



## **Advertise with us**

The Big Idea is an online hub, providing breaking news updates, the latest jobs and opportunities, events as well as ideas and inspiration from across the creative industries to help individuals and organisations create their own success.



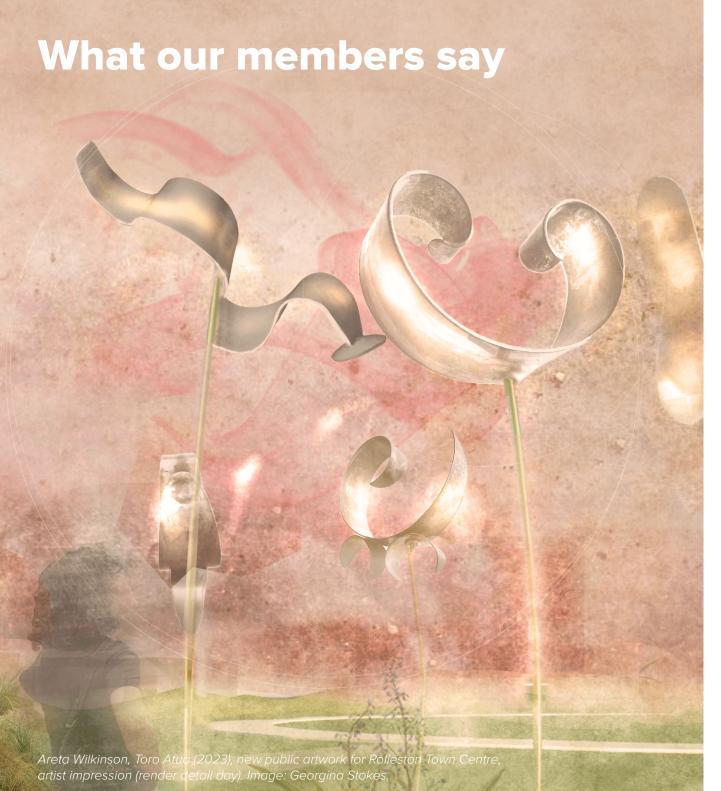
For years, thebigidea.co.nz has nurtured New Zealand's creative community, supporting creatives to find work and arts organisations to increase their competency and skill.

Through this we have developed a loyal following for whom <u>thebigidea.co.nz</u> is the first port of call for news, work, opportunities and inspiration.

Our vibrant online channels include a website and membership portal, an active <u>Facebook</u>, <u>LinkedIn</u>, <u>Instagram</u> and  $\underline{X}$  account and a well-read twice a week email bulletin.

When you connect with <u>The Big Idea</u> you reach New Zealand's longest running and largest online creative community. We have a record of 21 years working in New Zealand's vibrant creative economy.

<u>The Big Idea</u> demonstrates the importance of creativity to New Zealand's cultural and economic wealth.



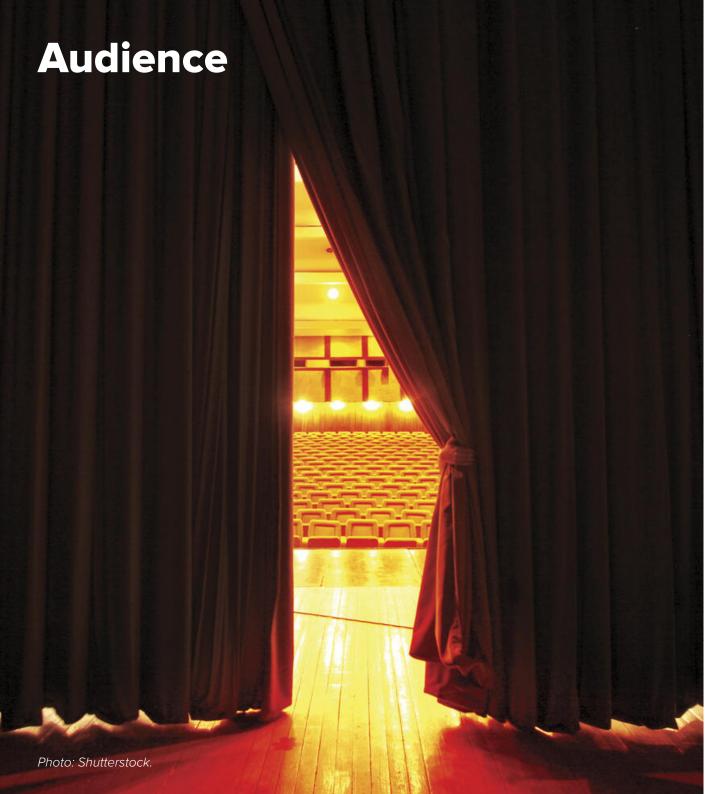
"There's no other organisation like The Big Idea in NZ; you provide an invaluable and expanding role within NZ's creative sector."

"Your site is great. I've used it to find work, I've used it to advertise jobs, and I really enjoy your in-depth arts professional pieces."

"We have a job listing with you and have had a great response with a huge number of applications."

"A true home for Creative Kiwis - a website where NZ's arts talent & creative bods can truly connect and share."

