

BSIDE MAGAZINE

The Philosophy

For the last few years or so, the live music scene in Adelaide has been going through some major changes.

Venues, Bands, Artists, and even Magazines come and go but amongst all of the change there has been one thing that has always remained...

Adelaide has an amazingly talented, creative and passionately vibrant music scene. It also has an eager and inquisitive population that needs to embrace and experience everything the scene has to offer.

Lately, the challenge has been to find a way to link up the music scene with the punters, the music practitioners with the venues and the music businesses with their customers.

BSide Magazine strives to be one of the answers to that challenge and we're tackling it head on.

Created by Adelaide Music Scene veteran **Rob Dunstan**, **B**Side Magazine is a comprehensive website and weekly street press tabloid magazine focussed on what's going on in the live music scene in Adelaide.

We will be bringing you up-to-date information and entertainment via...

- *Regular music news updates*
- *Interviews*
- *Touring guide*
- *Local music industry news*
- *Gig guide*
- *Competitions*
- *Live music and CD/DVD reviews*
- *Theatre news and interviews*

Plus... The return of **BOB'S BITS** in print.

Our goal is to help rebuild the **Adelaide Music Community** and refocus the emphasis on live and local and also unite the different tribes to encourage and further enhance a prosperous industry.

We would like **B**Side Magazine to be one of the elements that is part of this industry.

Web Advertising Space Definition



Header 490x175px



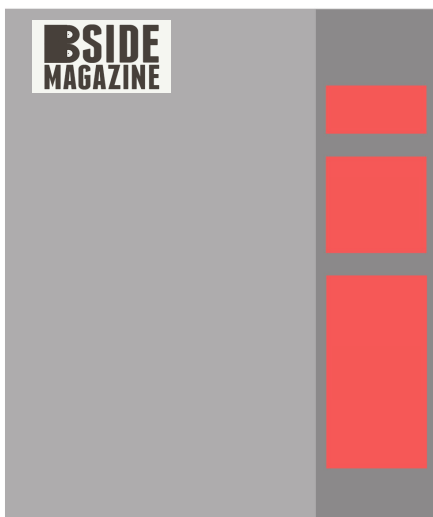
Slider 1180x500px



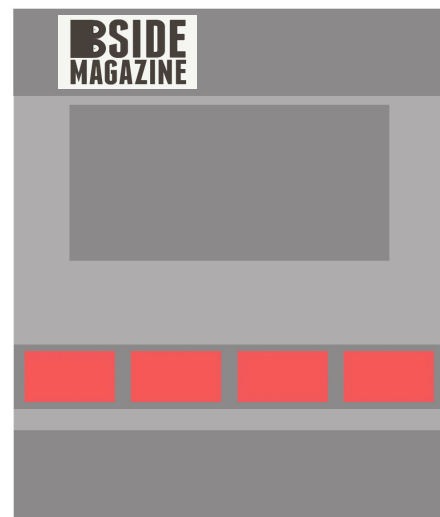
Banner 1170x150px



Footer 250x250px



Sidebar 250x125/250/500px



Carousel 225x132px

Print Advertising Space Definition

1/2 PAGE

250x186

122x378

FULL PAGE

275x415

(FRONT/BACK)

250x378

(INSIDE)

1/8 PAGE

58x186

122x90

1/4 PAGE

58x378

122x186

1/16 PAGE

58x90

BSide Magazine Advertising Price Sheet

Introductory prices

PRINT ADVERTISING			
Image Size Options	Size (mm)	Price (Pre GST)	Notes
Full Page (Back)	275x415	580	
Full Page (Inside)	250x378	500	
Half Page	250x186	350	
Half Page	122x378	350	
Quarter Page	58x378	200	
Quarter Page	122x186	225	
Eighth Page	58x186	110	
Eighth Page	122x90	130	
Sixteenth Page	58x90	69	
WEB ADVERTISING			
Image Size Options	Size (px)	Price (Pre GST)	Notes
Header	490x175	336	
Slider	1180x500	480	\$365 Average
Banner	1170x150	360	Investment (premium)
Footer	250x250	288	
Side Bar (Small)	250x125	180	\$210 Average
Side Bar (Medium)	250x250	210	Investment (Side Bar)
Side Bar (Large)	250x500	240	
Carousel (Front Page)	225x132	150	\$150 Average Invest (Carousel)
PRINT/WEB ADVERTISING TIE-IN			
Image Size Options	Size (mm)	Price (Pre GST)	Discount
Full Page - Back (+ Any Web Ad)	275x415	670	75% OFF Web Ad
Full Page – Inside (+ Any Web Ad)	250x378	590	
Half Page (+ Any Web Ad)	250x186	434	70% OFF Web Ad
Half Page (+ Any Web Ad)	122x378	434	70% OFF Web Ad
Quarter Page (+ Any Side Bar Ad)	58x378	284	60% OFF Web Ad
Quarter Page (+ Any Side Bar Ad)	122x186	284	60% OFF Web Ad
Eighth Page (+ Any Side Bar Ad)	58x186	205	55% OFF Web Ad
Eighth Page (+ Any Side Bar Ad)	122x90	205	55% OFF Web Ad
Sixteenth Page (+ Carousel Ad)	58x90	105	75% OFF Web Ad
RESIDENT DISCOUNTS			
Receive 13 th Advertisement for FREE in both print and online based on a contract of 12 Advertisements. <i>(Advertisements can be staggered over a 6 month period)</i>			