



historycouncilnsw

History Week, 5–13 September 2009

Scandals, Crime and Corruption

Advertising Benefits

History Week was initiated by the History Council of New South Wales in 1997 to showcase the rich, diverse history being produced by organisations and individuals across the state. With over 200 events across NSW, History Week is about celebrating the best in community and professional history, highlighting its role in our cultural life and inviting people to get involved.

During History Week, community groups, local councils, libraries, archives, museums, universities, cultural institutions, professional and amateur historians across NSW open their doors to present the latest in today's historical research – fascinating stories, artefacts and experiences about both our past and ourselves today.

The official theme for this year is *Scandals, Crime and Corruption*. History Week 2009 will be a wild journey through the dark shadows of our past, exploring the episodes of scandal, crime and corruption that have shocked us over time and shaped our history, sometimes in unexpected ways.

Why Advertise in History Week 2009 Calendar of Events?

The History Week audience is passionate about history – they read, they research, they write, they publish, and they travel – here is an opportunity to tap into their passion.

- Reach a state wide audience – break into new markets with the regional reach of History Week 2009.
- Advertising opportunities are cost-effective and highly targeted.
- Advertising is limited to only one advertiser per category eg financial services, telecommunications etc. This is an exclusive opportunity where your company will stand out.
- Generate goodwill with the sponsors of History Week and the members of the History Council of NSW.

History Week Calendar of Events

The History Week is the key promotional publication for the event and is exclusively distributed a month before History Week.

- A4 Format;
- two colour gloss covers;
- one colour throughout;
- 10,000 printed.

The Calendar of Events is distributed via personalised mailing to the following recipients:

- Event hosts: historical societies, cultural organisations, museums, council historians, migrant organisations, libraries, heritage groups, interested members of the public and more;
- History Council of NSW members;
- schools;
- universities.

Advertising Opportunities

Specification	Cost
Insert – Your brochure, catalogue, special offer – A4 Sized Includes category exclusivity (eg only one bookshop insert will be included)	\$3500
Insert – your brochure, catalogue, special offer – DL sized (eg only one publisher’s insert will be included)	\$2500
Back Cover (two colour)	\$2500
Inside Back, (two colour)	\$2000
Full Page (mono only)	\$1500
Half Page (mono only)	\$800
Quarter page (mono only)	\$500

(All costs exclude production and GST)

Website Promotion

All advertising clients will also benefit a website link from the History Week 2009 website. The link will be put up from confirmation of order, until the end of 2009. An island advertisement on the website can also be purchased. This will display from the launch of the online Calendar of Events in August 2009 until mid-September. It will be placed adjacent to the online searchable database.

Specification	Cost
195 pixels wide x 139 pixels high screen resolution 90dpi saved as a JPEG.	\$300

Deadlines

Booking deadline on-page advertising	22/05/09
Deadline for insert and online bookings	29/05/09
Artwork deadline for on-page advertising	29/05/09
Deadline for delivery of brochures for insertion	10/07/09
Artwork deadline for online advertisements	10/07/09

For more information please contact the Executive officer, Zoe Pollock on (02) 9252 8715 or office@historycouncilnsw.org.au.