

Pro Bono Australia



"...Our Not For Profit Organisation (Operation Smile Australia) has changed the lives of many victims suffering from rare facial deformity conditions... listing in Pro Bono Australia's annual Directory of Not For Profit Organisations has proved to be a valuable and affordable method of achieving funding. A memorable occasion for us has been when a Solicitor used Pro Bono Australia to get our organisation's contact details in order for a substantial donation to be made to our organisation, this has enabled us to put a lot more smiles on faces!"

Heather Howard -

Executive Officer, Operation Smile

Pro Bono Australia's Directory of Not For Profit Organisations is the vital link between Not for Profit Organisations and private and corporate donors. It is Australia's leading 'guide to giving' and current contact guide of Not for Profit Organisations. It is published in both hard copy and online at www.probonoaustralia.com.au

▶▶ Maximum Distribution & Unique Exposure

The hard copy directory is distributed free of charge to over 56 000 individuals nationally - including 46 000 solicitors, more than 2000 accountants and financial planners, senior personnel in the Top 1000 Companies, wills and bequest specialists, key media contacts, philanthropic trusts and foundations and many other major decision-makers and advisors to the community sector.

Our distribution is the largest and most comprehensive of any publication of this type in Australia. This ensures that private and corporate donors are aware of your organisation both at the time of tax and bequest planning and corporate philanthropy and relationship building. And with our distribution under continuous revision, it also ensures that your organisation is reaching the key decision makers in the changing world of private and corporate philanthropy.

As a key marketing tool for your organisation, Pro Bono Australia's Directory of Not For Profit Organisations will not only enable your organisation to reach the right people, it will also ensure that your message stays with them for the years to come.

▶▶ Comprehensive Research

Pro Bono Australia constantly sources new Not For Profit Organisations and updates all contact details contained within the Directory. This guarantees that the publication is Australia's most comprehensive and current listing of Not For Profit Organisations available.

▶▶ Great Value

We offer Value for your hard earned and scarce dollars.

For as little as \$170 you can be listed in a full colour publication which stays with 56,000 professional advisors, companies and philanthropic organisations for the whole year AND be listed on our website with your Mission Statement and Project in Progress.

▶▶ In addition to this you can access, free of charge, our:

- e-News Service (www.probonoaustralia.com.au)
- Volunteer Match service (www.volunteermatch.com.au)
- WOW Guide website to source products, services and special rates for the community sector (www.wowguide.com.au)

After 17 years in publication, the Pro Bono Australia Directory of Not For Profit Organisations is highly regarded and well used.

It offers great value to those who choose to advertise their organisation.

BE SEEN BY THE 56,000 INDIVIDUALS USING PRO BONO - The Australian Directory Of Not For Profit Organisations

Pro Bono Australia's aim is twofold:

- To facilitate and increase the level of Philanthropy in Australia
- To provide Not for Profit organisations with the resources that they need to run effectively.

Some of the category headlines available in Pro Bono - the Australian Directory of Not for Profit Organisations.

Aboriginal
Aged
Animals & Birds
Arts & Culture
Asthma/Respiratory
Blindness/Deafness
Boys/Girls
Cancer
Children
Community Support Services
Conservation & Environment
Depression
Diabetes
Disabilities
Drug & Alcohol Carers
Education & Training - General
Education & Training - Institutions
Families
Foundations
Gay/Lesbian Groups
Health -General
Health - Hospitals & Medical Centres
Heart Disease
History-Heritage
HIV/AIDS
Homeless
Humanitarian
Independent Schools
Law & Justice
Libraries
Mental Health
MultiCultural
Museums
Overseas Aid & Development
Religion & Religious Groups
Research - General
Research - Medical
Rural
Safety, Rescue & First Aid
Science & Technology
Sport & Recreation
Veterans, Ex-Servicemen
Welfare
Women
Youth

Advertising Rates*

	One colour	Full colour
Full page	\$3,880	\$4,270
Three quarter page	\$3,580	\$3,940
Half page	\$2,290	\$2,520
Quarter page	\$1,280	\$1,480
Eighth page	\$680	\$880

Advertisers will also receive a complimentary bold listing in the directory valued at \$200 - both online and hard copy. Other advertising opportunities include sponsorship and prime positions.

Listing Rates

■ Bold listing **\$200**

■ Standard listing **\$170**

These rates include listing in the hard copy directory and complimentary listing in the online (website) directory at www.probonoaustralia.com.au. This gives the added value of an online Mission Statement, Projects in Progress and Organisation logo to enhance your listing.

■ Website listing only: **\$60**

This rate includes a basic listing in the online directory ONLY at www.probonoaustralia.com.au

Artwork Requirements

■ Artwork must be supplied on CD or via email

■ Preferred format is press-ready pdf, contact Pro Bono for an instruction sheet on creating press-ready pdfs.

■ Artwork may also be supplied in InDesign, QuarkExpress, Illustrator or Photoshop. All relevant graphic files (eg. .tif, .psd and .eps) must be supplied and all fonts outlined

■ Word, Publisher, Pagemaker or Corel Draw or PDFs generated from these programs **will NOT** be accepted

■ Black and White images or text must be supplied as mono. No spot or four colour

■ Four colour artwork is to be supplied as process/CMYK colours. No PANTONE, INDEX, RGB or LAB COLOURS.

■ A laser or PDF proof of the advertisement must be supplied with the artwork file. The publisher accepts no liability for printing accuracy if a proof is not supplied

Need help with your artwork?

Artwork services are available upon request

Rates GST inclusive.

Bookings and Information

Advertising Sales: Suite 302, 685 Burke Rd Camberwell VIC 3124
Phone: (03) 8080 5650/7 Fax (03) 8080 5649
e-mail: advertising@probonoaustralia.com.au

Pro Bono Australia Pty Ltd ABN 53 090 770 666

An Affiliate of

Booking deadline
22nd September 2006
Artwork deadline
29th September 2006

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