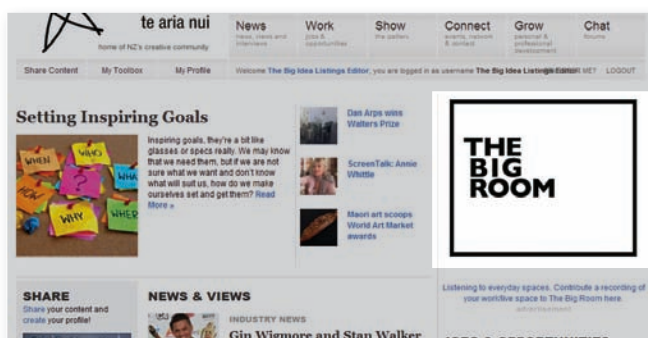
"I use this site as my home page - it's an excellent way to stay abreast of current happenings :)"

ADVERTISING OPTIONS:

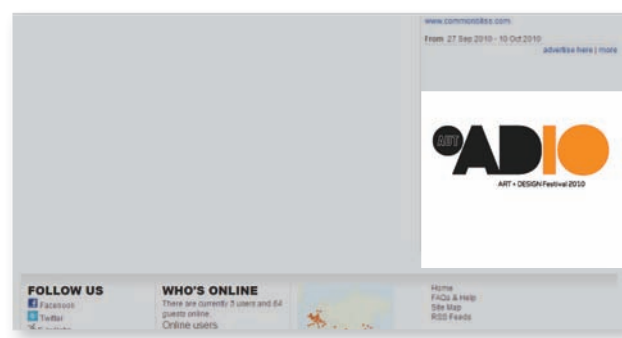
DISPLAY ADVERTISING

Location	Format	Average Pls/Wk	Average UVs/Wk	Average \$CPM SOV 50% or 100%	\$ 50% SOV/Wk	\$ 100% SOV/Wk
ROS – top RH column	300x250 Rectangle	58 000	11 000	\$13.00 or \$7.22	\$600	\$1080
ROS – lower RH column	300x250 Rectangle	58 000	11 000	\$9.03 or \$4.81	\$400	\$750
ROS*	160x600 Skyscraper	65 000	11 000	\$12.25 or \$6.63	\$325	\$600
ROS	Text Link 60 Characters	58 000	11 000	\$3	NA	\$180

*Excluding Home Page



TOP COLUMN DISPLAY AD - TEXT LINK ADVERTISING



LOWER COLOUMN DISPLAY

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ADVERTISING OPTIONS:

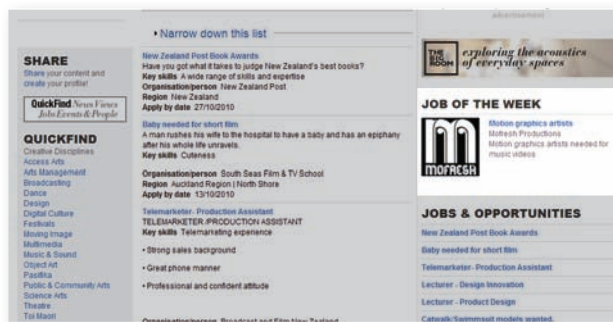
EMAIL ADVERTISING: WEEKLY NEWSLETTER – “NAVIGATOR BULLETIN”

Sent to over 12,000 email addresses each week, the Navigator Bulletin highlights the latest content on The Big Idea.

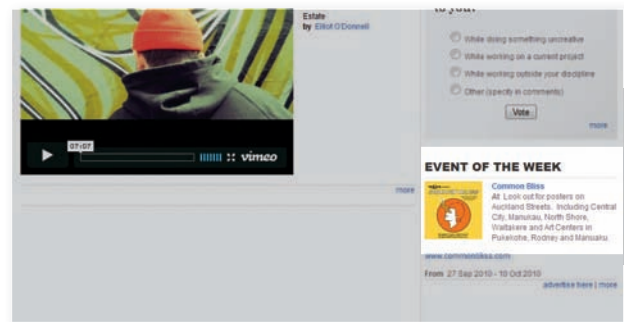
It is a two part communication:

- Ad text is highlighted and included in the summary email
- Ad text also included in the full version of the Bulletin published on the TBI site

