

Why choose Professional Way?

Listing an event or advertising through the Professional Way newsletter is a very cost effective way of reaching a targeted audience.

- more effective than a web site;
- more targeted and cheaper than newspaper advertising; and
- cheaper than direct mail.

For further information and demographic data, see benefits of listing an event and advertising on the website.

Listing Events

We have two types of listings available:

Casual: if you wish to use the system occasionally
or

Subscription: if you wish to use it often.

1. Free Events

Events that are free to attend - are free to list.

If there is some economic benefit for the organisers to be gained from holding the event (ie you are selling a product, service or idea at the event or enlisting people to do the same, then you need to become an **advertiser** or list yourself as an **event organiser** on our website: www.professionalway.com.au.

The only exception in this case are Registered Charities (see Category E below). If you have any questions about this, please send a copy of the information about your event to info@professionalway.com.au or call 1300 PROWAY (1300 776 929).

2. Casual Entries

It costs:

- Basic fee: \$25.00 (plus GST); plus
- \$5.00 (plus GST) per sub-category per week.
(Please note: There is a minimum 3 week purchase.)

The minimum charge to list (ie in one sub-category) is \$44.00.

- $\$44.00 = \$27.50 + (\$5.50 \times 3)$

Example

You have a seminar you wish to list and it is in three weeks time. You wish to send it to three sub-categories under the Broad Professional Skills Category.

Working out the price:

$$\begin{aligned} & \$27.50 + (3 \text{ weeks} \times (3 \text{ sub-categories} \times \$5.50)) \\ & = \$27.50 + (3 \times \$16.50) \\ & = \$27.50 + \$49.50 \\ & = \$77.00 \text{ (including GST).} \end{aligned}$$

3. Listing Subscriptions

A listing subscription may be the most cost-effective option for you if you wish to send your information to many sub-categories or have more than one event you wish to list in the subscription period.

Subscription Categories

- A:** Government Departments, Agencies or Statutory Authorities: Federal, State or Local.
- B:** Medium & Large Companies and other legal trading entities (20 or more staff).
- C:** Small and Micro Businesses (up to 19 staff).
- D:** Industry Associations: National, State.
- E:** Registered Charities.

Category A – Government Organisations

Category B – Medium & Large Companies

12 months **\$1650**

For Government organisations, the annual fee will be applied at Branch (or equivalent as appropriate). If you are a national organisation with state branches, this fee applies per state. This fee entitles you to an unlimited number of event listings for the period, with a maximum of 2 categories or 10 subcategories per event. That's just \$33 per week!

Category C – Small & Micro Businesses

12 months **\$1100**

This fee entitles you to an unlimited number of event listings for the period, with a maximum of 2 categories or 10 subcategories per event. That's just \$22 per week!

Category D Industry Associations

12 months **\$550**

If you are a national organisation with state branches, this fee applies per state. This fee entitles you to an unlimited number of event listings for the period, with a maximum of 2 categories or 10 subcategories per event. That's just \$11 per week!

Category E – Registered Charities

Free

We are happy to support registered charities by offering a sponsorship for listing their events. Please send an email to info@professionalway.com.au or call 1300 PROWAY (1300 776 929) to discuss this further.

Cost comparisons

One casual advertisement in the **Canberra Times** ranges from \$14.60 to \$28.27 per single column cm. One 1/8 page in the **City News** = \$433.00 (casual)
Post – approximately \$2.20 per person.

Advertising

When is a listing an advertisement? An advertisement is when you are selling a product or service rather than informing registered Subscribers to the newsletter about an event.

If you have any questions about which category you fall into please do not hesitate to contact us.

Pricing

A two week advertisement costs \$110, each additional week costs \$55. (The minimum advertising period is two weeks.)

Conditions

1. Payment for listing is to be made prior to the listing going live in the newsletter.
2. Professional Way reserves the right to approve all advertisements and listing.
3. Professional Way reserves the right to approve the sub-categories selected for distribution.