



# AMT Blog Advertising Schedule

## About the AMT blog

The AMT blog was launched in mid-September 2017. It integrates seamlessly with AMT's already strong social media presence and is the principal means by which the Association shares news, updates and articles of interest with AMT members and the broader massage therapy industry.

AMT publishes posts on the blog at least once a week. When there is breaking news, the publication cycle may be more frequent. Posts are shared via AMT's other social media sites on Facebook and Twitter, and via email.

# Statistics

The AMT blog received **9573** unique visitors in October 2017 and **10 788** since inception.

**13 008**

Total visits  
since launch

**60 231**

Total hits  
since launch

**4 241**

visits

Biggest day in  
October 2017

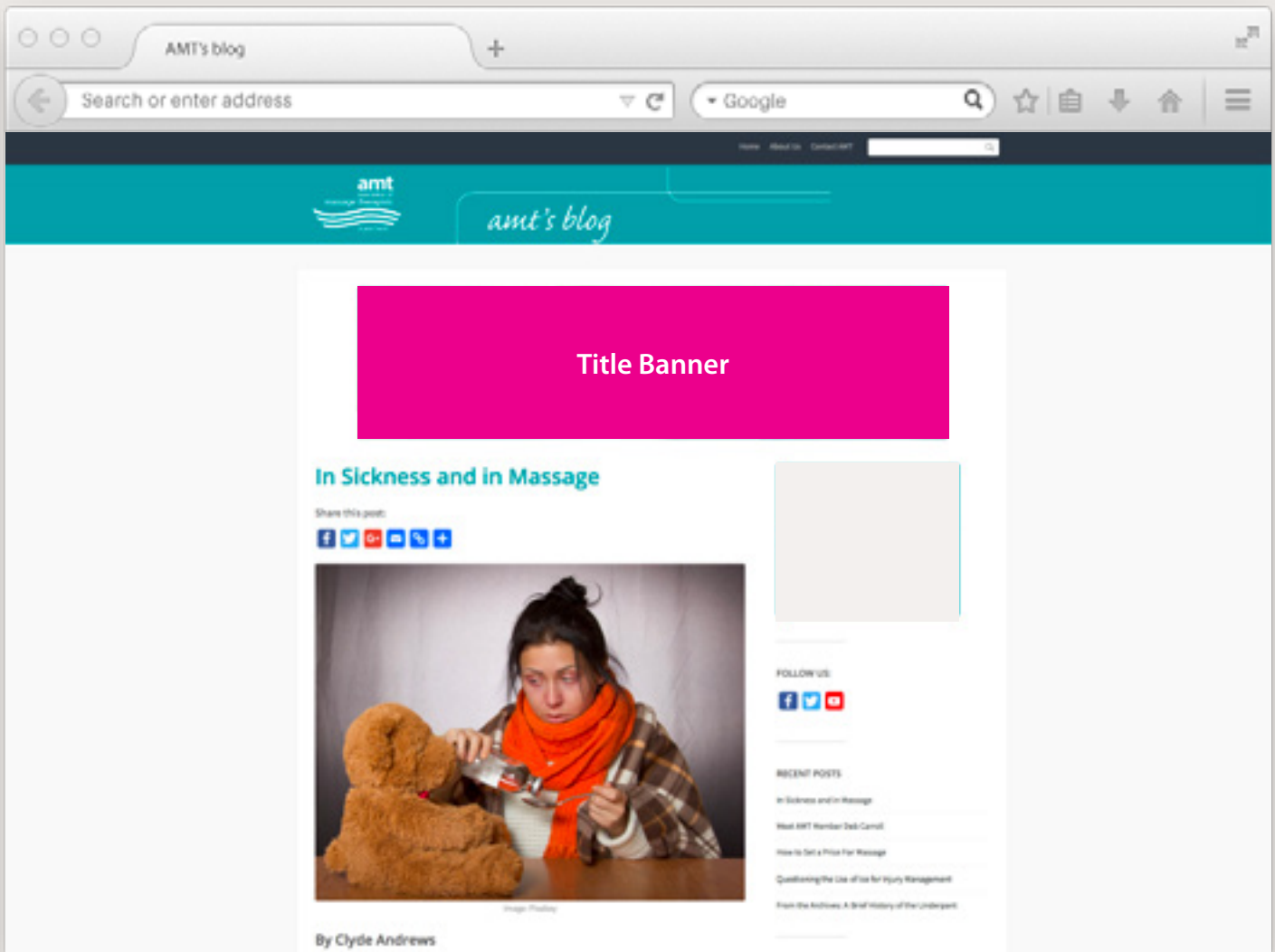
# Rates

All rates quoted are inclusive of GST

## Title Banner

**Placement:** Appears on the top of the main page and on all pages within the blog

**Dimensions:** 970 pixels wide x 250 pixels high



**One week:** \$ 330

**One month:** \$ 990

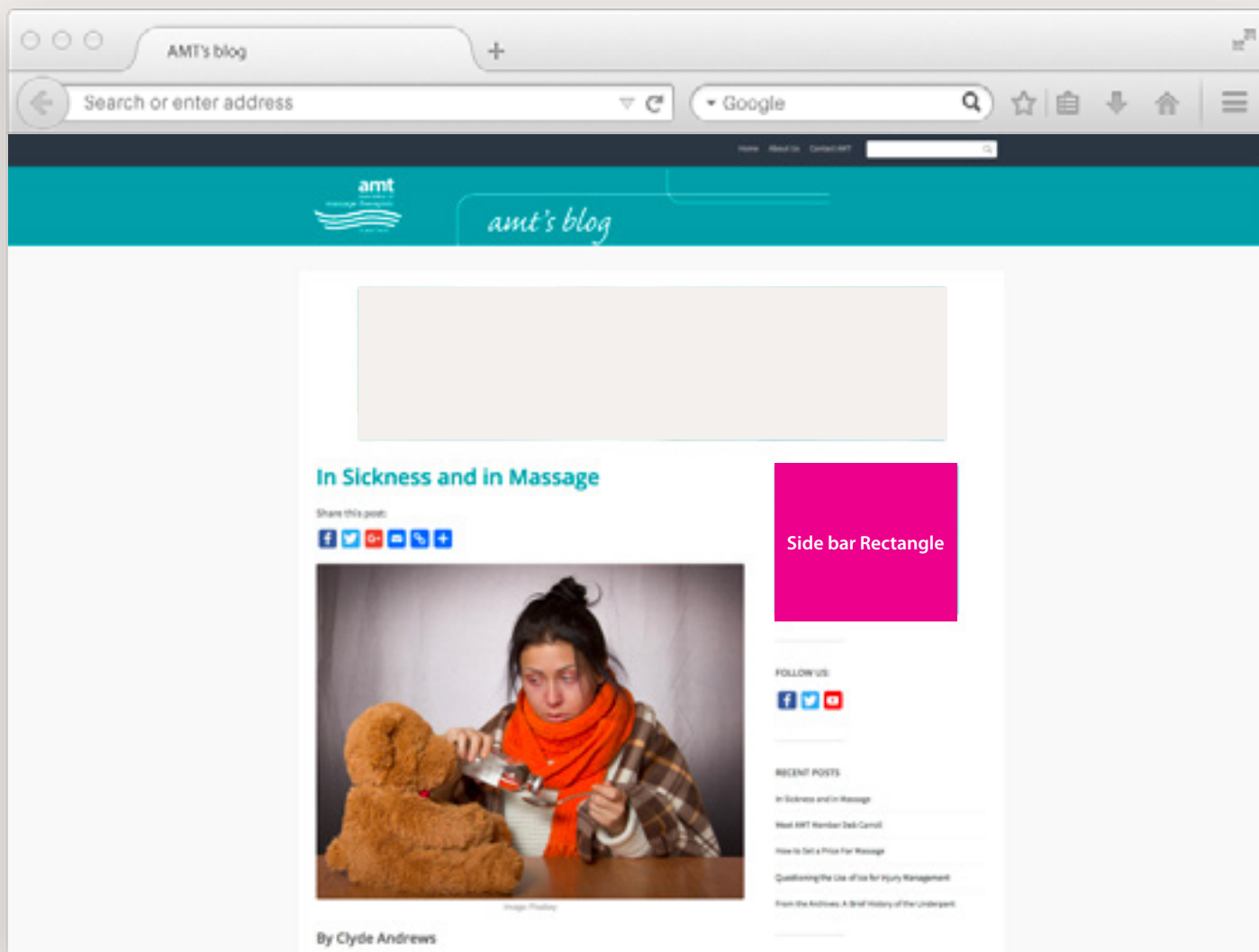
**Three months:** \$ 2200

**Full year:** \$ 7150

## Side bar Rectangle

**Placement:** Appears at the top of the right column on