

OPTICAL  
DISPENSERS  
AUSTRALIA

# ADVERTISING KIT

2024

## WHY ADVERTISE WITH ODA?

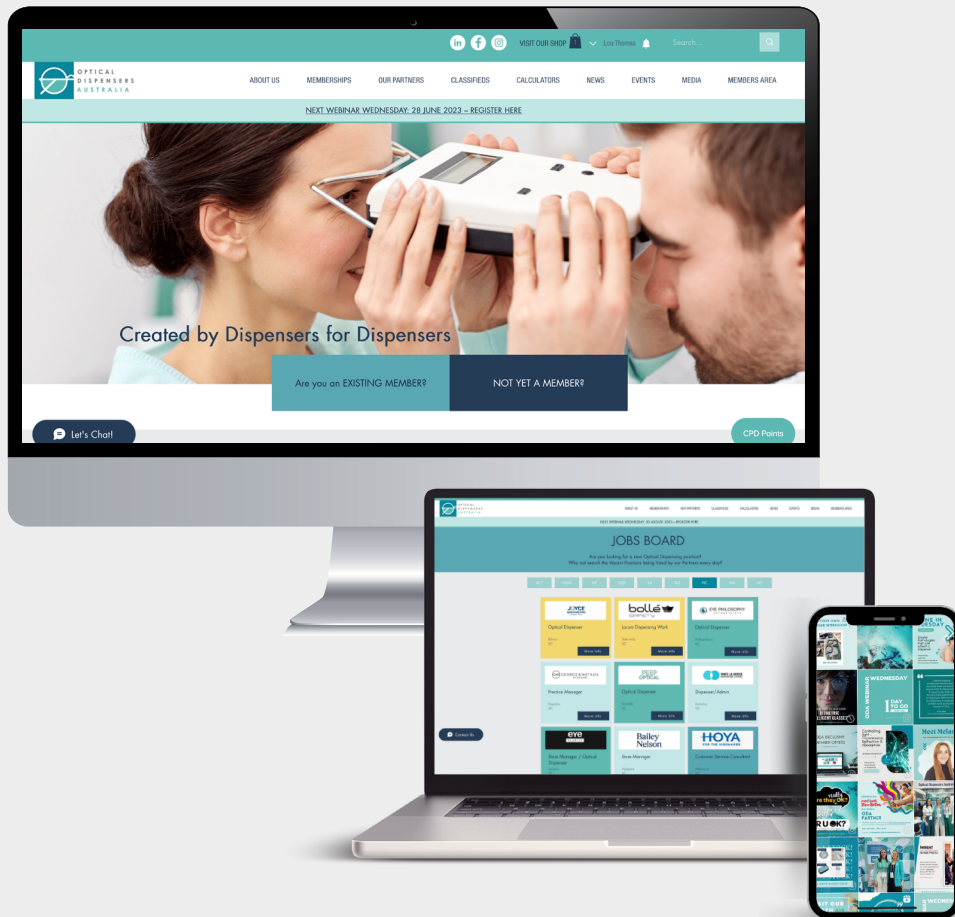
Optical Dispensers Australia (ODA) is Australia's peak support body for the optical dispensing profession and the most effective way to reach a targeted audience of optical dispensers and affiliated optical industry members.

The ODA community is made up of real everyday people who work as or alongside optical dispensers. Established in 2021, ODA is accessed digitally via [odamembers.com.au](http://odamembers.com.au), email newsletters, social media and monthly webinars.

Our aim is to empower our community of optical dispensers through knowledge, networking and development, and working collectively with industry partners is what makes this possible.

### *Digital advertising opportunities:*

- ODA Today Monthly Email Newsletter Banner Ad
- Featured ODA Website News Article
- Sponsored ODA Social Media Post





## ODA TODAY

The latest news from Optical Dispensers Australia

Spring has sprung and we are looking forward to what the season of growth will bring us all.

Banner Ad

### LATEST NEWS



#### O=MEGA23 Wrap Up

We had an absolute blast attending the O=MEGA23 Trade Fair and 4th World Congress of Optometry. Our experience truly cemented our feelings on how incredibly proud we are to be part of such a great industry.

