



MULTIPLY YOUR MARKET!

The Perth & Districts Multiple Birth Association (P&DMBA) has been providing information, advice and support services to families with twins, triplets and more throughout Western Australia since 1974. With members living throughout the metro area and in many country areas of WA such as the Great Southern, Wheatbelt, Pilbara, Kimberley and Goldfields, there is probably a multiple birth family or two living only streets away from your business or service.

The main aim of our Association is to bring all kinds of multiple birth families together: expectant parents, new parents, mothers, fathers, grandparents, young parents, older parents, parents who work outside the home, parents who are full time at home with their children, same sex parents, single parents. All families who join P&DMBA are provided with an opportunity to meet other parents and carers of twins and triplets, to make friends and exchange and share ideas – a perfect market to promote quality products and services to this targeted audience.

Currently, **almost 500 multiple birth families** enjoy benefits of membership, such as expectant parent information sessions, newsletters, coffee and social groups, web forum and support services. The majority of members are parents of twins, however we do have a small number of families that have triplets. Many of our member families are also parents to one or more singleton children in addition to their multiple birth children.

Every member of P&DMBA receives a personally addressed copy of our monthly newsletter *Multiple Productions* delivered via email. The newsletter is packed full of interesting articles about parenting, hints and tips from multiple birth families, as well as the latest research findings about twins and triplets.

Advertising and promoting your business with P&DMBA gives you targeted access to families with at least two children aged between 0 to 5 years. Our rates are reasonable and all funds go toward supporting families.

There are a number of ways to promote your business or service to P&DMBA members.

1. **Advertising in *Multiple Productions*** – a 20-24 page monthly publication individually addressed and currently **emailed to nearly 500 P&DMBA WA members and around 40 other multiple birth clubs throughout Australia**. As space can be limited, it is important to send booking confirmation as early as possible to secure advertising and promotion space.
2. **Advertising on our website** www.pdmba.org.au. Your businesses logo can be featured on the home page of our website with a link back to your site.
3. **Discount list** – The P&DMBA discount list is sent to all new and renewing members and published twice per year in our newsletter. It can also be accessed on the members-only section of our website at www.pdmba.org.au. The P&DMBA discount list outlines discount offers suitable for members and direct contact details for the businesses who offer them.

4. **Raffle Prizes** – Promoted at expectant parent meetings, new parent morning teas and social functions. Your business might like to donate a raffle prize valued at approximately \$20-\$50 in exchange for the distribution of pamphlets or product samples to attendees. This is a way to promote your product to members at no direct cost to you.

If you are interested in participating in any of the above please send your confirmation by email or post. Alternatively, if you have any further queries please email subeditor@pdmba.org.au or call us on 9340 1536.

RATES AND PACKAGES

There are a number of different options available for advertising with the P&DMBA.

Package 1 **Website and newsletter** *(1 month only, or up to 5 months)*

cost: \$70 per calendar month

Includes:

- Quarter page advertisement in the nominated *Multiple Productions* newsletter(s)
- Small icon/image/ad on the front page of the P&DMBA website with a link to your business website or email

Package 2 **Website and newsletter** *(6 or 12 month commitment)*

cost: 6 month package: \$350 (buy 5, get 1 free)
12 month package: \$630 (buy 9, get 3 free)

Includes:

- Half page advertisement in the 'first' issue of *Multiple Productions* you advertise in, with a quarter page advertisement in subsequent newsletters (12 month package includes 2 half page advertisements)
- Small icon/image/ad on the P&DMBA website with a link to your business website or email
- Opportunity to promote your business or service at P&DMBA events, through handing out flyers (for example, at our New Parent Morning Teas, Expectant Parent Meetings)

12 month package only

- A feature article in newsletter, adjacent to your advertisement

Package 3 **Website only** *(any commitment)*

cost: \$30 per calendar month (buy 5 get 1 free)

Includes:

- Small icon/image/ad on the P&DMBA website with a link to your business website or email.

Package 4 **Newsletter only** *(1 month only, or up to 5 months)*

cost: \$50 per monthly issue

Includes:

- Quarter page advertisement in the nominated *Multiple Productions* newsletter

Package 5**Newsletter only***(6 or 12 month commitment)*

cost: 6 month package: \$250 (buy 5, get 1 free)

12 month package: \$450 (buy 9, get 3 free)

Includes:

- Half page advertisement in the 'first' issue of *Multiple Productions* you advertise in, with a quarter page advertisement in subsequent newsletters (12 month package includes 2 half page advertisements)
- Opportunity to promote your business or service at P&DMBA events, through handing out flyers (for example, at our New Parent Morning Teas, Expectant Parent Meetings)

12 month package only

- A feature article in newsletter, adjacent to your advertisement

ARTWORK SPECIFICATIONS

For website advertising, logos with landscape perspective are permitted to be up to 200 pixels wide and 65 pixels high. Logos that do not suit the 200 x 65 format will be resized to maximum diagonal size of 210 pixels. Advertiser's logos are sequenced alphabetically on the right hand side of the Home page and are linked to the nominated advertiser's business/company/sponsor website.

For newsletter advertising, the size of the advertisement will be up to 110mm high and 85mm wide, subject to the discretion of the editor. Notice will be given to the named business/company/sponsor if any change is required in advertisement size. The artwork provided to us is to be in picture format (ie GIF, JPG, PNG) or PDF format, in the correct size as already mentioned. Where possible, advertisements will appear in the same place on the same page of the newsletter each month for the period of this agreement.

