Activating Good Intentions

We dedicate our time, energy and resources to support and enable the growth of an engaged and effective for-good society.
Cultured community

Pro Bono Australia’s primary audience consists of senior social sector professionals who are active in their community.

74%+ Female
70%+ Work at a not-for-profit organisation

Experienced
77% are in senior management roles*
  - 32% CEOs
  - 45% Senior Management

$120k - $160k annual household income

Values
95% believe that organisations have a social obligation

*Based on 2017 Salary Survey of 1357 respondents
1,087,700+

Total Annual Reach

48,700 Unique subscribers
900,000 Unique web visits
49,200 Social followers
14,800 Media downloads
30,000 Partner network

Not for Podcast
10,000+ downloads

Facebook
15,000+ likes

LinkedIn network
3,200+ followers

Twitter
31,000+ followers

Good Business Bulletin
18,300+ subscribers

Careers Bulletin
34,900+ subscribers

Webinars
4,800+ attendees / year

Website pageviews
3.6 million+ per year

Print distribution
45,000 copies

Partnerships
30,000+ exposure

Figures Correct as of 02 October 2018
Ways you can advertise with Pro Bono Australia

Pro Bono Australia’s advertising packs enhance both reach and frequency across more channels in more ways, ensuring deep engagement with Pro Bono Australia’s unparalleled audience. By harnessing a powerful suite of diverse products spanning websites, mobile, video, and data means we provide smarter ways to connect with Australia’s Social Sector.

- **Standard display**
  Employ web banners

- **Content Integration**
  Create sponsored articles

- **News service placement**
  Include email banners

- **Dedicated emails**
  Talk to a segment of our audience

- **Social pack**
  Including Facebook, Twitter and LinkedIn
Standard Website Display

Leaderboard banners appear at the top of all pages to ensure your advertisement is prioritised and seen by our audience at first glance.

Specifications:
● 90px H x up to 1140px W
● File size less than 100KB
● GIF, JPG or PNG
● Creative assets must be delivered at least five business days prior to start date

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 Impressions</td>
<td>$1,500/week</td>
</tr>
</tbody>
</table>
**Standard Website Display**

Medium rectangles (MRECs) appear next to the featured news slide-show on the news page, as well as the jobs, volunteer and events pages.

**Specifications:**
- 250px H x 300px W
- File size less than 100KB
- GIF, JPG or PNG
- Creative assets must be delivered at least five business days prior to start date

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,000 Impressions</td>
<td>$500/week</td>
</tr>
</tbody>
</table>
Content Integration

Sponsored articles pose an opportunity for advertisers to have content published by Pro Bono News. They are written by an advertiser and exposed to our audience in a variety of ways including news service eDM (sent to over 33,000 subscribers), social channels, and news landing page and site homepage.

Specifications:

- Articles to be sent one week prior to publish date
- All content will be edited to Pro Bono Australia's news style guide
- Articles are to be between 500 - 1000 words
- Advertisers are to supply supporting image for news service, news slideshow and article page

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 - 900 views</td>
<td>$935</td>
</tr>
</tbody>
</table>
Connect with our engaged subscribers through placing a banner in our News or Careers bulletins.

Reach our unique, engaged audience via:

- Pro Bono News bulletin sent to over 33,000 subscribers*
- Job Alerts & Career News bulletin sent to over 35,000 subscribers*

Specifications:

- 100px H x 580px W
- File size to be less than 100KB
- GIF, JPG or PNG
- Creative assets must be delivered at least five business days prior to start date.

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 35,000</td>
<td>$660</td>
</tr>
</tbody>
</table>

*Figures correct as of August 2017
Email Marketing Content

Talk directly to our highly engaged audience through a dedicated email to our network. We can offer segmented targeting, meaning you identify one or more traits when targeting potential customers. The better an audience is defined, the more you can identify needs and subsequent actions.

Specifications:
- Advertisers are required to build email
- Creative assets must be delivered at least five business days prior to start date
- Specific instructions will be sent after booking is completed

<table>
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<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 35,000</td>
<td>See next page</td>
</tr>
</tbody>
</table>
Talk directly to our highly engaged audience through a dedicated email to our network. Each subscriber has a rating based on their level of engagement and therefore the quality of the contact which is reflected in the pricing structure below. To conduct a direct marketing campaign we require a minimum of 1000 contacts be involved.

<table>
<thead>
<tr>
<th>Asset</th>
<th>Price per contact 1000 contacts</th>
<th>Price per contact 5000 contacts</th>
<th>Price per contact + 10,000 contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very engaged</td>
<td>$5</td>
<td>$2.5</td>
<td>$2</td>
</tr>
<tr>
<td>Engaged</td>
<td>$4</td>
<td>$2</td>
<td>$1.5</td>
</tr>
<tr>
<td>Medium Engagement</td>
<td>$3</td>
<td>$1.5</td>
<td>$1</td>
</tr>
<tr>
<td>Minimum cost</td>
<td>$3,000</td>
<td>$7,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Maximum Cost</td>
<td>$5,000</td>
<td>$12,500</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
Social Pack

With a guaranteed reach of over 11,000 have your post promoted via Pro Bono Australia’s social media channels and ensure engagement with our audience on all possible levels.

Your content will be exposed to our audience via:
- @ProBonoAust, over 14,100 followers
- Pro Bono Australia facebook, over 14,700 followers
- LinkedIn, over 3,235 followers*

Specifications:
- 630px H x 1200px W
- Copy for each social channel

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,000</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Figures correct as of August 2017
Thank you