## ODA Today Monthly Email Newsletter Banner Ad

- For optical dispensers, optical assistants, practice owners, practice managers and suppliers.
- 2,597 subscribers (Aust and NZ).
- Dispatched monthly.
- 54.8% click through on emails.

### Specifications of horizontal banner ad: 650 x 125px

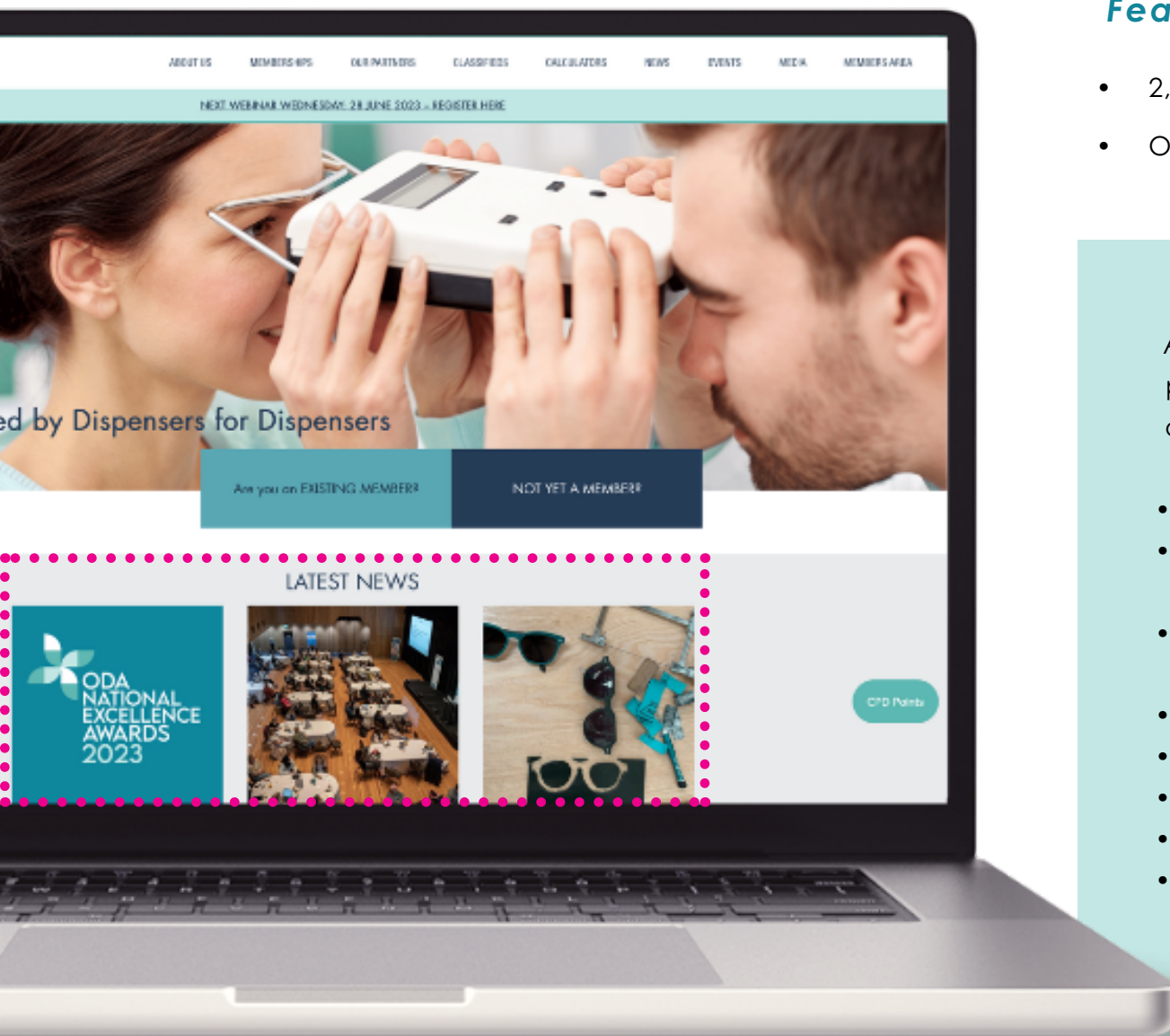
Be seen and featured in our monthly email correspondence to the entire, ever-growing ODA network. Banner advertising is a powerful digital advertising campaign allowing you to reach a targeted audience.