All necessary artwork needed for any particular advertisement is to be provided by the advertiser by the copy deadlines. These can be provided to you upon request. Artwork is to be submitted by email to info@pdmba.org.au at the time of this application for approval by the Webmaster and/or Editor. If assistance is needed from the Webmaster and/or Editor with the relevant advertisement this must be by prior arrangement between the two parties and may occur an additional cost at the discretion of Perth & Districts Multiple Birth Association.

ADVERTISING AGREEMENT FORM



DATE: _____

ADVERTISER DETAILS:

Full name: _____

Phone: _____ Mobile: _____

Email address: _____

who warrants that he/she is over the age of 21 years and is authorized to execute this contract on behalf of the business/company/sponsor mentioned below.

For and on behalf of _____
(Write business/company/sponsor name here)

ABN: _____

Postal Address: _____

State: _____ Postcode: _____ Business phone: _____

Mobile: _____ Email: _____

PUBLISHER DETAILS

Website Address: www.pdmba.org.au
Newsletter Title: "Multiple Productions"
Published by: Perth & Districts Multiple Birth Association (Inc)
PO Box 410, West Perth WA 6872

CONDITIONS

1. Advertising on the Perth & Districts Multiple Birth Association (Inc) website, www.pdmba.org.au and/or in the newsletter "Multiple Productions" provides a business/company/sponsor with the ability to have their logo appear on the Home page of this website and/or in the newsletter respectively.
2. The inclusion of the named business/company/sponsor logo on the Perth & Districts Multiple Birth Association (Inc) website and/or in the newsletter in no way endorses or recommends the nominated advertiser's business/company/sponsor or its products and services.
3. By offering the nominated business/company/sponsor the ability to advertise on its website and/or in the newsletter, Perth & Districts Multiple Birth Association (Inc) is granting access to a qualified market segment. No other relationship is implied or inferred as a result of this advertising agreement.
4. The advertising will appear for the given number of calendar months as paid for by the nominated advertiser and having been receipted by Perth & Districts Multiple Birth Association (Inc).

ADVERTISING COSTS

For every 6 months of the nominated advertising package and agreement that is entered into between the two parties mentioned in this agreement, the business/company/sponsor will receive one (1) month free advertising. Therefore the advertiser will only be charged for five (5) months and get the sixth (6th) month at no cost to the advertiser.

For every 12 months of the nominated advertising package and agreement that is entered into between the two parties mentioned in this agreement, the business/company/sponsor will receive three (3) months free advertising. Therefore the advertiser will only be charged for nine (9) months and get the additional three months at no cost to the advertiser.

Please select the appropriate package below, by placing a 'tick' in the end column and on the following page

Package	Cost	
1 Website and newsletter	\$70 per month x _____ months Total cost:	<input type="checkbox"/>
2 Website and newsletter (6 months)	\$350 (buy 5, get 1 free)	<input type="checkbox"/>
2 Website and newsletter (12 months)	\$630 (buy 9, get 3 free)	<input type="checkbox"/>
3 Website only	\$30 per month x _____ months (buy 5, get 1 free)	<input type="checkbox"/>
4 Newsletter only	\$50 per issue x _____ issues Total cost:	<input type="checkbox"/>
5 Newsletter only (6 months)	\$250 (buy 5, get 1 free)	<input type="checkbox"/>
5 Newsletter only (12 months)	\$450 (buy 9, get 3 free)	<input type="checkbox"/>

For and on behalf of _____
(Write your nominated business/company/sponsor name here)

With Perth and Districts Multiple Birth Association (Inc) for the following advertising package:

(Choose from above advertising packages and write here in full)

with a total cost of: _____

PAYMENT

Direct deposit/cheque payable to the account as shown below. Direct deposit receipt or cheque to be attached to this agreement by the nominated advertiser prior to submitting to Perth & Districts Multiple Birth Association (Inc). **Payment must be received and acknowledged prior to any advertising being published.** Please refer to the advertising deadlines in this document.

Bank account name: Perth & Districts Multiple Birth Assoc (Inc)
BSB: 036 302
Account number: 187 047

Please post the ADVERTISER AGREEMENT FORM, along with your cheque or direct deposit receipt to:

Sub Editor - Commercial
Perth and Districts Multiple Birth Association
PO Box 410 WEST PERTH WA 6872

Or email to info@pdmba.org.au

I acknowledge that I have read and understand the foregoing provisions and conditions of the acceptance of advertising by Perth & Districts Multiple Birth Association (Inc). Signed for and on behalf of the above nominated business/company/sponsor that is being advertised on the www.pdmba.org.au website and/or in the newsletter "Multiple Productions".

Authorized by (name here) _____ Title: _____

Signature _____ Date: _____

(The person signing warrants that this contract is not subject to the approval of any other person or any other condition, but shall be a binding contract)

Perth & Districts Multiple Birth Association (Inc) Signing Officer:

Name : _____ Committee Position Held: _____

Signature: _____ Date: _____

FOR OFFICE USE ONLY

Payment received \$ _____ Date: _____ Receipt no: _____

Sighted by:

Webmaster: _____ Signature: _____

Co-Editor: _____ Signature: _____

PLEASE NOTE THIS AGREEMENT IS TO BE REVIEWED AT THE TIME OF COMPLETION, AND PRIOR TO A NEW AGREEMENT BEING ENTERED INTO BETWEEN P&DMBA (INC) AND THE NOMINATED ADVERTISER.