

Media Kit

People with Disability Australia



Australia's largest disability rights organisation

A Voice of our own



About People with Disability Australia



PWDA was established in 1981 and has long standing connections with the wider disability rights movement.

People with Disability Australia (PWDA) is a national disability rights, advocacy and representative organisation that is made up of, led and governed by people with disability.

We have a vision of a socially just, accessible and inclusive community, in which the human rights, belonging, contribution, potential and diversity of all people with disability are recognised, respected and celebrated with pride.

We have a strong membership base and produce a range of daily and fortnightly publications. We also have active Facebook and Twitter accounts.

Our Point of Difference

We are people with disability connected to the community

As a member led and run organisation we are the voice of people with disability. We have strong connections to the disability community with a strong and active member base.

We are a trusted organisation with a long and proud history

Established in 1981, we have a proven track record in disability advocacy. Over this time we have built a strong reputation and wide following of people with disability, other NGOs and supporters.

We reach communities others don't

We operate programs and services nationally and connect to people with disability across direct email communication and our social media channels.

We communicate through many platforms

We have a strong social media presence across Twitter and Facebook, and growing our Instagram platform as well as being active at local events across Australia. We also have daily and fortnightly email publications and communicate directly with our members.



Daily Media News Update

Our Daily Roundup of The Top Disability News

Our Daily Email Round Up of News - High Impact, Each Day

Statistics

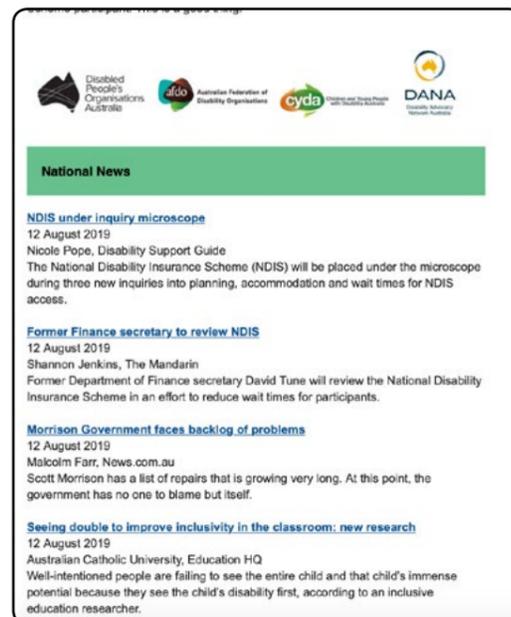
 **1,233**
Subscribers

 **27.7%**
Open rate
(Above industry
average open
Rate)

 **Daily**
Frequency

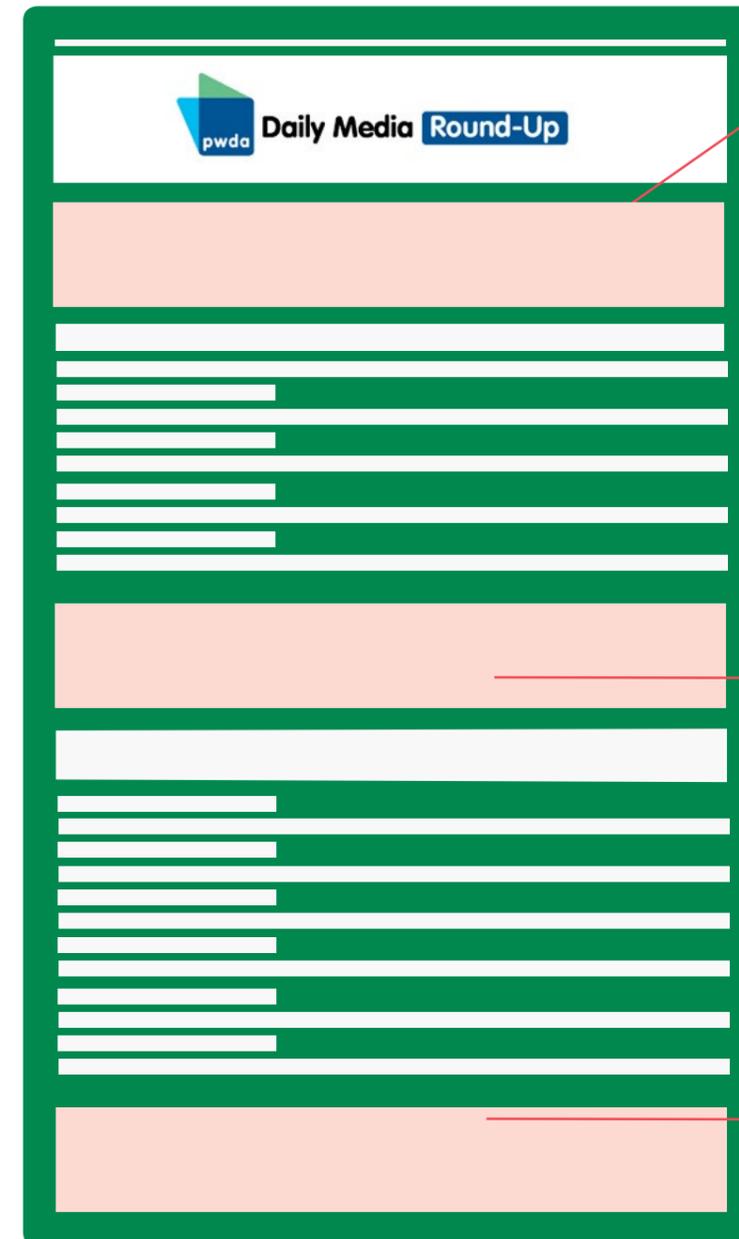
Advertising Options

 **Image Banners Ads**
There are three banner ad placements available in each issue. Advertising can be purchased for single issues, or for the whole week.



