



If you're thinking MUSIC for your clients' online campaigns, think **AMPLIFIER.**



New Zealand's first online music service  
Dedicated to 100% NZ music  
No. 1 in the pure online music market in New Zealand\*  
A meeting place for music fans and musicians  
The NZ music knowledge base

In 2009 an average 42,000 unique browsers\* per month have accessed content from more than 3000 New Zealand acts. The site ads more than 1000 new subscribers a month to the weekly Amplifier e-letters, currently more than 26,000 subscribers. Our number of unique browsers has increased more than 30% in the last two years, with our sales up 200%. Our page impressions an average 225,000 per month\*.

(\*source: nielsen net//ratings)

#### ***Our current users***

54% aged between 15-29  
21% aged between 30-39  
12% aged between 40-49

54% describe themselves as 'professional'  
26% are students

- high frequency music consumers, purchasing 6 albums per year on average (compared with the nz average 1.8 albums per annum).
- informed, tech savvy opinion leaders.
- passionate evangelists for NZ culture.

(source: amplifier)

THE AMPLIFIER RATECARD Feb 10:



<b>BIG BANNER</b>	\$1500.00 per week
<b>LARGE TILE</b>	\$750.00 per week
<b>SMALL TILE</b>	\$450.00 per week
<b>E-NEWSLETTER</b>	\$1500.00 per inclusion

rates above are commission bearing (20% max) and exclusive of GST.

multiple week campaign rates are available. please ask for a quote.

banner and tile graphics below indicative sizes only. see below for specs.



**BIG BANNER**



760 \* 120 pixels  
swf, gif or jpeg  
max 30kb  
ros

**LARGE TILE**



215 (wide) \* from 190 - 215 (high) pixels  
swf, gif or jpeg formats  
max 30kb  
for ads in excess of 215 pixels high (skyscraper) please  
ask for a quote  
can be placed in the left or right columns  
ros

**SMALL TILE**



170 (wide) \* 100 (high) pixels  
gif or jpeg formats  
max 10kb  
home page only

## **E-NEWSLETTER INCLUSION**

external advertisers' text and a thumbnail graphic are placed in the 3<sup>rd</sup> box from the top  
100x100 static gif or jpeg  
max 10kb  
15 word headline  
50 words body copy  
URL link

## **BEYOND THE BANNER**

exclusive sponsorship and promotional opportunities created specifically for your client by negotiation - let us present some ideas to you.

all advertising booked run-of-site unless otherwise agreed.

amplifier runs a maximum of four banners at any one time.  
week campaign cycle runs from 00.00am monday to 11.59pm sunday.

longer campaign rates available by negotiation.

material deadline: wednesday prior to launch date.

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To give your clients a chance to face the music, just call us:

Stephen O'Hoy  
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0275 469 149  
[stephen@amplifier.co.nz](mailto:stephen@amplifier.co.nz)

