



ADVERTISING OPPORTUNITIES

About us

Philanthropy Australia is the national peak body for philanthropy and is a not-for-profit membership organisation. We are a growing movement of people and organisations who believe in the importance of giving. Our Members are proud to leverage their wealth and influence to create social change.

A) MEMBERSHIP NEWSLETTER: PHILANTHROPY WEEKLY

Philanthropy Weekly is Philanthropy Australia's e-newsletter, providing exclusive access to news and views from our sector - bringing the best bits from around the sector to our membership.

Sent every Wednesday to our Members and to a public subscription list, the newsletter features major donations, grant rounds, sector and PA initiatives, new appointments and opportunities, co-funding opportunities, resources worth reading, policy and research updates, sector events and more. Philanthropy Weekly also brings you links to selected news items of interest from the world of philanthropy.

Why advertise in Philanthropy Weekly?

Reach over 4,500 trusts, foundations, individual donors, professional advisors and intermediaries, New Generators, not-for-profit organisations, sector peak bodies, education institutions and government departments via our unique niche e-newsletter.

Philanthropy Weekly provides the perfect channel to promote and build awareness for your organisation's initiatives, campaigns and successes.

Advertising space is only available to Philanthropy Australia Members.

Circulation: up to 1,900+ individual subscribers in member edition and 2,500+ in public edition, every week.

What do I need to supply?

File type: JPG, PNG or static GIF. Dimensions: 1200w x 280h (pixels)

What are the advertising rates?

PLACEMENT	1 WEEK	2 WEEKS
Top of page	\$350	\$600
Mid-section	\$250	\$450
Footer	\$200	\$375

- All prices are ex-GST

Who do I contact?

If you would like to discuss this opportunity, please contact James O'Callaghan, Digital Marketing Officer on (03) 9665 9113 or marketing@philanthropy.org.au



B) PHILANTHROPY AUSTRALIA WEBSITE

Philanthropy.org.au is a top-ranking and regularly updated source for not-for-profit leaders, fundraisers, grant makers, and other individuals involved in philanthropic organisations.

Strategically placed web banners on our home page and major sections of the website, an advert is the perfect way to promote your organisation.

Why advertise on PA's website?

1. Prices are fixed per month for unlimited ad views and click-throughs.
2. Advertising space is limited on each page (maximum of three advertisers on balanced rotation).
3. Advertising space is only available to Philanthropy Australia Members and Associates.

Reach: average of 16,000+ sessions per month.

- July (2018): 16,969
- August (2018): 20,532
- September (2018): 17,420
- October (2018): 15,603
- November (2018): 13,983

What do I need to supply?

File type: JPG, PNG or static GIF. **Dimensions:** 360w x 300h (pixels)

What are the advertising rates?

PLACEMENT	MONTHLY COST
Home page + 4 major sections (How to give, Fund seeker, Events, Resources)	\$500 + GST

NB Each position has a maximum of up to 3 advertisers.

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