



## REIKI AUSTRALIA ADVERTISING PACKAGES

At Reiki Australia, we love the opportunity to work with other businesses and organisations that share the same values. Whether you wish to hold a workshop, conference, event, expo, competition or some other uplifting project that will serve and inspire our Reiki community, we would love to talk to you about it.

### Why Advertise With Us?

- We have over 6k followers on our FB page and growing daily! You can benefit from exposure to our loyal and highly interactive followers.
- Our Instagram account is increasing its followers and engagement daily.
- We have an active team behind the scenes actively marketing Reiki Australia and that's good news for YOU!
- Leverage the excitement of our newly launched website. You can benefit from increased website traffic.
- We are brimming with ideas and are raising the profile of Reiki Australia-wide.

Not only do we support Reiki practitioners, masters and teachers, but we also provide a resource for the general public who wish to know more about Reiki and need help to find a practitioner near them!

## ADVERTISING PACKAGES

### Feature on Our Website

When you're just starting out with your Reiki treatment practice or small business we know budget is the main constraint when it comes to advertising. That's why we came up with our 'small but mighty' option.

### Small but mighty

Provide 25 words about your business along with:

- your logo  
Image specs: 200 x 200 pixels
- *link back to your website*
- Duration: 6 months

**Rate Card: \$75**

**MDR: \$50**

If you have just that little bit more to say about your business then you can increase your word count with our 'media marvels' package.

## Media marvels

Provide 75 words about your business along with:

- your logo  
Image specs: 200 x 200 pixels
- 75 words
- *link back to your website*
- Duration: 6 months

**Rate Card: \$100**

**MDR: \$75**

Terms & conditions apply.

Please enquire at [marketing@reikiaustralia.com.au](mailto:marketing@reikiaustralia.com.au)

## Website & Social Media Combo

If you are looking for a wider reach and want to leverage our social media platforms, then the website and social media combo is the one for you. We will post your ad on Facebook and Instagram to work alongside your website exposure.

## Social-lite

Provide a 25-word ad with:

- your logo  
Image specs: 200 x 200 pixels
- 25 words
- *link back to your website*
- Duration: 6 months

**Rate Card: \$100**

**MDR: \$75**

## Social Climbers

Provide a 75-word ad with:

- your logo  
Image specs 200 x 200 pixels
- 75 words
- *link back to your website*
- Duration: 6 months

**Rate Card: \$125**

**MDR: \$100**

Terms & conditions apply.

Please enquire at [marketing@reikiaustralia.com.au](mailto:marketing@reikiaustralia.com.au)

## Advertise in In Touch eNewsletter

For an additional \$55, include your ad in our quarterly e-newsletter, In Touch – Free for members, with the purchase of any other advertising package. We currently have over 1,900 subscribers.

The rate to advertise in the In Touch, without the purchase of another package, is \$150.

### **Events Promo Package**

If you have a workshop, event, expo or conference coming up, you'll want to maximise footfall and potential sales with our Events Promo Package. We will promote your event on Reiki Australia's Facebook page and website as follows:

Our Events Promo option includes:

- links to your website
- contact information
  - business name
  - telephone number
  - website address
  - email address
  - location
- event name
- event dates
- your logo (specs)

**Rate Card:** \$150

**MDR:** \$100

Please note, event ads run for 3 months or less, so please state clearly in your email the dates you want the ad to start and finish.

Terms & conditions apply.

Please enquire at [marketing@reikiaustralia.com.au](mailto:marketing@reikiaustralia.com.au)

### **Website, Social Media, Event & Newsletter**

#### **Blitz Combo Promo – a bit of Everything!**

If you are looking for the best value and a wider reach and want to leverage our social media platforms, then the website, social media and inTouch Newsletter Blitz Combo is the one for you.

We will post your ad on our Website for 6 months, in our quarterly inTouch eNewsletter and on Facebook and Instagram to work alongside your website exposure. We will also promote your Event for up to 3 months.

**Your Main Ad** will be placed on our Website, Social Media Pages and Newsletter. You'll need to Provide:

- Your logo
- Image specs 200 x 200 pixels
- 75 word ad
- Link back to your website

Duration:

- Logo and Ad on Website and Social Media Pages: 6 months.
- One ad in our quarterly newsletter.

## **For your Event** Please Provide:

- Event name
- Event dates
- Your logo or Artwork if different from logo (specs 200 x 200 pixels)
- Links to your website
- Contact information
  - business name
  - telephone number
  - website address
  - email address
  - location
- Event will be advertised for you upcoming Event will be promoted on our Website and Social Media for up to 3 months or until the event, so please state clearly when you want this ad to start and end. If in time for our Newsletter it will be included.

**Blitz Full Package Rate Card: \$300**

**MDR: \$300**

Member's Discount available through your Member Portal. Please email [marketing@reikiaustralia.com.au](mailto:marketing@reikiaustralia.com.au) to process your request.

Terms & conditions apply.

Please enquire at [marketing@reikiaustralia.com.au](mailto:marketing@reikiaustralia.com.au)

## **Custom Packages**

Custom Packages can be designed to suit your budget by contacting us at [marketing@reikiaustralia.com.au](mailto:marketing@reikiaustralia.com.au).

## **Terms & Conditions**

All advertisements are subject to Board approval and must be in line with Reiki Australia's Mission, Vision and Values.

Website & social media package: Please note, if you do not want to advertise on both Facebook & Instagram, the rate is still the same.

Please use the above contact from to inquire about advertising with us.

Text and photos are subject to change due to requirements of each individual platforms. Reiki Australia advertising staff will use their discretion when finalizing ads. You may be asked to resubmit photo content to ensure the best possible delivery and outcome of your ad. Reiki Australia may edit the formatting of your ad photo and may need to make changes to text content to fit with word count and best SEO guidelines of each individual platform. Reiki Australia advertising team will work closely with you to ensure you are happy with the final draft of your advertisement.

We will do our best to make changes once the final draft has been approved, but please note that we cannot guarantee availability at short notice.

## **Terms & Conditions**

I understand that my listing will be posted on the Reiki Australia website by the first business day of the month following Reiki Australia receiving my application form and payment. I also understand and agree that the Reiki Australia may remove my listing at any time during the contract if my material is found to be offensive or suggestive of ie: sex, drugs, or does not benefit the alternative or holistic practitioners' ideals in any format.

We are looking forward to advertising your Reiki business, event, or product!

We look forward to helping you promote your business. Let us know how we can help.

We are all in this together!

**The Reiki Australia Team**