

DEC 2024

 nit.com.au

ADVERTISING & MEDIA KIT

WHO WE ARE

The National Indigenous Times is a 100% Indigenous-owned and operated digital and print news organisation. Each month, our online news platform reaches thousands of individual readers.

Reaching over a million readers nationally through a partnership with 7West Media and The West Australian, our print newspaper is produced and distributed in Western Australia on the final Tuesday of each month. Additionally, in partnership with NewsCorp, it is printed on Wednesdays and circulates across Queensland, New South Wales, Victoria, South Australia, the Northern Territory, and Tasmania.

OUR MISSION

We are dedicated to keeping the community informed of issues and events of importance to their lives and livelihoods.

Our number one focus is telling the stories of Aboriginal and Torres Strait Islander people, and on reporting the events and decisions that impact on the lives of Indigenous people across Australia.

Our duty is to report without fear or favour, to speak truth to power, and to provide a voice for Indigenous people.

ABOUT NIT



OUR AUDIENCE

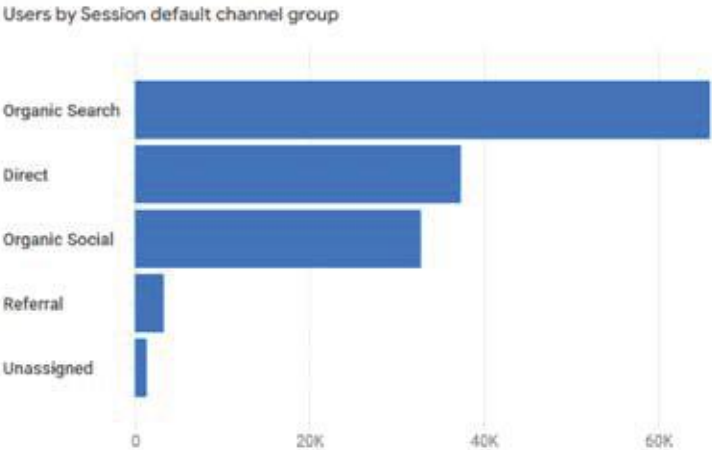
We have a diverse and growing base of readers, with strong representation across all adult age groups, particularly between the ages of 24 and 55. Our website has an international audience especially in New Zealand and Canada where we have reciprocal news sharing arrangements.

TAILORED ADVERTISING APPROACH

We will work with you as a valued client to understand your business and provide a tailored approach to help you achieve your outcomes, within your budget and timeframes.

SOCIAL MEDIA

Facebook: 31,937 followers
LinkedIn: 20,700 followers
Instagram: 17.9k followers
Tik Tok: 33.5k followers
MailChimp: 10,920 contacts
X: 1,004 followers



