



# 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

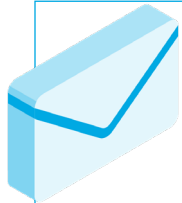
## Your advertisement will reach:

- ☀ 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

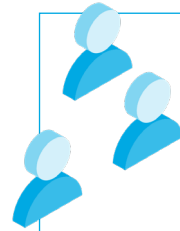


Playgroup WA is the State's largest membership organisation of families with young children.



## 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](http://playgroupwa.com.au)



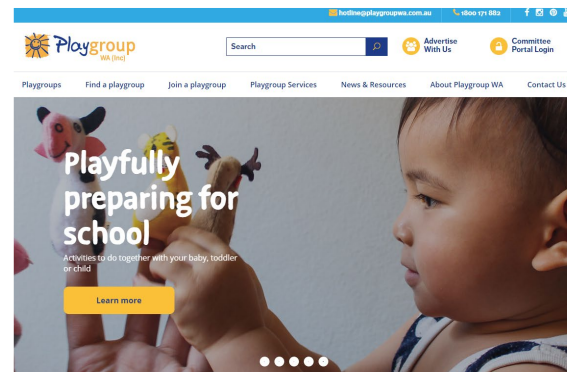
## Facebook

17,000 + followers  
[Facebook.com/PlaygroupWA](https://Facebook.com/PlaygroupWA)  
Regional Facebook Page/  
PlaygroupWA SouthWest

# Advertising Opportunities



Facebook & Instagram



Website



eFlash



eNews  
Committee Connect





# 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 <sup>st</sup> week of the month	\$350 + GST
	eNewsletter (Committee Connect)	Advertisement in our monthly E-Newsletter sent to Playgroup Committee Members		1,200 per send		4 <sup>th</sup> week of the month	\$200 + GST
	eFlash (Solus email)	Targeted advertisement for direct promotion		30,000+ per send		Upon availability	\$ 850 + GST
Social Media Facebook & Instagram	Facebook/Instagram advertisement with copy/links	Advertisement accompanied by links/copy on PGWA's Facebook scheduled at peak times. Advertisement will also be posted on Instagram	95% women aged 25-44	Facebook 17,000+ followers	1200 x 628px	1 post upon availability	\$150 + 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	1920 x 570px	One month duration	\$300 + GST

# Brand Builder Package \$1,999 (valued at over \$2,700)+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/Instagram	Facebook advert with links/copy	13,000+	4 posts



# eFlash Package \$1,199 (valued at \$1,500) +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/Instagram	Facebook advert with links/copy. Advert will also be posted on Instagram	17,000+ followers on Facebook	2 posts during one month period



# Social Media Package \$600 (valued at \$825) +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/Instagram	Facebook advert with links/copy. Advert will also be posted on Instagram	17,000+ followers on Facebook	4 posts





# Facebook/Instagram Package \$475 (valued at \$600) +gst



Dedicated social media exposure,  
perfect for a timely campaign

Platform	Advertisement	Reach	Terms
Facebook/Instagram	Facebook advert with links/copy. Advert will also be posted on Instagram	17,000+ followers on Facebook	4 posts



# Book today!

Belinda Cordova, Marketing Officer

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