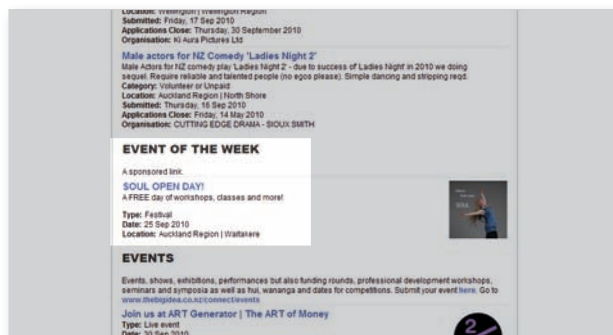
Location	Format	Subscribers	\$/Insertion
Sponsored Link	Text Only: 30 Word maximum + hyperlink	12 000	\$480
TBI Feature Link Event of the Week Job of the Week	Text Only: 30 Word maximum + hyperlink	12 000	\$300



JOB OF THE WEEK



EVENT OF THE WEEK WEB



EVENT OF THE WEEK BULLETIN

INTEGRATION & CONTENT OPPORTUNITIES

For organisations and businesses that want to develop a more in-depth relationship with The Big Idea community there are a number of options

SECTION SPONSORSHIP.

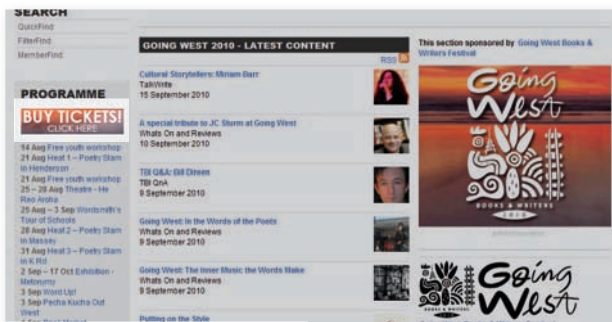
Work, Show, Connect, Grow – these sections of The Big Idea offer unique opportunities to build awareness of your organization or service. As well as branding opportunities we will work with you to identify and develop content works for you and our community members.

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ADVERTISING OPTIONS:

QUICKFIND

is a quick way of finding articles and listings focused on a particular geographic region, creative discipline or hapu or iwi. It is the core of some regional creative community initiatives The Big Idea are partnering in.



QUICKFIND - CLIENTS GOING WEST

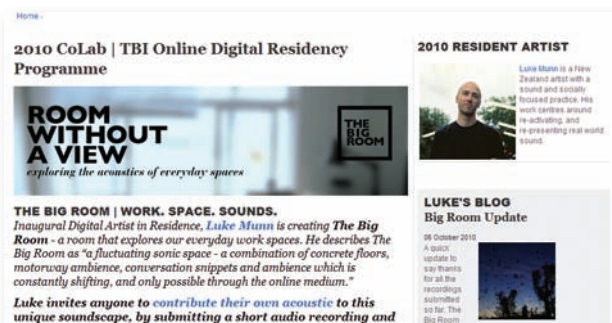
FEATURED ARTICLE – 2 ONLY PER WEEK

- Featured on Main Home Page “TBI Showcase”
- “More Information” Footer Text Link in article
- 120 Character Maximum text
- Added to TBI Member Profile (if relevant)
- 500 Word + 2 images maximum (supplied by client)
- Body content can contain up to four hyperlinks
- Fee: \$500 per week. An additional fee of \$250 applies for TBI drafted Advertorial content.

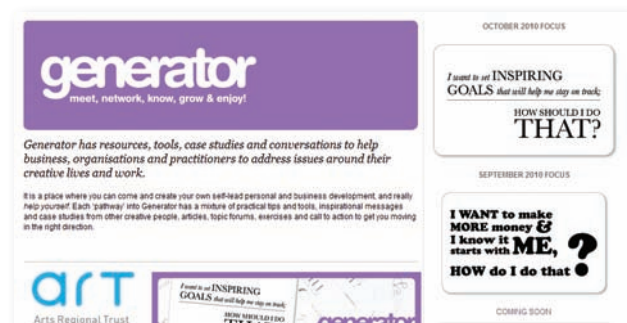


FEATURED ARTICLE

With an active and engaged online community, we have other tools to use that can help inform, discuss and debate and engage the community.



CLIENT COLAB



CLIENT ART

CONTACT DETAILS

For all advertising enquiries, please contact us on:
09 835 2070 or email advertising@thebigidea.co.nz