PLATFORMS





nit.com.au

ADVERTISING: NEWSPAPER

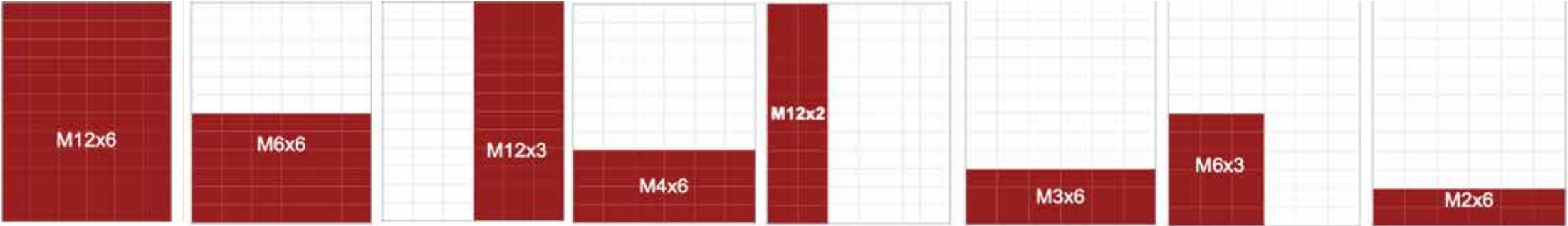
JUNE 2024



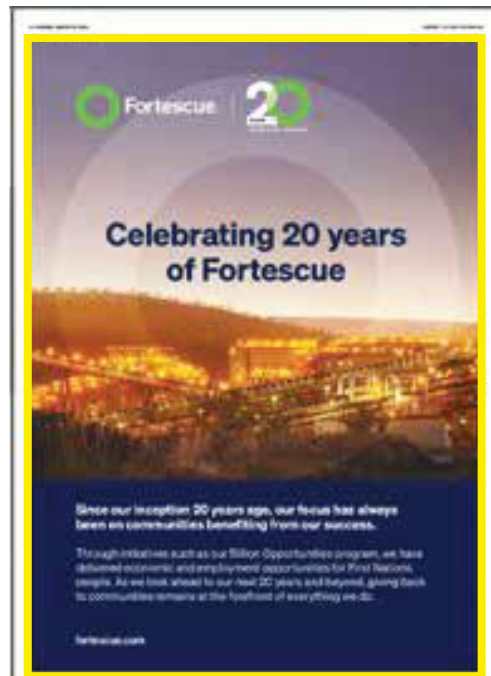
RATE CARD

- 1. All prices listed are excluding GST.
- 2. Advertising spaces within the Tabloid are flexible in size and placement.
- 3. Full page ads do not run on Page 1, Page 3 or the back page. Costs are dependent on the package and are individually negotiated.
- 4. Rate card prices are reflected by distribution in seven states nationally across Australia.

| POSITION | RATE CARD | MODULES | SPECIFICATIONS |
|------------------|-----------|---------|-----------------|
| Full Page | \$36,000 | M12x6 | 380mmH x 270mmW |
| 1/2 Page H | \$20,000 | M6x6 | 188mmH x 270mmW |
| 1/2 Page V | \$20,000 | M12x3 | 380mmH x 134mmW |
| 1/3 Page H | \$18,000 | M4x6 | 124mmH x 270mmW |
| 1/3 Page V | \$18,000 | M12x2 | 380mmH x 88mmW |
| 1/4 Page H | \$15,000 | M3x6 | 92mmH x 270mmW |
| 1/4 Page V | \$15,000 | M6x3 | 188mmH x 134mmW |
| Front Page Strip | \$20,000 | M2x6 | 60mmHx270mmW |



PRINT ADVERTISEMENTS



FULL PAGE AD



HALF PAGE AD



ONE-THIRD AD



ONE-QUARTER AD





The Daily Telegraph

Herald Sun
YOUR TOWN • YOUR PAPER

The Courier Mail

THE VOICE OF TASMANIA
MERCURY

The West Australian

The Advertiser
WE'RE FOR SA

NT News

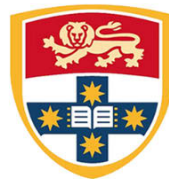
ADVERTISERS & PARTNERS



Australian Government



Department of
Energy, Mines, Industry
Regulation and Safety
Energy Policy WA



THE UNIVERSITY OF
SYDNEY



RioTinto

ADVERTISING: ONLINE

JUN 2024

DISPLAY ADS

LANDSCAPE BANNER AD

\$995 +GST per week
SIZE: 728pxW x 90pxD

SKYSCRAPER SIDE BANNER

This Banner is a 'sticky' on the side of the page and is visible even if the user is scrolling. Price quoted on enquiry
SIZE: 160pxW x 600pxD

MREC SQUARE (MOBILE ONLY)

\$625 +GST per week
SIZE: 300pxW x 250pxD

SKYSCRAPER NEWS SECTION

\$915 +GST per week
SIZE: 204pxW x 595pxD



JOB ADS

STANDARD JOB ADS **\$349 +GST**

Up to 30 days or closing date of job ad, whichever is sooner. Additional weeks may be purchased by arrangement. png, jpg or pdf files.

FEATURED JOB ADS \$549 +GST Job ad is featured at the top of every page and is visually marked with a red outline.

ADDITIONAL ROLES \$79 +GST For an additional fee you can advertise multiple advertisements.

JOB PACKS Acquiring a job pack enables you to promote positions on NIT's job portals for one year, all while benefiting from a cost-effective bulk pricing offer. **Packages are payable in advance.**

10 job ads \$3099 +GST

20 job ads \$6100 +GST

30 job ads \$8899 +GST

Additionally, we offer corporate packs tailored to bigger requirements, which include the integration of display ads. Your job advertisements will be published within 24 hours of receiving the necessary materials.

Native Title, Legal Or Heritage Notice Placements

Placement of advertisement for
Native Title claims, legal or
Heritage Notices.

