



MEDIA KIT

The Children's Book Council of Australia

Each year, across Australia, the CBCA brings children and books together celebrating CBCA Children's Book Week. Throughout the year, the CBCA works in partnership with authors, illustrators, publishers, booksellers and other organisations in the children's book world to bring words, images and stories into the hearts and minds of children and adults.

Our Vision is to be the premier voice on literature for young Australians and to inform, promote critical debate, foster creative responses, and engage with and encourage Australian authors and illustrators to produce quality literature. Through these efforts, we are nurturing a literate, educated and creative society.

Our Mission is to achieve positive social impact by engaging the community with literature for young Australians.

Statistics: cbca.org

Demographic information:

Each number is a monthly average.

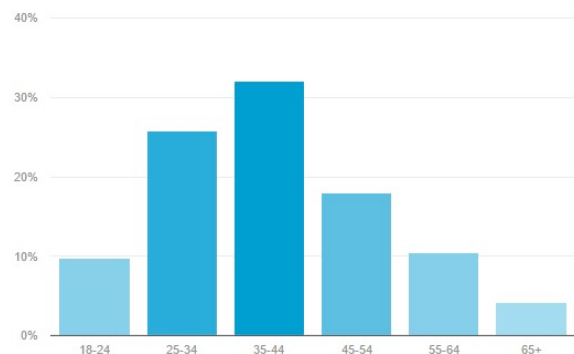
Page views: 99,999

Unique Visitors: 23,867

Time on site: 2.22

Percent of Returning

Visitors: 38.1% Domain Authority: 54



Future Plans

Currently the CBCA operates two websites. Our National organisational website cbca.org.au and our Blog or review site which is readingtime.com.au. The intention is to combine them together during 2017/2018 into one supersite. This will bring additional potential viewers.

Statistics: readingtime.com.au

Each number is a monthly average.

Page views: 13,300

Unique visitors: 4,940

Time on site: 2.05 pages per session

Percent of returning visitors: 23.8%

Reading Time participates in an affiliate program with Australian online book retailer Booktopia. Domain Authority Score 29

Ratecard: Potential Opportunities for Advertisers

Website Advertising:

Web Property	Cost per Month	Specifications
cbca.org.au Home page: http://cbca.org.au/cbca-childrens-book-week http://cbca.org.au/book-week-activities http://cbca.org.au/news	\$250.00	Sidebar: 400mm x 400mm approx.
readingtime.com.au Position: Scrolling banner on the home page.	\$90.00	700mm x 322mm approx. JPG format

Other Opportunities:

Giveaways: Hosted on Reading time and posted to CBCA Social Media Channels \$250 (subject to approval)

Sponsored Posts: \$500 (these are subject to approval and conditions)

Statistics: Social Media *As at 30/01/17

Hashtags we regularly use #cbca2017 #cbcabookweeek #cbcachildrensbookweek #EscapeToEverywhere



Facebook Fans: 7764



Twitter Followers: 3116

CBCA ADVERTISING BOOKING FORM

To: CBCA Advertising, Level 2, State Library of Queensland,
Stanley Place, South Brisbane. Queensland. 4101

Email: Kate.Flamsteed@cbsa.org.au Phone: 1300 365922

COMPANY NAME OF ADVERTISER:

ADDRESS:.....

..... Postcode:

Contact name: Phone:

Email: Date:

ADVERTISING DETAILS

1. Home Page:

..... Sidebar on the CBCA Home Page

..... months @ \$250.00 per month. Total amount payable:

2. Reading Time - Scrolling banner on the home page:

..... months @ \$90.00 per month. Total amount payable:

PAYMENT DETAILS

Advertisements must be sent as JPEG files to the specifications listed. Total payment must be received when booking is accepted. Pay by direct deposit or credit card:

1. Direct deposit:

Commonwealth Bank BSB: 066124

Account name: CBCA National Executive Working Account

Account number: 10184639. Amount: \$

Reference: Advertising

2. CREDIT CARD PAYMENT DETAILS: Visa Mastercard

Expiry:/..... CVC

Name on card: Amount:

Signature of cardholder:

Email address for receipt: