



OPTICAL  
DISPENSERS  
AUSTRALIA

# ADVERTISING KIT

2025/26

## 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 consists of real everyday people who work as or alongside optical dispensers and dispensing opticians throughout Australia and New Zealand.

Established in 2021, ODA has a strong online presence via [odamembers.com.au](https://odamembers.com.au), social media channels and monthly e-newsletters.

At ODA, we are dedicated to empowering our members through knowledge sharing, professional development and meaningful networking opportunities, while working collectively with industry partners.

### *Digital advertising opportunities:*

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





## ODA Today Monthly e-Newsletter Banner

- Emailed to our entire email database (including ODA members and non-members).
- 4,302 subscribers - as at Sept 2025 (Aust & NZ).
- Dispatched monthly.
- 54% open rate (far exceeding the average 17% - 28%).

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

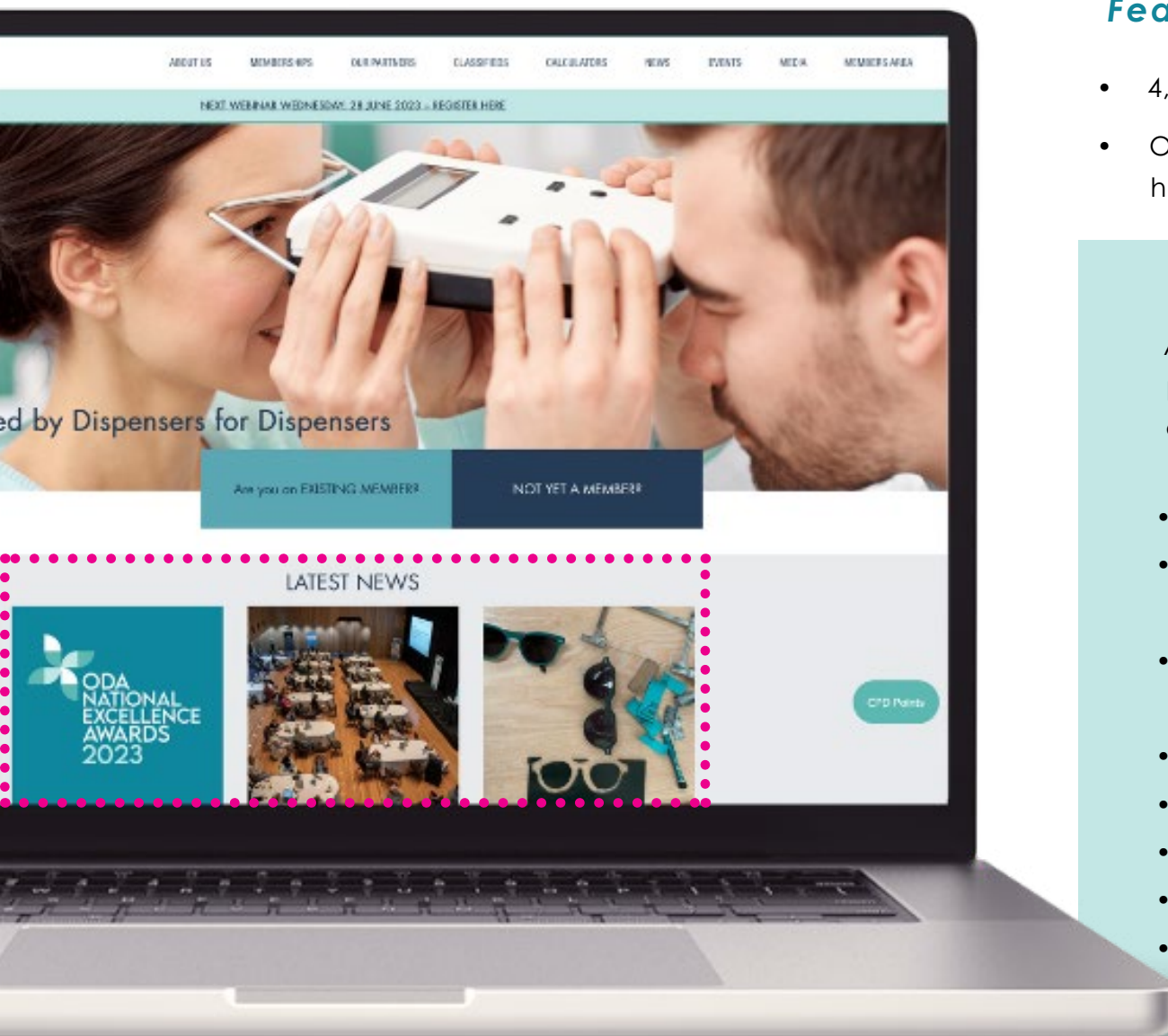
Be seen and featured in our monthly email correspondence to the entire, ever-growing ODA network. Banner advertising is a powerful digital advertising campaign allowing you to reach a targeted audience.

- Clicks through to your designated URL address
- Position / order of banner will vary
- Fee is per banner, per month

**Fee: \$299 AUD (Incl.GST)**

**Book an ODA Today Banner**

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



## Featured ODA Website News Article

- 4,302 subscribers - as at Sept 2025 (Aust & NZ).
- On average, over 1,800 monthly visitors arriving on the ODA 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 ODA News tile on home page for minimum one month
- News article also featured in next edition of ODA Today Monthly e-Newsletter (one month only)
- Clicks through to your designated URL address
- Must be approved by ODA
- Must be news advertorial or event / product promotion
- Recruitment related content will not be approved
- Limit of three featured articles available each month

**Fee: \$499 (Incl.GST)**

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



## Sponsored ODA Social Media Post

- Facebook:
    - 1,265 Facebook followers - as at Sept 2025.
    - 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:
    - 767 Instagram followers - as at Sept 2025.
    - 978 post reach - The number of times that your post may be on screen.
  - Linked In:
    - 1,406 Linked In followers - as at Sept 2025.
    - 13,518 organic impressions in 30 days.
- Will be posted across all three ODA social platforms at a mutually agreed time
  - Must be news advertorial or event / product promotion
  - Recruitment related content will not be approved

**Fee: \$599 (Incl.GST)**

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



# ODA 2025/26 ADVERTISING COMMITMENT FORM



## WE WOULD LIKE TO ADVERTISE WITH:

(Please note the number of each advertising asset required)

☐

EDM BANNER

\$299 (incl GST)  
per banner

☐

NEWS ARTICLE

\$499 (incl GST)  
per article

☐

SOCIAL POST

\$599 (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:

## PAYMENT INFORMATION:

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 request.

Optical Dispensers Australia Pty Ltd is pleased to accept payment for our Advertising Packages via bank deposit or credit card (please note, credit card surcharges may apply). Payment processing times can vary, and may take several days depending on your bank. Your Advertising Package will commence on the mutually agreed date, following receipt of payment and confirmation via email, sent to the designated organisation contact person.

## TERMS AND CONDITIONS:

The advertiser may provide a maximum of one e-Newsletter banner in a single month. Preference of position within the EDM is not available. All artworks are to be produced by the advertiser and approved by ODA. ODA takes no responsibility for errors in the provided artworks. ODA makes no guarantees for the level of engagement and return on sales. Advertising is neither partially or fully refundable. All social media posts and articles must be first approved by ODA and align with the ODA branding guidelines. Recruitment related content will not be approved. ODA cannot provide advertisers with contact information or personal details of our database subscribers.

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



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

**Optical Dispensers Australia**

ABN: 52 651 134 262

1300 OUR ODA  
[marketing@odamembers.com.au](mailto:marketing@odamembers.com.au)