



## **AUSTA Advertising Policy (as of November 2020)**

Social Media and advertising are integral to the development and promotion of AUSTA.

Advertising opportunities are available in the following categories:

- Stringendo
- Email advertising (via Mailchimp) to our membership of over 900 string players, teachers and industry professionals
- Social Media (Facebook)

### **Stringendo advertising**

Stringendo, our twice-yearly full colour journal currently allows four price points for advertisers.

- Members
- Non-Member
- O/S rates Member
- O/S rates Non-Member

Stringendo is sent to all members of AUSTA, as well as to other interested organisations both nationally and internationally. For Stringendo advertising costs and specs, please refer to the Advertising Rates document.

If you wish to advertise in Stringendo, please contact our Advertising Manager Adele Gibson: [advertising@austa.asn.au](mailto:advertising@austa.asn.au)

### **Email advertising (via MailChimp)**

#### **For AUSTA Members to advertise via MailChimp**

\$50 per chapter, with a total cap of \$200, plus GST.

- For events and services only (not products or retail services).
- Eg. job advertisements, summer schools, concerts, masterclasses etc.
- Schools will need to be a member for any job advertisements and must not be under the name of an individual.

There will be no charge if there are giveaways of products and/or services:

- free tickets are offered, discounted products/tickets with a min 20% discount for members

#### **For Non-Members to advertise via MailChimp**

\$75 per chapter, with a total cap of \$300, plus GST.

- For events and services only (not products or retail services).
- Eg. job advertisements, summer schools, concerts, masterclasses etc.
- Schools who are not members are to pay full fees, as per any other non-member group or organisation.

There will be no charge if there are giveaways of products and/or services:

- free tickets are offered, discounted products/tickets with a min 20% discount for members



## Social Media (Facebook - National & Chapter pages)

The scheduling of all external advertising posts and events is organised in consultation and coordination with our Social Media Manager Catherine Hughes:

[socialmedia@austa.asn.au](mailto:socialmedia@austa.asn.au)

The advertising of products can be negotiated with freebies and giveaways as deemed appropriate by the Social Media Manager, and the discretion of the National Executive Committee. The Social Media Manager organises this service.

There are Facebook pages for each chapter, as well as a National Facebook page:

- AUSTA VIC
- AUSTA NSW
- AUSTA ACT Chapter
- AUSTA Queensland
- AUSTA SA
- AUSTA WA
- Australian Strings Association – TAS

Facebook pages are designed to let the community know about AUSTA events and news of interest to AUSTA members.

Products, events, and services can be promoted on social media in two ways:

1. Paid posts (\$30 one post, \$50 two posts plus GST) or
2. Unpaid Special Promotions (which include eg. the offering of free tickets or products for a giveaway promotion, or the offering of discounted products/tickets with a minimum 20% discount for AUSTA members).

**Examples:** A new syllabus, an event from an arts organisation, a new rosin on the market, etc.

**Rates:** \$30 for 1 post \$50 for 2 posts plus GST regardless of membership status

Advertising will be posted on the Facebook page of the relevant chapter or chapters unless it is a service applicable to our national members. In this case it will be posted on the National Facebook page.

## Disclaimers

For particular paid advertising (products and some services) suitable disclaimers will be made, such as:

*'This is a Paid Promotion/Post  
AUSTA gratefully thanks our advertisers and supporters.'*

*'This is a giveaway promotional offer for AUSTA members.'*

## Other Advertising Opportunities

Other advertising opportunities may be available for our National Conference, held in Melbourne between July 1-4, 2022.