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.

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

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

$120k - $160k annual household income

74%+ Female

Values

95% believe that organisations have a social obligation

*Based on 2017 Salary Survey of 1357 respondents
Total Annual Reach

- 63,300 Unique subscribers
- 1,184,600 Unique web users
- 68,790 Social followers

News Edition
37,630+ subscribers

Careers Edition
40,960+ subscribers

Twitter
36,600+ followers

LinkedIn network
7,400+ followers

Facebook
24,790+ likes

Good Business Edition
23,600+ subscribers

Webinars
2,590+ attendees / year

Website pageviews
3.29 million+ / year

Partnerships
30,000+ exposure

Figures correct for 1/1/19 - 31/12/19
Standard Website Display

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

Specifications:
- 1140px W x 90px H or 728px W x 90px H
- 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>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,000 Impressions</td>
<td>$1,000/week</td>
</tr>
</tbody>
</table>
Standard Website Display

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

Specifications:
- 300px W x 250px H
- 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>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 Impressions</td>
<td>$500/week</td>
</tr>
</tbody>
</table>
Sponsored Articles

Sponsored Articles offer an opportunity for advertisers to have content published by Pro Bono News, either with the Tuesday or Thursday edition each week. They are written by the advertiser and brought to our audience in a variety of ways including our news service eDM (sent to over 38,000 subscribers), social channels, and is featured on our news landing page.

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 (770px W x 400px H) for news landing page and article page

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 - 900 views</td>
<td>$935</td>
</tr>
</tbody>
</table>
eDM Banner Ad

Connect with our engaged subscribers by placing a banner in our News or Careers editions.

Reach our unique, engaged audience via:
- Pro Bono News edition sent to over 38,000 subscribers every week on Tuesdays and Thursdays
- Job Alerts & Career News edition sent to over 41,000 subscribers on Mondays

Specifications:
- 580px W x 100px H
- 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>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 35,000</td>
<td>$660</td>
</tr>
</tbody>
</table>
Solus eDM

Once a month we target our most engaged readers, talking 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:
- A minimum of 1000 contacts for eDM campaigns.
- 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
- Start date middle of the month.

<table>
<thead>
<tr>
<th>Price per contact</th>
<th>1000 contacts</th>
<th>Price per contact</th>
<th>5000 contacts</th>
<th>Price per contact</th>
<th>8,000 + contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5</td>
<td>$2.5</td>
<td>$2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Social Pack

Align your brand with Pro Bono Australia through our social media channels and ensure engagement with our audience on all possible levels.

Reach an additional:
14,700+ followers via Twitter @ProBonoAust
24,000+ followers via Facebook Pro Bono Australia

Specifications
- Facebook: image 1200px W x 630px H, copy, link.
- Image should be less than 10% text or logo for Facebook
- Twitter: 280 character tweets need to be provided including preferred hashtags, handles and bitly link, image 1024px W x 510px H

<table>
<thead>
<tr>
<th>Channel</th>
<th>Package</th>
<th>Impressions</th>
<th>Avg. Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>$500</td>
<td>15,000</td>
<td>170</td>
</tr>
<tr>
<td>Facebook</td>
<td>$1,000</td>
<td>30,000</td>
<td>340</td>
</tr>
<tr>
<td>Facebook</td>
<td>$2,000</td>
<td>60,000</td>
<td>510</td>
</tr>
</tbody>
</table>

For custom marketing campaigns please speak to us!
Helpful Course

'Helpful courses' provide a space to advertise courses and workshops to help educate and upskill those working in the NFP sector across all jobs pages.

The jobs webpage and weekly Pro Bono Careers bulletin provide ideal platforms for promotion to our 90,000 users and 41,700 subscribers.

To date we have seen courses receive approximately 135,000 impressions per month with an average click through rate of 135 when using the jobs board and careers news bulletin.

Specifications:
- Course name
- Course Link
- Organisation Logo 150 x 150px

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>135,000 + Impressions per month</td>
<td>See next page</td>
</tr>
</tbody>
</table>
Helpful Courses

'Helpful courses' provide a space to advertise courses and workshops to help educate and upskill those working in the NFP sector.

<table>
<thead>
<tr>
<th>Promotional activity</th>
<th>Description</th>
<th>1 Month Advertising</th>
<th>6 Months Advertising</th>
<th>12 Months Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs webpage</td>
<td>Advertising will feature on jobs homepage, each job page, and job search results, Volunteer and Grants page.</td>
<td>$2,500</td>
<td>$12,000</td>
<td>$21,000</td>
</tr>
<tr>
<td>Careers news bulletin</td>
<td>Promotion will feature in our weekly newsletter to our 34,900 subscribers (4x per month)</td>
<td>$1,500</td>
<td>$7,200</td>
<td>$12,600</td>
</tr>
<tr>
<td>Sponsored article</td>
<td>Reach 33,000 NFP news subscribers featured on our homepage and for 1 week</td>
<td>$935</td>
<td>$4,488</td>
<td>$7,854</td>
</tr>
<tr>
<td>Social Media boost</td>
<td>Boost article content through social media (minimum of 10,500 impressions)</td>
<td>$500</td>
<td>$2,400</td>
<td>$4,200</td>
</tr>
</tbody>
</table>
Thank you