300pxW x 250pxD .png, .jpg
or .pdf files

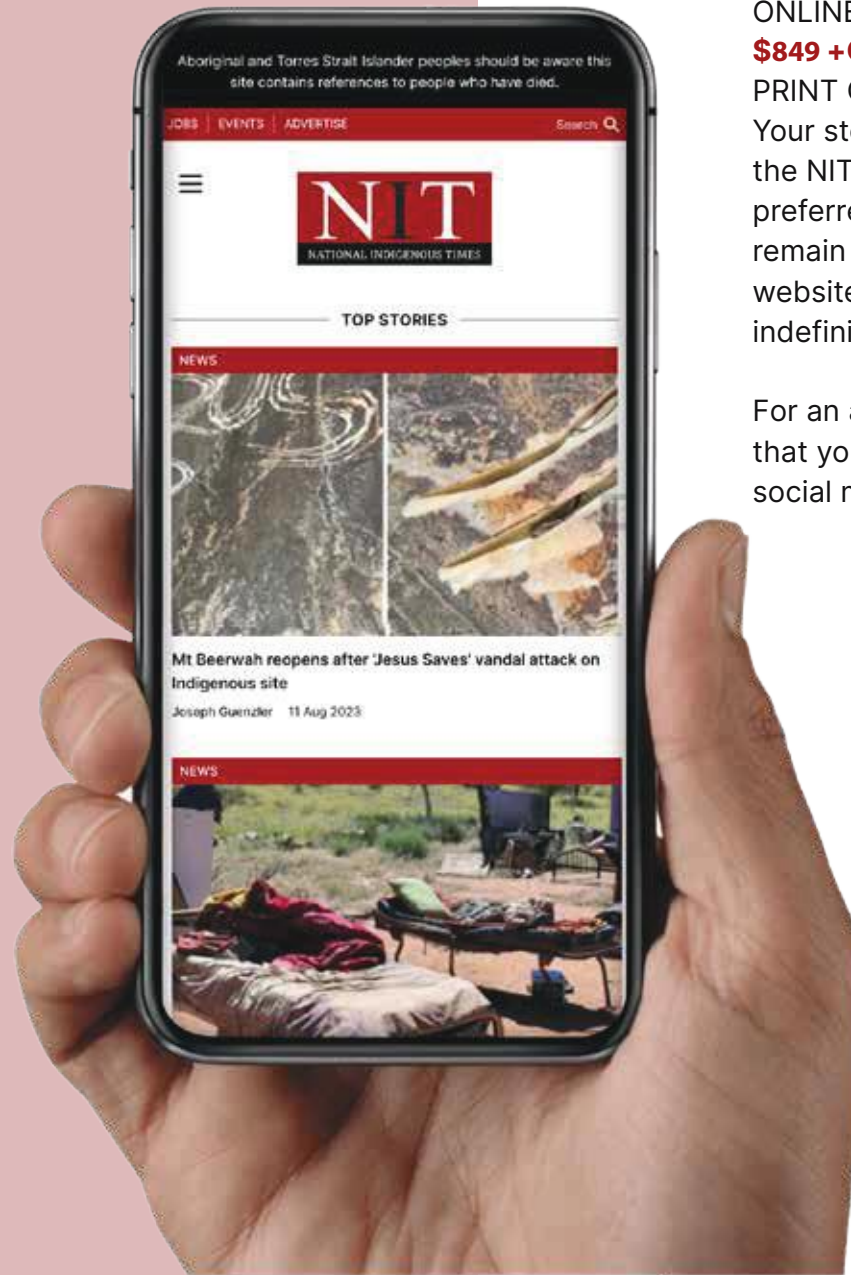
\$625 +GST

SUBSCRIBER E-NEWSLETTER

Banner

\$549 +GST Bottom banner
advertisement that will be
included in our newsletter sent
twice a week to 10,920
subscribers.

SIZE: 2854pxW x 563pxD



SPONSORED CONTENT

ONLINE:

\$849 +GST

PRINT ON REQUEST

Your story & photo will be published on
the NIT website and will link to your
preferred website or events page. It will
remain on the front page of the NIT
website for one week and on our website
indefinitely.

For an additional **\$99 +GST** we will ensure
that your article is uploaded to each NIT
social media account





RECRUITMENT

The National Indigenous Times provides an opportunity to advertise on our jobs board, efficiently connecting your organisation with top industry talent and boosting your hiring efforts.

| BRONZE | SILVER | GOLD | PLATINUM |
|---------------|-----------------|------------------------|-------------------------|
| 30 Adverts | 50 Adverts | 125 Adverts | 200 Adverts |
| Savings \$971 | Savings \$3,196 | Savings \$8,836 | Savings \$25,711 |
| 1 Banner Ad | 5 Featured Ads | 15 Featured Ads | 40 Featured Ads |
| | | 5 Sponsored Banner Ads | 10 Sponsored Banner Ads |
| | | | |
| \$9,499 | \$12,999 | \$34,999 | \$59,999 |



728px X 90px

BANNER AD

728px X 90px

[LATEST](#)

[NEWS](#) ▾

[BUSINESS](#) ▾

[LIFESTYLE](#) ▾

[SPORT](#)

[CULTURE](#) ▾

[OPINION](#)

[PRINT EDITIONS](#)

[CONTACT](#)

NEWS



DANCE



NEWS



NEWS



SPORT



LATEST NEWS

SKYSCRAPER

NEWS SECTION

NEWS



Anglicare cultural support worker recognised durin...

