

IRMTNZ Advertising Rates 2024



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
- *Ritmico* – our annual print journal pg 2
- Learnmusicnz.org.nz – our website pg 2
- Package options for multiple ads pg 3

Contact details

For all advertising and editorial enquiries please contact IRMTNZ Communications Coordinator, Cathy Martin: E communications@irmt.org.nz / P + 64 27 487 7740.

Ritmico Online®

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

2024 Advertising Charge

Advertisements in *Ritmico Online* typically consist of an image eg logo or photo plus up to 120 words copy. Rate \$110 + GST for one ad. Rate for more than one ad see page 3.

Advertising Specifications

Images to be supplied in jpg or png format, preferably square but we can work with portrait. No landscape please. We can resize images to scale by width. In most cases, images are published 300mm X 300mm; portrait 250mm OR 300mm wide, height up to 350mm. Along with your image, please provide your URL and up to 120 words detailing your product, organisation or event.

2024 Publication Dates

	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6	Issue 7
Booking deadline	05/02	19/03	07/05	18/06	30/07	20/10	14/11
Deadline for artwork	13/02	26/03	14/05	25/06	06/08	13/10	03/12
Publication date	20/02	03/04	21/05	02/07	13/08	05/11	10/12

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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

2024 Dates	Publication Date	Booking deadline	Material due
	Monday 14/10	Friday 16/08	Friday 06/09

Ritmico Text Page Advertisements

Specifications and rates		
	Full colour, full page A5: 125mm x 188mm	\$340.00 + GST
	B&W full page A5: 125mm x 188mm	\$315.00 + GST
	Full colour, half-page landscape: 125mm x 92mm	\$205.00 + GST
	B&W half-page landscape: 125mm x 92mm	\$180.00 + GST
	B&W quarter-page landscape: 125mm x 44mm	\$105.00 + 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	\$440.00 + GST
	Inside back cover	\$340.00 + 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.

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.

'Tile' ads for 2- or 6-months and banner ads for 6 or 12 months are available in rotating pools of up to 2 adverts per space.

2024 Advertising Charges

Tile ad 2 months \$110 + GST / 6 months \$300 + GST

Banner ad 6 months \$815 + GST / 12 months \$1,630 + GST

Advertising Specifications

- Tile ad 250px wide X 200px high
- Banner ad 1120px wide X 180px high
- Images to be supplied in jpg, gif or png format
- Max file size 200KB
- Resolution 72dpi
- Colour mode RGB

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Package Options

Place multiple ads in *Ritmico Online*

One issue \$110 + GST

Two issues \$205 + GST

Three issues \$310 + GST

Advertise in *Ritmico Online* and on our website

Ritmico Online \$100 + GST

Website tile ad 2 months \$100 + GST / 6 months \$275 + GST

Website banner ad 6 months \$750 + GST / 12 months \$1,500 + GST

Rates for our print journal, *Ritmico* are non-negotiable, but *Ritmico* advertisers may be eligible for reduced rates in *Ritmico Online* and on our website during the calendar year.

The IRMTNZ Council reserves the right to decline advertisements for publication if the quota has been reached or 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

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