

ADVERTISING ON DISABILITY ARTS ONLINE – RATE CARD

STATISTICS*

25,000 Page views a month

2,200 Newsletter subscribers

10,400+ Twitter followers

5,300+ Members of Facebook group

2,500+ Facebook fanpage likes

PREMIUM LISTINGS

Basic
Free

Premium
£30 per listing

Annual Premium
12 Premium listings – max 2
per month (30% discount)
£250

Feature	Basic	Premium
Listed on the relevant DAO listings page with picture/company logo	Yes	Yes
Included in one weekly newsletter	Yes	Yes
Two tweets guaranteed to 10400+ followers	No	Yes
Guaranteed Facebook Fanpage post with 2500+ likes	No	Yes
Facebook group post to 5300+ members	No	Yes
Prominently featured in weekly newsletter to 2200 subscribers as Job or Event of the Week	No	Yes
Sidebar advert which appears alongside every piece of editorial content as Job or Event of the Week	No	Yes
Sidebar advert in Jobs or Events pages as Job or Event of the Week	No	Yes

*Correct as of October 2017

HOMEPAGE ADVERT

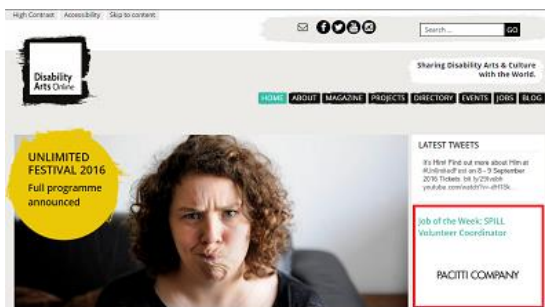
Traffic: Our homepage receives the highest volume of traffic by a considerable margin

Size: 260 x 183 pixels

Above the fold? Yes

What you can advertise here: anything arts related

Cost: £120 per month



MAGAZINE PAGE ADVERT

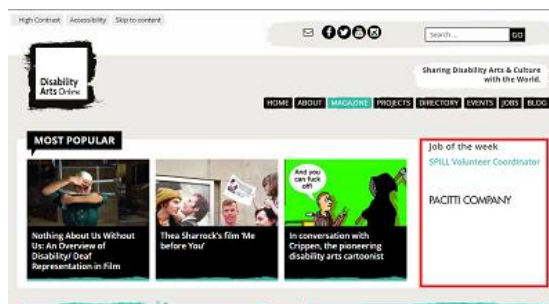
Traffic: Our next most visited single page after Home

Size: 270 x 325 pixels

Above the fold? Yes

What you can advertise here: anything arts related

Cost: £40 per month



EDITORIAL SIDEBAR ADVERT

(every news, opinion and showcase page)

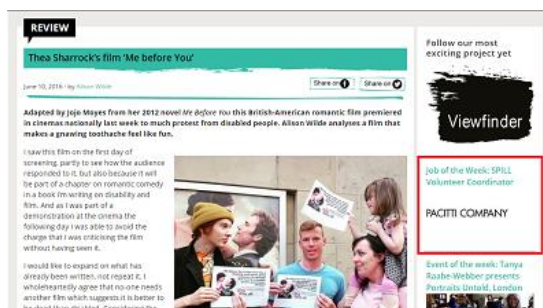
Traffic: Highest 'destination' pages and the pages users spend the most time on

Size: 235 x 200 pixels

Above the fold? No

What you can advertise here: anything arts related

Cost: £60 per month



BLOG SIDEBAR ADVERT

(every blog post)

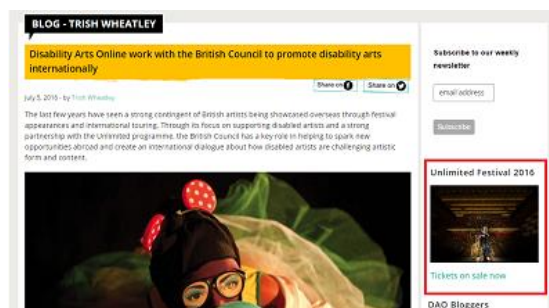
Traffic: Not as popular as Editorial but still gets a good amount of visits and with a long time spent

Size: 235 x 200 pixels

Above the fold? No

What you can advertise here: anything arts related

Cost: £40 per month



LISTINGS PAGES SIDEBAR ADVERT

(every job or event page + the landing pages)

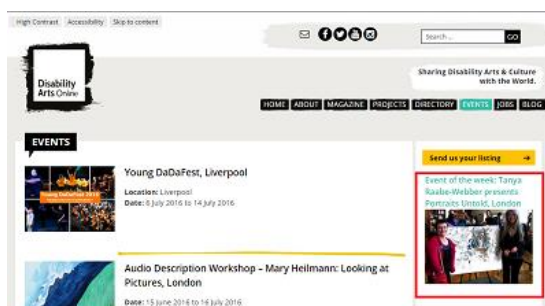
Traffic: Jobs/Events are the second most popular destination pages after Editorial

Size: 235 x 200 pixels

Above the fold? Yes

What you can advertise here: Only jobs or events

Cost: Included in the Premium listings package



WHAT YOU NEED TO PROVIDE

If what you are advertising is an event, job or professional opportunity please first submit it to our listings page.

[Submit events here.](#)

[Submit jobs, professional development opportunities, competitions, open calls and residencies here.](#)

Regardless of what you are advertising, please then email joe@disabilityartsonline.org.uk the following:

- Which advertising space you are interested in and what date(s) you are interested in advertising for.
- Ideally, a pre-made advert as a jpeg of the correct size as outlined above; failing this please send a landscape image no larger than 500 pixels wide and no more than 12 words of accompanying text. PLEASE NOTE: An extra cost of £15 is incurred if we have to design the advert ourselves.
- A 30-word summary of what you are advertising for the newsletter along with a landscape image no larger than 500 pixels wide (if submitting only an image and not an advert for the above, then we can re-use that image).
- The name of the person who should be included on the invoice.
- A completed advertising booking form.
- Payment to be made before the ad goes live.



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9 Jew Street, Brighton, BN1 1UT