- Clicks through to your designated URL address

**Fee: \$449 (incl. GST) per banner ad.**

**Book an ODA Today Banner Ad**

**Email: [marketing@odamembers.com.au](mailto:marketing@odamembers.com.au)**



## Featured ODA Website News Article

- 2,597 subscribers - as at 01 Jan 2024.
- Over 1,000 monthly visitors arriving on: /homepage

A Featured ODA Website News Article enables you to promote and/or celebrate your organisation's product or service as a full news article on the ODA website.

- Your headline plus 50 - 200 words of content
- Featured as Latest News tile on home page for minimum one month
- News article also featured in next edition of ODA Today Monthly Email Newsletter
- Clicks through to your designated URL address
- Must be approved by ODA
- Must be news advertorial or event / product promotion
- Can not be employment related
- Limit of three featured articles available each month

**Fee: \$749 (incl. GST) per article.**

**Book a Featured ODA Website News Article  
Email: [marketing@odamembers.com.au](mailto:marketing@odamembers.com.au)**



## Sponsored ODA Social Media Post

- Facebook:
    - 1K+ Facebook followers across both Australia and New Zealand - as at 01 Jan 2024.
    - 3,013 post impressions - The number of times that your post may be on screen.
    - 4.1K post reach - The number of people who may see your posts at least once.
  - Instagram:
    - 486 Instagram followers - as at 01 Jan 2024.
    - 978 post reach - The number of times that your post may be on screen.
  - Linked In:
    - 929 Linked In followers - as at 01 Jan 2024.
    - 3, 492 organic impressions per month.
- Will be posted across all three ODA social platforms
  - Must be news advertorial or event / product promotion
  - Can not be employment related

**Fee: \$849 (incl. GST) per post.**

**Book a Sponosred ODA Social Media Post  
Email: [marketing@odamembers.com.au](mailto:marketing@odamembers.com.au)**

# ODA 2024 ADVERTISING COMMITMENT FORM



## WE WOULD LIKE TO ADVERTISE WITH:

*(Please note the number of each advertising asset required)*

EDM BANNER

\$449 (incl GST)  
per banner

NEWS ARTICLE

\$749 (incl GST)  
per article

SOCIAL POST

\$849 (incl GST)  
per post

## WE WOULD LIKE TO ADVERTISE IN THE FOLLOWING MONTH(S):

EDM BANNER

NEWS ARTICLE

SOCIAL POST

## CONTACT PERSON INFORMATION

CONTACT NAME:

POSITION IN ORGANISATION:

CONTACT PHONE:

CONTACT EMAIL:

## BILLING INFORMATION

ORGANISATION NAME:

AUSTRALIAN BUSINESS NUMBER (ABN):

POSTAL ADDRESS:

CITY:  STATE:  POSTCODE:

Optical Dispensers Australia accepts bank deposit or credit card payments for our Advertising Packages. Please note payments may take several days to be processed by your banking institution. Your Advertising Package will occur on an agreed date once payment has been received and a confirmation email is sent to the Organisation Contact Person provided.

Upon receipt of a signed ODA Advertising Commitment Form, Optical Dispensers Australia will issue you with an invoice for payment. Payment is requested within 14 business days of receipt of the invoice to secure your ODA Advertising package for 2024.

I have transferred via EFT, and my remittance advice is attached.

OR

I would like to receive an invoice for payment via credit card.

## BANK TRANSFER DETAILS

To pay by bank transfer please use the details below, including the reference provided.

NAME: OPTICAL DISPENSERS AUSTRALIA PTY LTD

BSB: 062-210 ACCOUNT NUMBER: 10459981

REF: ADVERTISING2024

Please forward your completed ODA Advertising Commitment Form to:  
[marketing@odamembers.com.au](mailto:marketing@odamembers.com.au)



[odamembers.com.au](http://odamembers.com.au)

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**Optical Dispensers Australia**

ABN: 52 651 134 262

1300 OUR ODA  
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