

# Tasmanian Times.com

***The life of the Island***

Independent online  
media community

## MEDIA KIT 2020



# ENGAGEMENT

---

**45k**

page views  
per month

**20k**

monthly  
visitors

**225k**

comments

**54k**

articles

## **What is it?**

Tasmanian Times is an online community, a space for sharing and discussing all things Tasmanian.

It has a rich history of providing Tasmanians with independent news and media; has been operating for over 15 years; and has an extensive, dedicated and wide reaching reader base.

Tasmanian Times looks to highlight voices across the state, from a diverse range of backgrounds. It has hosted articles from well known and respected writers, including Richard Flanagan.

## **Why should you get involved?**

Tasmanian Times is a one of a kind community news and media outlet, and is continuing to grow.

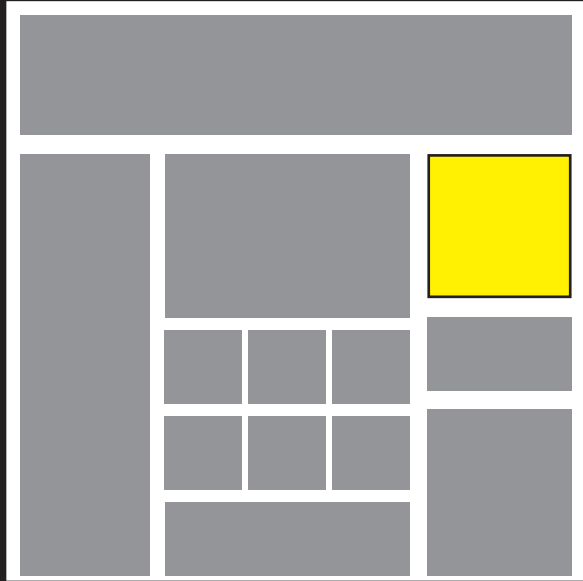
The level of reader engagement with the Tasmanian Times website is one of its most impressive attributes.

Readers are genuinely interested in being a part of this online community and contributing to its success.

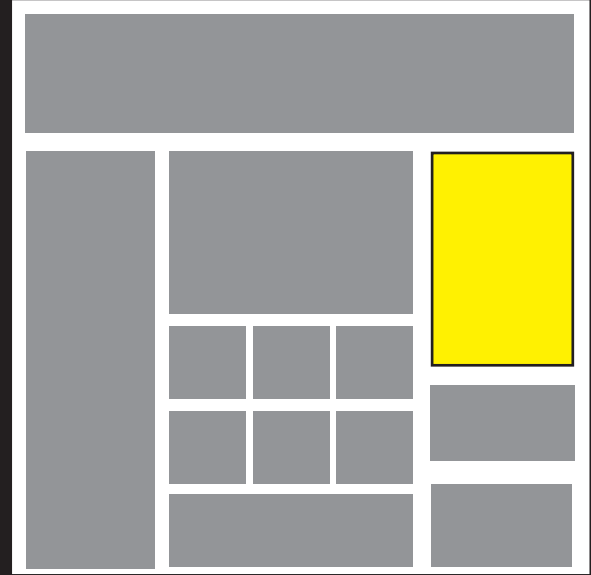
The Tasmanian Times reaches people from varied backgrounds and demographics, in Tasmania and around the world. Advertisers help us to continue to provide an independent voice in Tasmanian news and media, and to highlight the amazing and exciting things happening in our state.



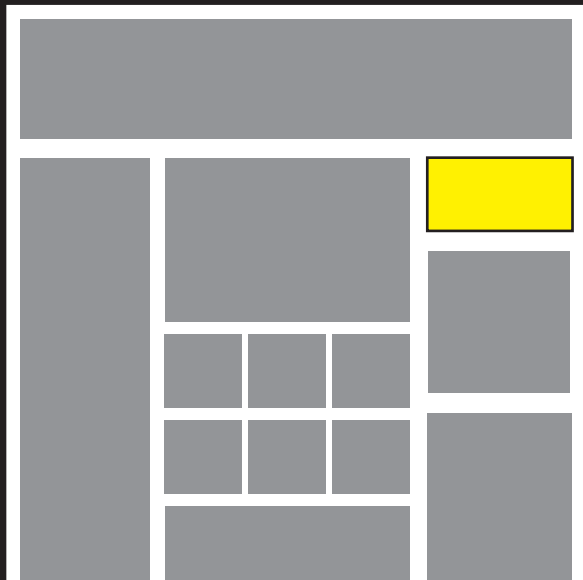
# ADVERTISING SPECS



**Standard size ad - 300x300px**  
**\$75 per month**



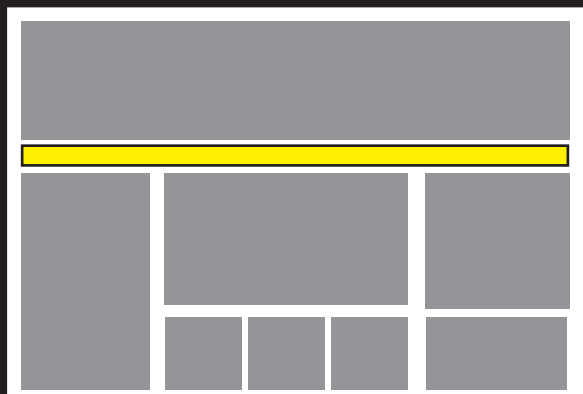
**Large size ad 300x450px**  
**\$100 per month**



**Small size ad 300x150px**  
**\$50 per month**



**Mid banner ad 600x200px**  
**\$85 per month**



**Scrolling (text only) ad - home page**  
**\$20 for 15 day period, \$35 per month**

# AD DETAILS

---

## All ad types available on minimum 1 month booking\*

All ads automatically rotate between pages and positioning on web pages to give you maximum exposure

Optional: 20% additional loading fee to have your ad appear more frequently on a specific landing page, for example - the Politics & Current Affairs Articles page.

10% off discounts apply for all non-profit and community based organisations.  
Bulk ad buy discounts; 10% off for 3 months, 15% off for 6 months, 25% off for 12 months.

Please email requests and artwork to [manager@tasmaniantimes.com](mailto:manager@tasmaniantimes.com)  
Alternatively upload to a shared drive and email us with the link.

Artwork must be of high quality - at least 300dpi.  
We accept the following image types; pdf, tiff, jpeg, and eps.

\*Scrolling text ads are available in 15 day periods

# BOOK & PAY

---

1. Send an email to [manager@tasmaniantimes.com](mailto:manager@tasmaniantimes.com) with the following info;
  - Ad type/s you'd like to place (information on our specs page)
  - How long you'd like to run the ad/s (minimum 1 month)
  - All ad artwork (at sizes and file types outline on specs page)

2. Once your ad is approved and ready to go, we will publish your ad and send you an invoice, payable in 14 days

No waiting around for publish dates - We will endeavor to get your ad active online as quickly as possible!

# TESTIMONIALS

---

"Tasmanian Times (has) made a historic contribution to Tasmanian public life."  
- Richard Flanagan

"Tasmanian Times is the island's only gatekeeper which gives us the key." -  
John Hawkins

"That hand in the darkness so appreciated – wonderful news that Tasmanian Times will be here for us all." - Poppy Lopatniuk

"There is always going to be a much needed role for Tasmanian Times to play in this state." - Kevin Rothery

"Just imagine, the next chapter will in fact address ways of community action by growing the Tasmanian economy with creative imagination and collaboration from the ground up." - Frank Strie