the main page and on all posts within the blog

**Dimensions:** 300 pixels wide x 250 pixels high



**One week:** \$ 220

**One month:** \$ 660

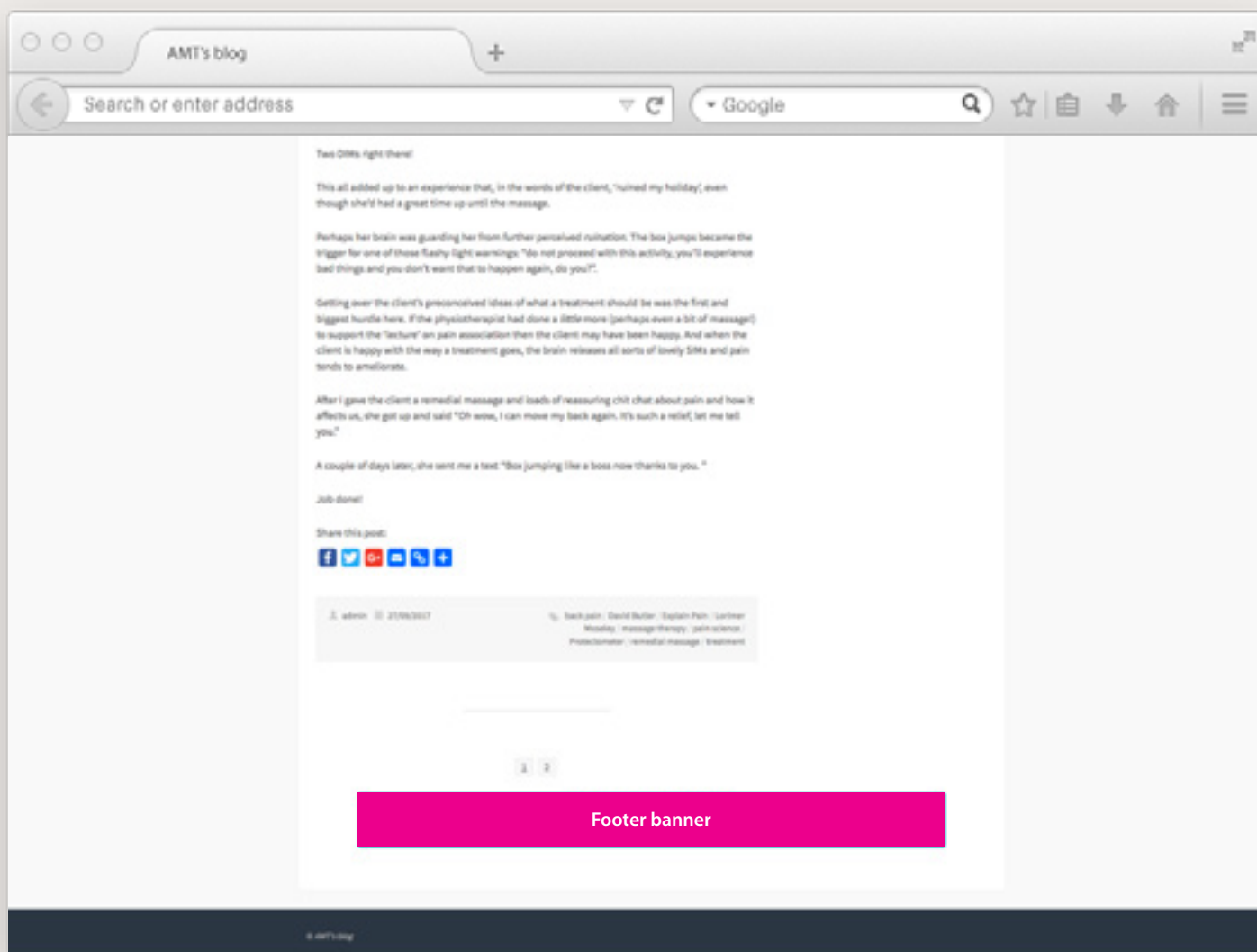
**Three months:** \$ 1450

**Full year:** \$ 4400

## Footer banner

**Placement:** Appears at the bottom of the main page and at the bottom of all posts within the blog

**Dimensions:** 970 pixels wide x 90 pixels high



**One week:** \$ 66

**One month:** \$ 198

**Three months:** \$ 594

**Full year:** \$ 1650

## Text advertising

Appears in the right column of the main page and on all posts within the blog  
(Maximum 50 characters)