Example of banner advertising

Opportunities



Regular Banner
Graphic banner
placement

Regular Banner
Graphic banner
placement

Regular Banner
Graphic banner
placement

PWDA News

Our Fortnightly News and Events Email Newsletter

Our Fortnightly Newsletter - In-depth News and Updates, Each Fortnight

Statistics

 **2,243**
Subscribers

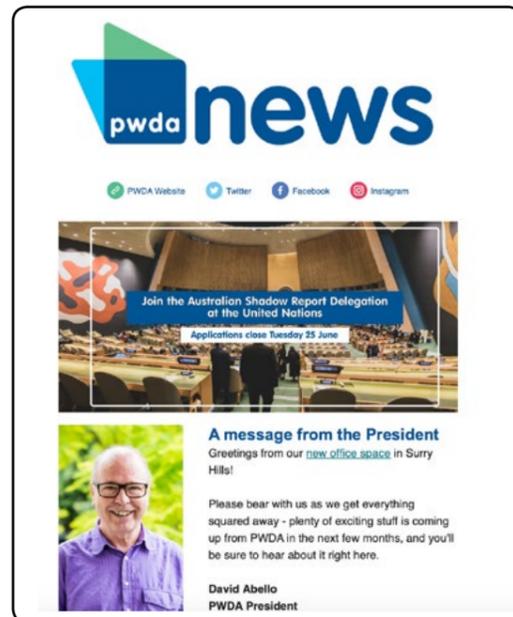
 **27.3%**
Open rate
(Above industry
average open
Rate)

 **Fortnightly**
Frequency

Advertising Options

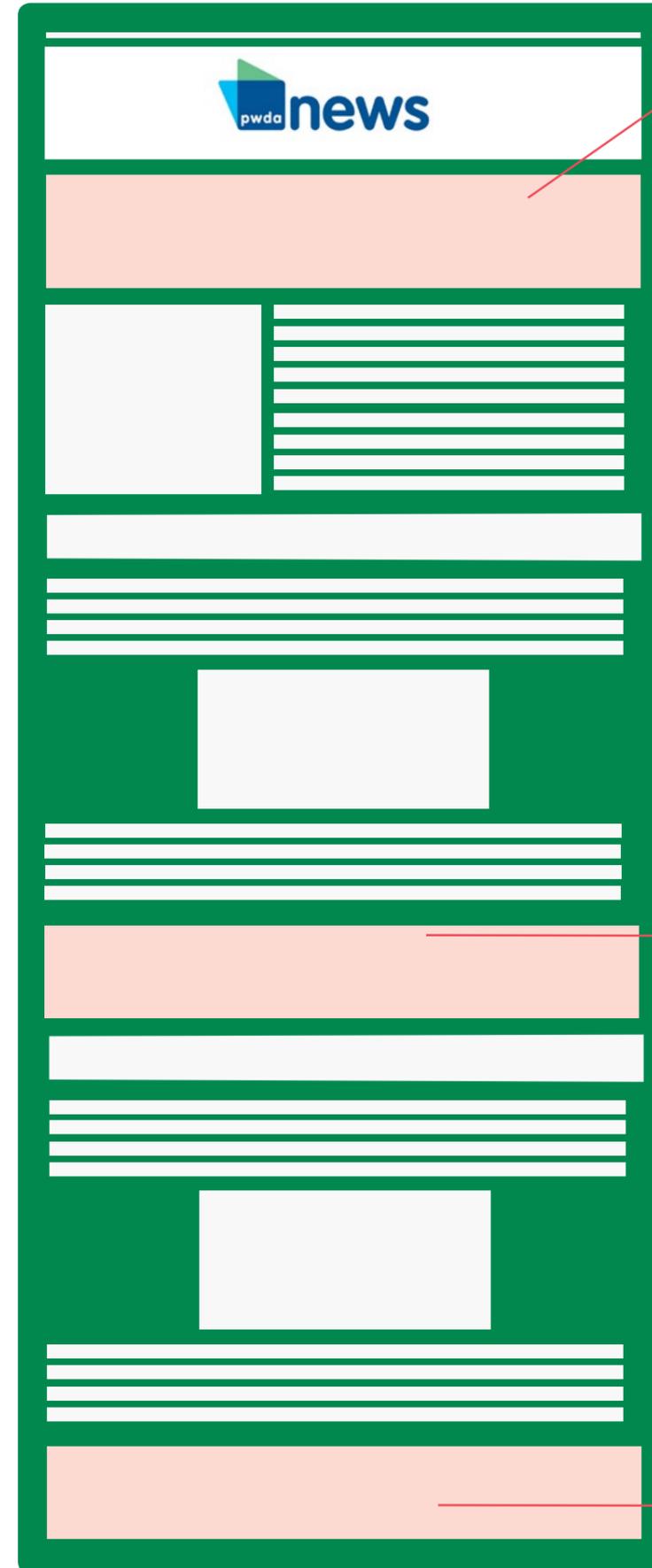
Image Banners Ads

There are three banner ad placements available in each issue. Advertising can be purchased for single newsletter issues.



