



WEB & NEWSLETTER ADVERTISING RATE CARD BASKETBALL QUEENSLAND

www.basketballqld.com.au | 07 3377 9100 | marketing@basketballqld.net.au

Full reporting available for any campaign, including page impressions and click throughs.

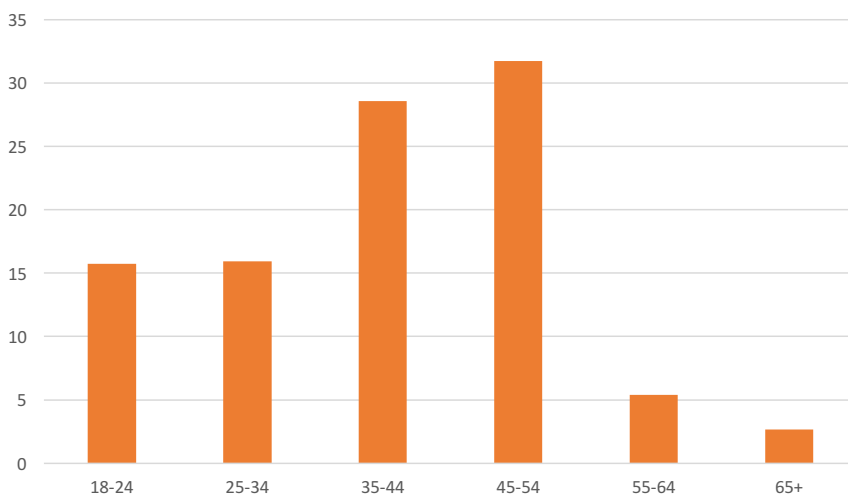
Who will see your ads?

The Basketball Queensland website traffic is approximately 300,000 sessions per year with 900,697 unique page views.

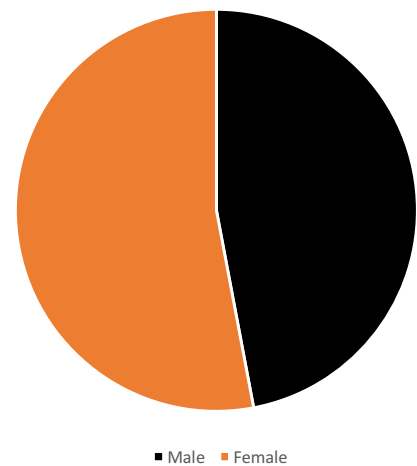
Our newsletter, sent out bi-monthly to a database of 50,000 people and an average open rate of 21%

Our traffic age and gender demographics are;

Age of viewers



Gender of viewers



POSITION	MONTHLY GUARANTEED TRAFFIC*	PEAK SEASON TRAFFIC	COST/MONTH
Home page take-over - Full homepage watermark, Centre and bottom click through banners	1 month takeover		\$1 000.00
	2 month takeover		\$1 800.00
	3 month take over with option to change advertising once		\$2 600.00
Home page banner x2	min 5 000 impressions	min 8 000 impressions	\$900.00
Home page single banner above the fold	min 5 000 impressions	min 8 000 impressions	\$500.00
Home page single banner below the fold	min 5 000 impressions	min 8 000 impressions	\$400.00

POSITION	MONTHLY GUARANTEED TRAFFIC*	COST/MONTH
HIGH TRAFFIC PAGES (SIDE PANEL MREC)		
Draws and Results	min 5 000 impressions	\$350.00
Where to play	min 3 000 impressions	\$300.00
Find your association	min 3 000 impressions	\$300.00
Competitions	min 3 000 impressions	\$300.00
Latest News	min 3,000 impressions	\$300.00
VIDEO		
Video Home page +	500 views	\$600.00
Video side box high traffic page(s)	500 views	\$400.00
PRODUCTION		
Animated video creation 30 seconds (including help with scripting)		\$500.00
Live video creation 30 seconds (Greater Brisbane only)		from \$1200.00
GRAPHIC DESIGN		
Need a designer? We can help! Our team of professional graphic designers can create your advert for you. \$100 per hour		
Large Banner (Each if different)		\$200.00 +
Small Side Ad		\$100.00 +
Full Side Ad		\$150.00 +
Home Page take over (Includes 2 Banners, full side ad, and watermark)		\$600.00 +

*Major website outages could impact these figures.

For custom package rates and quotes, please contact - marketing@basketballqld.net.au

