



Playgroup WA Advertising Guide

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Playgroup
WA (Inc)



Why Advertise with Playgroup WA

Playgroup WA is a not-for-profit membership organisation that has been supporting families across Western Australia for over 48 years. Today, over 12,000 member families with children aged 0-5 years of age enjoy the benefits of playgroup.

Parents who are playgroup members are:

- ☀ Connected to their community
- ☀ Looking for the best for their family
- ☀ Committed to quality play and early intervention and care
- ☀ Open to advice on parenting

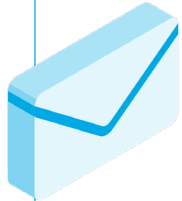
Your advertisement will reach:

- ☀ The household CEO
- ☀ The decision maker on new purchases, event outings and holiday planning
- ☀ An audience that is open to hear about new products for their family
- ☀ Families throughout WA from Esperance to Kununurra

Promotional Reach

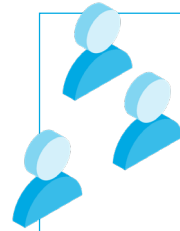


Playgroup WA is the State's largest membership organisation of families with young children.



Electronic Direct Mail

30,000+ Subscribers
Open Rate >12%
eNews - 1 per month
eFlash - 4 per month



Member Database

10,000 members with personalised details



Website

10,000 views per month
over 2 mins spend on page
playgroupwa.com.au



Facebook

15,000 + members
[Facebook.com/PlaygroupWA](https://www.facebook.com/PlaygroupWA)
Regional Facebook Page/
PlaygroupWA SouthWest

Advertising Opportunities



Facebook



Website



eFlash



eNews



Advertising Rate Card

Platform	Advertisement	Description	Audience	Reach	Artwork/Specs	Terms	Price
Email	eNewsletter	Advertisement in our monthly E-Newsletter	95% women aged 25-44	30,000+ per send	See attached spec sheet	1 st week of the month	\$350 + GST
	eNewsletter (Committee Connect)	Advertisement in our monthly E-Newsletter sent to Playgroup Committee Members		1,500 per send		4 th week of the month	\$200 + GST
	eFlash (Solus email)	Targeted advertisement for direct promotion		30,000+ per send		Upon availability	\$ 850 + GST
Facebook	Facebook advertisement with copy/links	Advertisement accompanied by links/copy on PGWA's Facebook scheduled at peak times	95% women, aged 25-44	15,000+ Likes	1200 1200px (max)	4 Facebook posts during one month period	\$350 + GST
Website	Homepage Banner	Prominent website banner on the homepage of Playgroup WA's website	86% women, aged 25-44	10,000+ visits per month	1140 x 323px	One month duration	\$300 + GST

Brand Builder Package \$1,999 (valued at over \$2,500)+gst



Perfect for those seeking maximum exposure via multiple platforms.

With highly engaged and responsive members you're guaranteed to hit the mark when utilising this package.

Platform	Advertisement	Reach	Terms
Website	Homepage Banner	10,000+ per month	Two months duration
Email to Database	eNewsletter Advertisement in our eNewsletter	30,000+	x 2 (two months)
	eFlash (Solus email)	30,000+	one sent
Facebook	Facebook advert with links/copy	13,000+	4 posts during one month period



eFlash Package \$1,100 (valued at over \$1,400) +gst

Our most popular promotional package guaranteeing reach via our email database topped up with social media exposure

Platform	Advertisement	Reach	Terms
Email to Database	eNewsletter Advertisement in our eNewsletter	30,000+	30 days
	eFlash (Solus email)	30,000+	one sent
Facebook	Facebook advert with links/copy	13,000+	2 posts during one month period





Social Media Package \$550 (valued at \$700) +gst



Great for limited budgets or timely implementation and feedback campaigns! Such as upcoming events, product features or similar.

Platform	Advertisement	Reach	Terms
Email to Database	eNewsletter Advertisement in our eNewsletter	30,000+	30days
Facebook	Facebook advert with links/copy	13,000+	4 posts during one month period



Book today!

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