



Connect with our members

2020 RACI Advertising Media Kit





Engage with our
4350
members
across Australia*

Connect with the
largest audience of
chemical scientists
and professionals
in Australia

Our members are:

Chemical scientists

Chemistry professionals in the
commercial sector

Chemistry professionals in the
government sector

Researchers

Chemistry academics

Tertiary students studying
chemistry

Secondary school teachers

* Numbers as of July 2020

To discover the ways in which
advertising with the RACI could
benefit your organisation please
contact us.

partners@raci.org.au
+61 3 9328 2033
raci.org.au



Monthly electronic newsletters

Monthly electronic newsletters

Our Results

	VIC	NSW	QLD	WA	SA	TAS
Sent	1081	990	590	483	262	98
Opened	526	446	267	244	143	57
Open rate	51%	45%	45%	50%	54%	58%

Note: State eNewsletters contain state based content, so content will differ by state and month by month. There are currently no eNewsletters in ACT and NT. Results are an average per month.

Rates

	VIC	NSW	QLD	WA	SA	TAS
Banner Ad	\$250	\$250	\$250	\$250	\$250	\$250
RACI Affiliate member* Banner Ad	\$175	\$175	\$175	\$175	\$175	\$175
Multiple Ad Discount (unit cost)						
2-5 Banner Ads	\$240	\$240	\$240	\$240	\$240	\$240
6-10 Banner Ads	\$225	\$225	\$225	\$225	\$225	\$225
10 + Banner Ads	\$200	\$200	\$200	\$200	\$200	\$200
1 Year (11 issues)	\$2200	\$2200	\$2200	\$2200	\$2200	\$2200
RACI Affiliate member* 1 Year (11 issues)	\$1540	\$1540	\$1540	\$1540	\$1540	\$1540

* RACI Industry Affiliate member organisations can access a 30% discount on advertising rates. If you would like to join the RACI as an Affiliate member, please go to raci.org.au/affiliate.

Note: All figures include GST. Advertising artwork can be changed and supplied monthly. If you would like to advertise in all states or would like to discuss how we can help with your advertising, please contact us on partners@raci.org.au

Key Dates

Distribution Date	5 Aug	2 Sept	7 Oct	4 Nov	2 Dec
Booking and Material Deadline	29 July	26 Aug	30 Sept	28 Oct	25 Nov

Monthly Effectiveness Report

A monthly advertising effectiveness report will be supplied to all advertisers confirming the appearance of the booked advertising artwork, measuring the click through rate on your ad and the eNewsletter sent and open rate.

Monthly electronic newsletters

Specifications

Banner ad
600 pixels (w) x 200 pixels (h)
Must be supplied with click-through URL

File type
Static GIF or JPG

File size
Less than 90kb

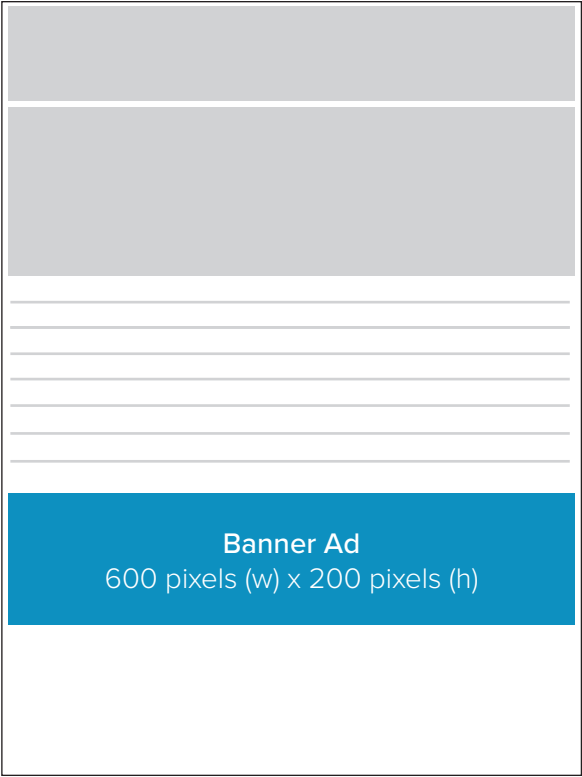
Colour mode
RGB

Note
Animated GIFs, flash and rich media not accepted

Delivery
Please ensure material is supplied to the correct specifications and sent by the material deadline to the Advertising Coordinator at the RACI. partners@raci.org.au

Booking and production questions
Please email the Advertising Coordinator at the RACI. partners@raci.org.au

Mechanical Specifications



eNewsletter
Note: Ad placement is always below the main article onwards.