

IRMTNZ Advertising Rates and Packages 2023



Institute of Registered Music Teachers of New Zealand (IRMTNZ)

IRMTNZ is a professional organisation for music teachers established by an Act of Parliament (NZ Music Teachers Act 1981). Members teach a diverse variety of instruments, subjects and genres, in private studios and schools from pre-school to tertiary level.

IRMTNZ offers a choice of three advertising platforms:

- *Ritmico Online* (RO) – our 6-weekly e-newsletter pg 1
- LearnMusicNZ – our website pg 2
- *Ritmico* – our hard copy journal pg 2 - 3

Rates and packages pg 3

Ritmico Online

Our e-newsletter, *Ritmico Online* (RO), contains a range of articles including interviews, profiles, teaching information and reviews. There are 7 issues per year. RO is emailed to all members of IRMTNZ and circulated to an independent mailing list and some libraries. A limited number of advertising spaces are available and there are also opportunities for advertorials and/or sponsorship.

RO Advertising Specifications

Images to be supplied in jpg or png format, either square or portrait. We can resize images to scale by width. Square: 350mm X 350mm; portrait 250mm wide OR 300mm wide, height up to 350mm. No landscape please.

RO Advertorial

If you or organisation have a story you'd like to place alongside your ad, please contact the editor, Cathy Martin. Space is limited and copy is accepted at the editor's discretion. A small additional fee will apply, with costs negotiated on a case-by-case basis.

Contact details

For all advertising and editorial bookings and enquiries please contact the editor, Cathy Martin:
E cathy@muscat.co.nz / P + 64 27 487 7740

RO 2023 dates

	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6	Issue 7
Booking deadline	31/01	14/03	25/04	06/06	18/07	29/08	14/11
Deadline for artwork	14/02	28/03	09/05	20/06	01/08	12/09	28/11
Publication date	21/02	04/04	16/05	27/06	08/08	19/09	05/12

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LearnMusicNZ

Our website, learnmusicnz.org.nz, is the Institute's communications flagship, providing members of the public with information about IRMTNZ, its members and activities.

Website advertisements are available in tile or banner format for 2 or 6 monthly periods, in rotating pools of up to 3 adverts per space.

LearnMusicNZ Advertising Specifications

Tile advert: 250px wide X 200px high

Banner advert: 1120px wide X 180px high

- Images to be supplied in jpg, gif or png format
- Max file size 200KB
- Resolution 72dpi
- Colour mode RGB

Contact Details

For all advertising bookings and enquiries please contact Cathy Martin:

E cathy@muscat.co.nz / P + 64 27 487 7740

Ritmico®

Ritmico is the annual print journal of IRMTNZ. It is a lively publication comprising a diverse range of articles including interviews, profiles, teaching information and reviews. *Ritmico* is mailed to all IRMTNZ members and circulated to an independent mailing list and some libraries. It is published in October.

Ritmico Advertising

2023 Dates	Publication Date	Booking deadline	Material due
	Monday 16/10	Friday 18/08	Friday 08/09

Ritmico Text Page Advertisements

Specifications and rates	Full colour, full page A5: 125mm x 188mm	\$325.00 + GST
	B&W full page A5: 125mm x 188mm	\$300.00 + GST
	Full colour, half-page landscape: 125mm x 92mm	\$195.00 + GST
	B&W half-page landscape: 125mm x 92mm	\$170.00 + GST
	B&W quarter-page landscape: 125mm x 44mm	\$100.00 + GST

Please supply advertisements electronically in hi-res, either full colour (cmyk), or in one colour (black), in pdf format, with all fonts embedded before the file is converted.

Ritmico Cover Advertisements A5 portrait full page colour

Specifications and rates	Full page without bleed: 125mm x 188mm	
	Full page with bleed: 154mm x 216mm (trim size 148mm x 210mm)	
	Inside front cover	\$420.00 + GST
	Inside back cover	\$325.00 + GST

Please supply ads electronically in hi-res, 300dpi, full colour (cmyk) in pdf format, with all fonts embedded before the file is converted. Please include crop marks if ads bleed off.

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Ritmico Editorial

2022 Dates	Publication Date	Proposals due	Material due to Editor
	Monday 16/10	Friday 04/08	Friday 18/08

Please send proposed contributions, including a brief synopsis, likely article length and any suggested images to the Editor, Cathy Martin.

Ritmico Editorial Specifications

Images must be high resolution (300dpi) and in jpg, pdf, or tif formats. Ideal minimum image size is 148mm x 105mm.

Contact Details

For all advertising and editorial bookings and enquiries please contact the Editor, Cathy Martin:
E cathy@muscat.co.nz / P + 64 27 487 7740

IRMTNZ Advertising Rates and Packages

SOLO

- Image ad in *Ritmico Online* \$105 + GST
 - Website tile ad 2 months \$105 + GST/ 6 months \$285 + GST
 - Website banner ad 2 months \$310 + GST/ 6 months \$775 + GST
- Ritmico* standard rates

DUO

Pick two of three options:

- Image ad in *Ritmico Online* \$95 + GST
 - Website tile ad 2 months \$95 + GST/ 6 months \$260 + GST
 - Website banner ad 2 months \$260 + GST/ 6 months \$725 + GST
- Ritmico* standard rates

TRIO

Pick three options for maximum impact!

- Image ad in *Ritmico Online* \$75 + GST
 - Website tile ad 2 months \$85/ 6 months \$235 + GST
 - Website banner ad 2 months \$210/ 6 months \$670 + GST
- Ritmico* standard rates

The IRMTNZ Council reserves the right to decline advertisements for publication if the quota has been reached or if the advertisement is deemed inappropriate.

Ehara taku toa i te toa takitahi, engari he toa takitini
My strength is not that of an individual but that of many