"Keep up the great work that you do. The Big Idea is THE arts and creative site for NZers"



## Website

101,000+ monthly pageviews\*

## **E-Newsletter**

16,000+ subscribers 92 issues a year

## **Instagram**

9,600+ followers\*

## Facebook

15,700+ followers\*

## **Twitter**

13,400+ followers\*

## LinkedIn

3,800+ followers\*

<sup>\*</sup> Google Analytics August 2023



## Package rates include:

7 days, Mon - Sun on website 7 days, Mon - Sun on mobile / tablet Newsletter delivered twice a week to over 16,000+ subscribers.

Ad type	Position	Website	Mobile	Weekly rate
Large Leaderboard	Тор	970 x 90	468 x 60	\$600
Medium Rectangle	2nd	300 x 250	300 x 250	\$400
Full width Premium	Footer	1340 x 270	468 x 60	\$800

Ad type	Position	Bulletin	Weekly rate
Bulletin Premium	Тор	1200 x 300	\$500
<b>Bulletin Middle</b>	Middle	1200 x 300	\$300
Bulletin Lower	Footer	1200 x 300	\$200

<sup>\*</sup>Note: All display advertising options support static imagery or animated gif creative.

# Classified listing guide

#### Standard \$150\*

The Big Idea has 34,000+ visits and 99,000+ pageviews each month. A Standard listing is published for up to 60 days on the Jobs page and can include a logo/image within its listing.

Note: Standard Events are free of charge.

Auckland Council / Community & Access Arts

Call for Proposals from creative groups, collectives or individuals

Region: Auckland Closes: 31 Jul 2022

#### Promoted \$240\* Stand out from the crowd

This appears at the top of the Standard listings for up to 60 days. Stand out with a logo / image on the Jobs / Events hub page. Your listing is also referenced 2 times in the twice a week email Bulletin to 16,000+ subscribers



### Spotlight \$350\* Shine a light on your listing

Spotlight includes a featured Promoted listing, a featured spot on the homepage, at the top of Jobs / Events pages and on all listing pages. Spotlight listings are featured prominently in our twice a week email Bulletin.



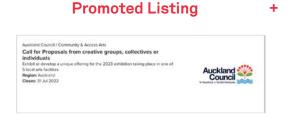


**Featured** 

#### Spotlight Max - \$450\* Take it to the Max

We give you the works to maximise your reach. All the benefits of a Spotlight with promotion across our social media channels - Facebook, X and LinkedIn.

**Featured** 









We offer our storytelling services to help build relationships by creating entertaining, useful and insightful content for our community.

#### We will:

- Work with you to identify a topic and angle that creates value for our audience and credibility for you.
- After discussing with you, draft an article in <u>The Big Idea</u>'s tone and style for you to ensure the greatest reach and engagement
- Identify or gather great images
- Work with you to finalise and approve the article
- Publish the article as a featured story, in number 1 position on our home page for one week
- Drive people to the story via our social channels: Facebook, LinkedIn, Instagram and X.
- Advertise the story in a premier place in our twice weekly email bulletin
- Mention the feature in the body text of our twice weekly bulletin
- Acknowledge your sponsorship and celebrate your support for The Big Idea and New Zealand's creative community
- Provide space for your logo (optional)

## Rates start at \$1,800.00+gst

## Donor-funded arts journalism

As a non-profit organisation invested in supporting the arts, artists and their careers, we offer philanthropists an opportunity to fund editorially independent arts journalism.

Please contact us to discuss.

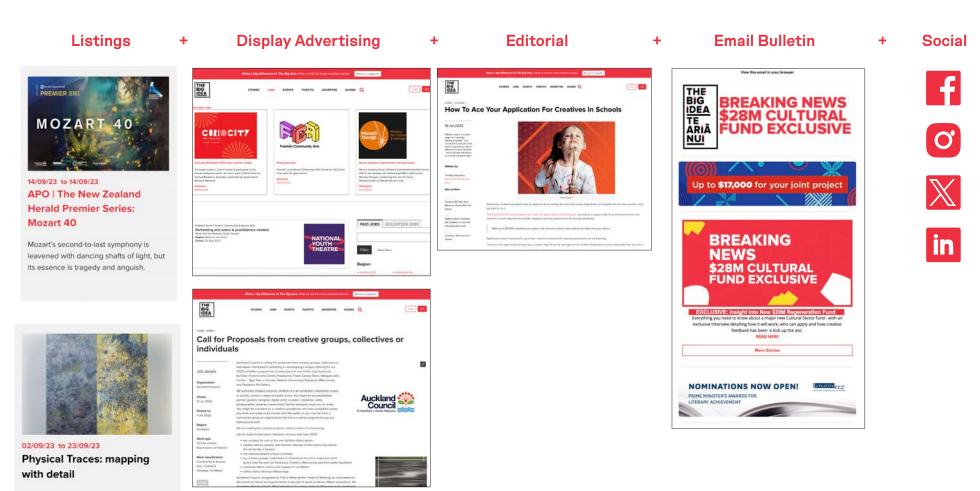
#### **POA**

# **Tailored packages**

Two artists: their work speaking to place,

life and longing

Let us know how we can deliver what you require within your budget. For campaigns over several weeks or months we can offer integrated advertising packages combining listings, display advertising, social media, E-Bulletin and editorial.



## **Contact us**



Advertising: <a href="mailto:advertising@thebigidea.co.nz">advertising@thebigidea.co.nz</a>

Your advertising spend with <u>The Big Idea</u> is the best way to reach New Zealand's arts community and an investment in the future of a vibrant arts and cultural sector.

View our terms & conditions here >>