

**The W.O.W Guide provides the vital link between Not For Profit and community organisations and those wishing to offer product, services and special rates to this sector.**

## Listing Categories:

Building & Trade  
Call Centres  
Consultants  
Creative & Print  
Direct Mail, List & Fulfillment  
Disability & Aged Care Equip  
Donor Research  
Employment Services  
Events, Entertainers  
& Conferences  
Financial Services  
Food, Wine & Catering  
Fundraising Services  
'Going Green' Suppliers  
Insurance  
Legal Services  
Media & PR  
Medical Suppliers  
Member Bodies  
Packaging & Promotional  
Products  
Packaging & Finishing  
Publications  
Sales & Marketing  
Stationery, Office & Craft  
Superannuation  
Technology  
Training, Education &  
Prof Development  
Travel & Accommodation  
Other



## What is the W.O.W Guide?

The W.O.W Guide stands for Who Offers What. This easy to access directory caters specifically for the Not For Profit and community sector and is in electronic format. The site lists products, services and suppliers relating to these various organisations and gives examples of recent work and industry related clients.

Added to this, the site is filled with special deals, rates and promotions which changes on a monthly basis. There fore, our readers constantly refer to the site, for the latest hub of information.

## How has the W.O.W Guide come about?

The W.O.W Guide is produced by Pro Bono Australia. We are well known in the sector, for our full colour directory of Not For Profit organisations in Australia. This year will see the publication in its 17<sup>th</sup> edition and will be distributed to over 57,000 individuals. This is available in both hard copy and online format.

As the Pro Bono Directory has gained momentum over the years, our organisation has constantly been an effective vehicle for suppliers advertising their services to the sector. Hence, a natural progression of the W.O.W Guide, with its very own identity was formed.

## How will my company benefit from the WOW Guide?

The W.O.W Guide offers value in the following ways:

### a) If you are a **service provider to the sector**

The site offers your company the opportunity to advertise your services and examples of work. For greater visual impact, we offer various banner ad options.

### b) If you are an **Operations or Clearing House Manager**

The monthly specials section is ideal for

- Moving excess, end of season or time sensitive stock
- Advertising special promotions
- Generic runs (or variations in this run, due to the 'piggy back' concept).

### c) If you are reviewing the **CSR of your organisation**

The WOW Guide offers your organisation an appropriate vehicle for exploring relationships with the NFP and community sector.

### d) If you are a **registered Not For Profit or community organisation**

Should your organisation wish to advertise your inhouse services, such as call centre, catering, printing, recruiting or packing facilities to other agencies, we are able to assist with this, at reduced rates.

## Who does the WOW Guide reach and how is this done?

At Pro Bono Australia, we produce an extensively read and well regarded enewsletter. This content is carefully sourced and compiled by our dedicated journalist, whom has many years of experience. Our readers include CEO's, Business & Fundraising Managers, Marketing Managers, Finance & Purchasing Managers, Promotion & Event Coordinators.

Added to this, we feature on Infoxchange's website and in their various enewsletters - Community News, Health & Primary Care News, Youth News, Housing News, Disability News & the Community Employment Board.

The overall readership for the above is estimated at over 51,500\* per month.

*\*These estimates are based on figures supplied by end of March 2006.*

The W.O.W Guide is sent as a 'bolt on' with these enewsletters and is also recognised as having its own website address. Our website address is an easy one to access, as it appears on our widely distributed mousemats.

## How is the effectiveness of this site measured?

The advantages of online advertising offers the opportunity to measure the clicks and hits on a monthly basis. As this site gains momentum, these results will be published. We look forward to seeing these results grow over the coming years and welcome your enquiries for more details on this.

In the interim, we will gather testimonials from successful outcomes and publish these on a regular basis (subject to permission granted).

## Examples of advertising options

### Standard Listing

#### Community Printing

##### Community Printing & Marketing Specialists

**Address:** Suite 6, 337A Lennox Street, Richmond VIC, 3121  
**Contact Name:** Paul McKessy  
**Phone:** 03 9427 0709  
**Fax:** 03 9427 1707  
**Email:** [paul.mckessy@communityprinting.com.au](mailto:paul.mckessy@communityprinting.com.au)  
**Website:** <http://www.communityprinting.com.au>

**Products and Services:**  
 Our organisation provides innovative design and printing solutions specifically to the Not For Profit and community sector.