The screenshot shows a browser window with the address bar set to 'AMT's blog'. The main content area displays a blog post by Clyde Andrews titled 'Ever tried to take a day off?'. The post discusses the challenges of taking a day off as a massage therapist. The sidebar on the right includes a 'Subscribe to Blog via Email' form and a 'Categories' dropdown menu. A red text box in the sidebar contains the following placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in tincidunt sapien, a luctus augue. Ut neque arcu, euismod sed scelerisque ut, porttitor id augue. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum vel ante mi. In efficitur, arcu quis eleifend (maximum 50 characters)'.

<b>One week:</b>	\$ 44
<b>One month:</b>	\$ 132
<b>Three months:</b>	\$ 330
<b>Full year:</b>	\$ 990

# Artwork specifications

**Size:** 100K max  
**Format:** Static jpg, static gif, animated gif  
**Send files to:** claudesign13@gmail.com  
**Please include URL to link to:** <http://www>.



# Design services

## **Design of complete advertising banner**

AMT can provide design services at \$60 per hour. Text and graphics need to be emailed to [claudesign13@gmail.com](mailto:claudesign13@gmail.com) two weeks prior to the start date. An initial proof will be emailed to the advertiser for approval. Minimum charge of half an hour.

## **Artwork provided by advertiser**

If files need to be altered, AMT will contact the advertiser to notify them. If the advertiser wants AMT to alter the file, the advertiser will need to provide AMT with all assets (text and graphics) and a design fee of \$60 per hour will be charged. Minimum charge of half an hour.

# AMT Blog advertising booking form

Please complete and return this form to [info@amt.org.au](mailto:info@amt.org.au)

Your company name (to appear on your invoice)

Contact person

On behalf of (Agencies only)

Phone

Fax

Mobile

Email

Street address

Suburb

Postcode

State

BOOKING DETAILS				
	Title Banner	Side bar Rectangle	Footer banner	Text advertising
One week	\$ 330.00	\$ 220.00	\$ 66.00	\$ 44.00
One month	\$ 990.00	\$ 660.00	\$ 198.00	\$ 132.00
Three months	\$2200.00	\$ 1450.00	\$ 594.00	\$ 330.00
Full year	\$7150.00	\$ 4400.00	\$ 1650.00	\$ 990.00

**Total booking cost:**

## TERMS AND CONDITIONS:

- Confirmation notice will be sent within 5 days of receipt of request. If the request is unavailable you will be contacted to discuss alternatives.
- Payment is required no later than 14 days from date of invoice.
- AMT has the right to refuse any advertisement. Should any advertisement be refused, AMT will not be liable for costs incurred by the advertiser.
- AMT reserves the right to vary advertising rates, dates of publication and artwork specs from time to time, following written notice to the advertiser.
- AMT does not accept responsibility for any errors submitted by the advertiser or its agent.
- AMT can reject advertising at any time for any reason. AMT can withdraw advertising or withdraw publications from the public at any time and for any reason. AMT is not liable to you if it does reject your advertising, withdraw your advertising or withdraw a publication that contains your advertising.
- If the advertiser fails to pay AMT may cease publication of further advertising or terminate an agreement for advertising not published.
- The advertiser undertakes and warrants that all advertisements will be true and accurate in all respects and undertakes and warrants to AMT that no advertisement will:
  - breach or infringe the Competition and Consumer Act 2010 (Cth);
  - infringe copyright, trade mark or other intellectual or moral property rights of any person;
  - contain material that is obscene, offensive, defamatory, or otherwise unsuitable for publication;
  - breach or infringe any laws relating to therapeutic goods, financial services, anti-discrimination, political publication, publication of court or tribunal materials, or any other State or Commonwealth legislation, rule or ordinance; or
  - give rise to any liability on AMT, cause AMT to be in breach of any law by virtue of publishing the advertisement, or result in a claim being made against AMT.

**I agree to the above terms and conditions**

Name of Advertiser / Agency Representative

Signature of Advertiser

Date



PO Box 826  
Broadway NSW 2007  
Phone: 02 9211 2441  
Fax: 02 9211 2281  
e-mail: [info@amt.org.au](mailto:info@amt.org.au)

[www.amt.org.au](http://www.amt.org.au)