



Connect with our members

2021 RACI Advertising Media Kit



Engage with our  
**4100**  
members  
across Australia\*

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

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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

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

[partners@raci.org.au](mailto:partners@raci.org.au)  
+61 3 9328 2033  
[raci.org.au](http://raci.org.au)

\* Numbers as of Nov 2020



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*<br>Banner Ad          | \$175  | \$175  | \$175  | \$175  | \$175  | \$175  |
| <b>Multiple Ad Discount (unit cost)</b>      |        |        |        |        |        |        |
| 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*<br>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](http://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](mailto:partners@raci.org.au)

## Key Dates

|                                  |        |        |        |        |        |        |        |        |        |        |        |
|----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Distribution Date                | 3 Feb  | 3 Mar  | 7 Apr  | 5 May  | 2 Jun  | 7 Jul  | 4 Aug  | 1 Sep  | 6 Oct  | 3 Nov  | 1 Dec  |
| Booking and Material<br>Deadline | 27 Jan | 24 Feb | 31 Mar | 28 Apr | 26 May | 30 Jun | 28 Jul | 25 Aug | 29 Sep | 27 Oct | 24 Nov |

## Monthly Effectiveness Report

A monthly advertising effectiveness report is available upon request to all advertisers confirming the appearance of the booked creative, measuring the click through rate on your ad and the eNewsletter sent and open rate.

# Monthly electronic newsletters

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## 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

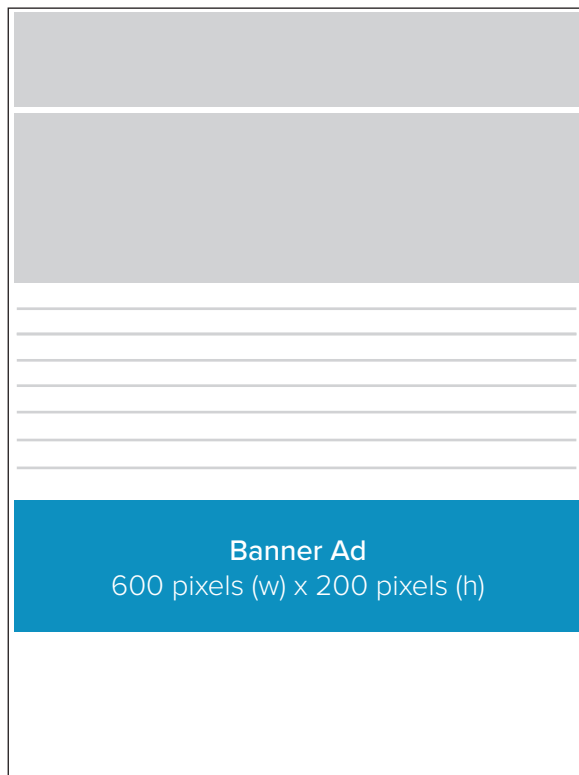
Please ensure material is supplied to the correct specifications and sent by the material deadline to the Advertising Coordinator at the RACI.

[partners@raci.org.au](mailto:partners@raci.org.au)

### Booking and production questions

Please email the Advertising Coordinator at the RACI. [partners@raci.org.au](mailto:partners@raci.org.au)

## Mechanical Specifications



### eNewsletter

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