Our services include:  
 - Graphic design  
 - Brand creation and corporate identity  
 - Concepts - from initial brief to final production  
 - Working from your pc or mac generated files  
 - Printing and finishing to completion of product.

We are committed to the greater community and donate back, in various ways. Please ask us for our recent detailed CSR Report as well as our Referral Discount procedure, where we donate a percentage of revenue generated from your referral, back to your organisation.

**Examples of Work:**  
 - Infoxchange  
 - Rural Workforce Agency of Victoria  
 - Youth Affairs Council of Victoria  
 - Young Achievers Australia  
 - Apprenticeships Melbourne

### Standard Listing plus Display Ad

#### Silverman Dakin

##### Recruiters to NFP sector

**Address:** Level 50,  
 Rialto South Tower,  
 525 Collins Street,  
 Melbourne VIC, 3000  
**Contact Name:** Philip Mayers  
**Phone:** 03 9629 6999  
**Fax:** 03 9629 5999  
**Email:** [pm@sildak.com.au](mailto:pm@sildak.com.au)  
**Website:** <http://www.silvermandakin.com>



SILVERMAN DAKIN

**Products and Services:**  
 Silverman Dakin have developed an outstanding record of achievement for recruiting in the Not For Profit and Community based sector.

We work with Chief Executives and Senior Managers in the industry.

Our business has been built on the basic principle of developing strategic relationships with our clients. This tailored approach enables us to provide services which are distinctly focussed, efficient and quality controlled.

Please view our site for more information.

### Wristbands

#### Special Offer



[read more](#)

### Monthly Specials

#### Wristbands

**Offered by:**  
 Corporate Edge Marketing

**Address:**  
 1-9 Gold Street, Collingwood VIC, 3066

**Phone:** 03 9417 1718  
**Fax:** 03 9417 0918  
**Email:** [jcullen@corpedge.com.au](mailto:jcullen@corpedge.com.au)  
**Website:** <http://www.corpedge.com.au>

**Special Offer until 24th of March 2006**

**Price - \$0.74ea + GST**

"Cause" wristbands made from high grade silicone available in kids, adolescent and adult sizes.

Branding - Recessed logo (text only)  
 Minimum order quantity - 3,000 units  
 Leadtime for production - 4-6 weeks

[www.wowguide.com.au](http://www.wowguide.com.au)

# WOW!

Who Offers What

## The W.O.W Guide - Who Offers What: A resource guide for Australia's community and Not For Profit Organisations

The W.O.W Guide is the first online directory of its kind in Australia and adds to the other successful products and services brought to the sector by Pro Bono Australia.

The costs of advertising on our site are kept to rates that are within most marketing budgets. If you are a Not For Profit organisation, we understand your budget restraints, there fore we offer you reduced rates. Please refer to our rates below.

Should you wish to advertise for a longer period or view your requirements as more specific, please feel free to discuss your needs with us.

### Advertising Rates - Feb to June 2006

#### Rates for Companies

Description	1 mth	3 mths	6 mths	12 mths
Standard Listing: 1 x category				\$280
2 x categories	n/a	n/a	n/a	\$380
3 x categories				\$480
4 x categories				\$580
Standard Listing + Logo/Display Ad: 1 x category				\$410
2 x categories	n/a	n/a	n/a	\$530
3 x categories				\$650
4 x categories				\$770
Banner Ad	\$300	\$800	\$980	\$1,650
Monthly Special	\$180	\$480	\$780	\$1,400

#### Rates for Community & Not For Profit Organisations

Description	1 mth	3 mths	6 mths	12 mths
Standard Listing: 1 x category				\$250
2 x categories	n/a	n/a	n/a	\$330
3 x categories				\$410
4 x categories				\$490
Standard Listing + Logo/Display Ad: 1 x category				\$370
2 x categories	n/a	n/a	n/a	\$470
3 x categories				\$570
4 x categories				\$670

All prices include 10% GST.  
 Payment options available upon request - please phone to discuss.

#### Bookings and information can be directed to:

Advertising Sales Manager

Direct: (03) 8080 5657

Email: [advertising@probonoaustralia.com.au](mailto:advertising@probonoaustralia.com.au)

PROBONO  
 Australia

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