Example of banner advertising

Opportunities



Premium Placement: Sponsor Banner
Graphic banner placement

Regular Banner
Graphic banner placement

Regular Banner
Graphic banner placement

Rate Card

Daily Media Round Up

Option 1	Single Banner Placement for one issue	\$60
Option 2	Exclusive Banner Placement (no other advertisers): up to three ads in one issue	\$200
Option 3	Single Banner ad for five issues (one week)	\$400
Option 4	Exclusive Banner Placement (no other advertisers) – up to three ads in one issue for five issues (one week)	\$900

PWDA News

Option 1	Single Regular Banner Placement for one issue	\$100
Option 2	Single Premium Banner Placement for one issue	\$200
Option 3	Exclusive Banner Placement (no other advertisers): up to three ads in one issue	\$500

A discount of 10% applies to purchases made for two weeks or more.

Artwork Specifications

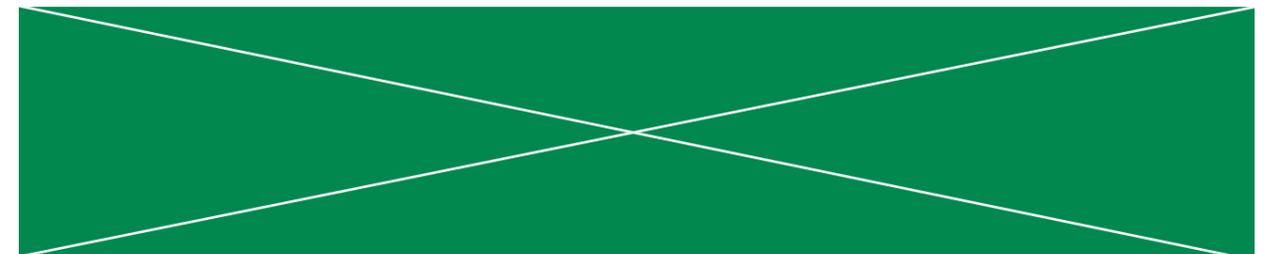
When supplied, artwork must be in PNG or JPEG format optimised for screen.

Vector artwork can also be supplied in the specified dimensions with all fonts outlined and images embedded.

Please provide the direct HTML link you wish to link subscribers too.

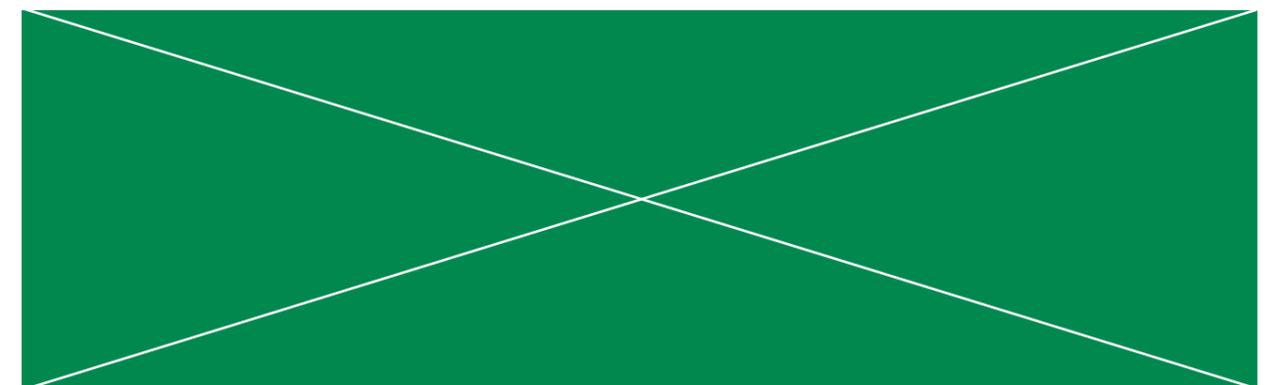
Regular Banner Ad - Daily Media Round Up and Newsletter

540 pixels (w) x 100 pixels (h)



Premium Banner Ad - Newsletter

540 pixels (w) x 200 pixels (h)





Enquiries and Bookings

To book advertising please contact Director, Media and Communication:

email: comms@pwd.org.au
phone: 02 9370 3100
mobile: 0408 682 867
TTY: 1800 422 016



**PEOPLE WITH DISABILITY
AUSTRALIA**