

## 2012 Media Kit & Advertising Rate card

### Reach 6800+ PR practitioners

- The PR Report is the only dedicated newsletter for the PR sector in Australia
- Free monthly newsletter published on the 15<sup>th</sup> of each month; by email
- Opening rates are very high: 70-90% on the day of publication, 80-95% within 3 days
- Over 6,800 subscribers
- Subscriber list: <http://www.theprrreport.com.au/who-reads-the-pr-report>
- **Who reads The PR Report?**
  - 45% are in-house PR
  - 45% are agency PR
  - 10% are Recruitment, Freelancers, Bloggers, Academics and Students
- **Where do they live?**
  - 96% subscribers are Australian
  - 4% from UK, USA, HK/China, Singapore, various European countries

### STEP 1: Here's where you can advertise in The PR Report:

1. Banner on page 1 (cover page); bottom of page
2. Banner on page 2: bottom of page
3. Full page advert on page 5
4. Full page advert on page 9
5. Full page advert on page 14
6. Jobs/Recruitment Section (5 full page adverts)



### STEP 2: Here's what we charge:

	Per issue/ month
1. Banner on page 1 (cover page); bottom of page	\$1200 (+gst)
2. Banner on page 2: bottom of page	\$900 (+gst)
3. Full page advert on page 5	\$1500 (+gst)
4. Full page advert on page 9	\$1500 (+gst)
5. Full page advert on page 14	\$1500 (+gst)
6. Jobs/Recruitment Section (5 full page adverts)	1 <sup>st</sup> place & Job of Month: \$900 (+gst) 2 <sup>nd</sup> – 5 <sup>th</sup> : \$600 (+gst)

### STEP 3: SPECS: format for artwork:

1. Banner adverts: JPG file: dimensions 210mm wide, 35mm high: 300dpi
2. Full page adverts; to be sent in MS Word or PDF

### STEP 4: Here are our terms & conditions:

1. We retain the right to refuse inappropriate or defamatory material, words and images.
2. Deadline for the monthly newsletter is 10<sup>th</sup> of each month
3. Payment is in advance via PayPal or Credit card

### Step 5: Booking/Payment:

Please fill out your details below OR click here to pay via PayPal:

Tick selection      List Month



1. Banner on page 1 (cover page); bottom of page \$1200 (+gst)
2. Banner on page 2: bottom of page \$900 (+gst)
3. Full page advert on page 5 \$1500 (+gst)
4. Full page advert on page 9 \$1500 (+gst)
5. Full page advert on page 14 \$1500 (+gst)
6. Jobs/Recruitment Section (5 full page adverts) 1<sup>st</sup> place & JoTM: \$900 (+gst) (avail June 2012)  
2<sup>nd</sup> – 5<sup>th</sup> : \$600 (+gst)

DISCOUNT: 10% discount for bookings of 2 or more months

#### Please fill out the booking form:

Your name:	Tel:
Company:	Email:
Credit card (please circle): Amex – Diners – VISA – Mastercard	
Card number:	
Expiry date:	Amount:
Name on card:	Signature:

**Please FAX back your booking form: FAX: 02 9476 3444**