Proud Gubbi Gubbi and Wakka Wakka man, Russell Bennet, a Cultural Support Worker at Gympie Anglicare Southern Queensland, has be...

Joseph Guenzler 6 Sep 2023

ARTS



Desert Mob exhibition to include 35 Art Centres...

Hundreds of Aboriginal artists will gather on Thursday for a unique celebration of desert culture in the heart of Australia. I...

Rhiannon Clarke 6 Sep 2023

SPORT



Daniel Geale finally proves to be the real deal in...

The Hall of Fame honour still had not resonated with former world champion Daniel Geale on Saturday night before he realised tha...

Andrew Mathieson 6 Sep 2023



LATEST

NEWS ▾

BUSINESS ▾

LIFESTYLE ▾

SPORT

CULTURE ▾

OPINION

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SKYSCRAPER

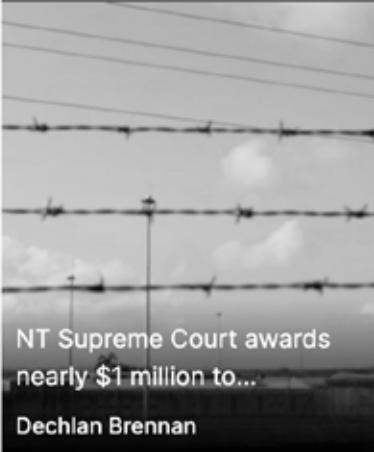
SIDE BANNER

NEWS



First segment of new
Martuwarra Fitzroy River...
Giovanni Torre

NEWS



NT Supreme Court awards
nearly \$1 million to...
Dechlan Brennan

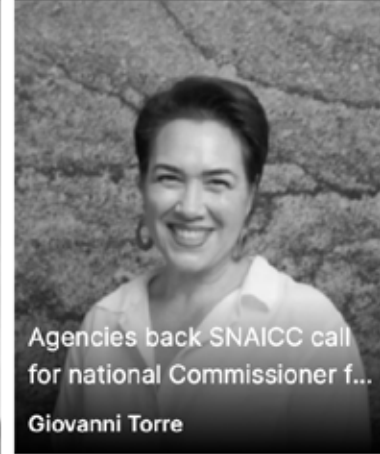
NEWS



Childcare chief backs Voice as a 'seat at the
table'

Rudi Maxwell 7 Sep 2023

NEWS



Agencies back SNAICC call
for national Commissioner f...
Giovanni Torre

SPORT



Hazlett-led Woorinen fall just
short in debut season
Jackson Clark

SKYSCRAPER

SIDE BANNER



Give the gift
of motivation
with Fitbit



Shop now



MSO+
SPINIFEX
GUM

9 JULY
Arts Centre Melbourne, Hamer Hall

Book now mso.com.au

SPORT

CULTURE



Kambarang Youth Cricket Carnival
creates pathway for next generati...

Callan Morse 11 Nov

SPORT



Latrell Mitchell: 'I want to be the
best Indigenous player to ever pla...

Jarred Cross 10 Nov

SPORT



Donnell Wallam stars again as
Diamonds secure clean sweep ove...

Guest Author 4 Nov


MREC
SQUARE

A family and a team - Badu Island
rugby league outfit playing for mor...

Tom Zaunmayr 3 Nov

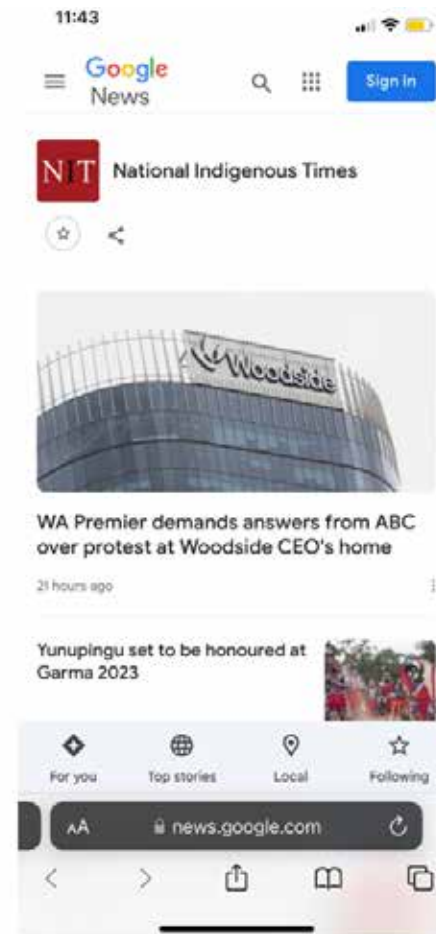
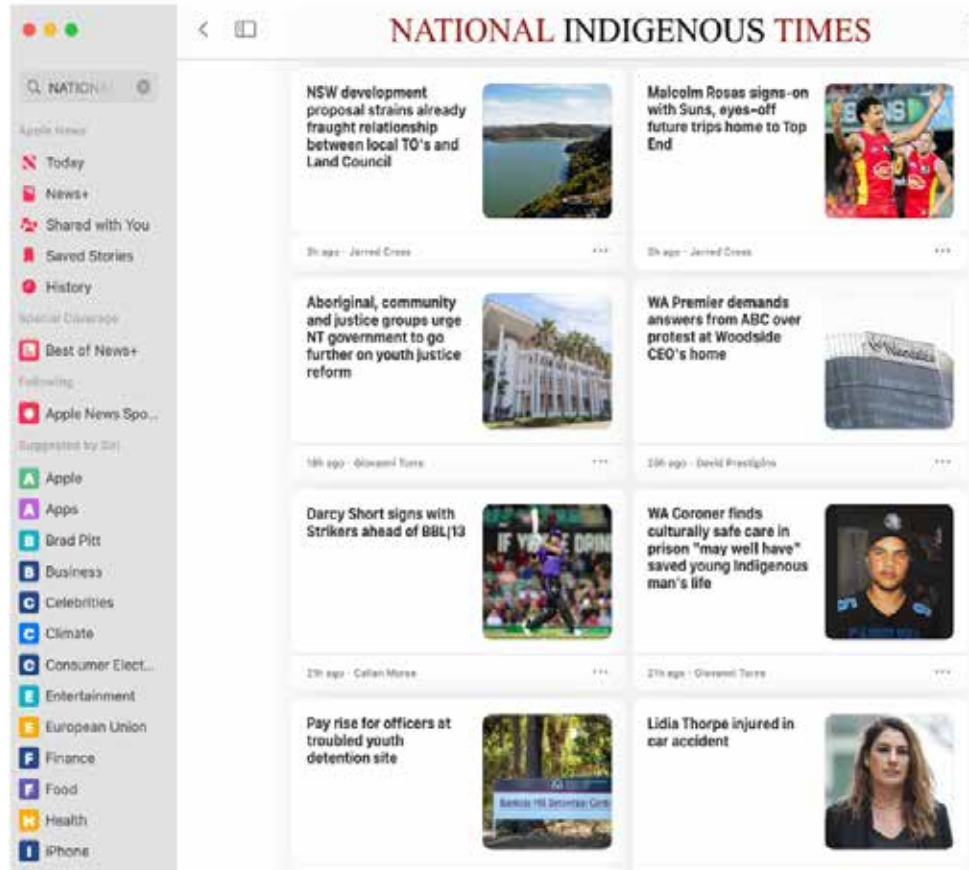
WE NEED
YOUR
HELP

PLEASE TAKE
OUR SURVEY
FOR A CHANCE
TO WIN \$1000



EXAMPLE OF SKYSCRAPER SIDE BANNER ADS

APPLE AND GOOGLE NEWS



The NIT has recently entered a partnership with Apple News and Google Newsroom. It has enabled our articles and breaking stories to have a broader reach. Google will publish a minimum of six NIT stories daily with users of Apple news being able to subscribe to NIT, being notified once a story goes live or a particular news article matches the interests of the users profile.

They can be viewed on both desktop and mobile devices.



For corporate or community partnerships, print or digital advertising, advertorial, sponsorship or section partnerships please contact **Reece Harley, Managing Director** at reece@nit.com.au

For assistance with advertising, including print, digital and jobs board queries please contact:

Advertising Director
Alexander Wolf
alexander@nit.com.au
0408 638 138

ACN: 609 604 855
ABN: 57 609 604 855

