

Aged + Health Care Education offers two broad (2) advertising options for product, service & education providers to the Australian Aged Care sector - (1) EDM (Electronic Direct Mail) Packages and (2) Aged Care Notes Newsletter advertising.

## EDM Advertising

### Option 1: Feature EDM

 [Sample Feature EDM](#)

#### 1 Exclusive access:



To our extensive & engaged database of: CEOs | CFOs | Managers | Executive DONs | DONs | DDONs | Nurse Unit Managers | Coordinators | Team Leaders | Education Coordinators | Industry Suppliers | Quality Managers | Case Managers | Assessment Officers | Facilities/Maintenance Managers | Purchasing/Supply Managers | OH+S Managers | Registered Nurses | Physiotherapists | Occupational/Diversional Therapists | Lifestyle Coordinators



7,000 Database



~ 45% Victoria  
~ 30% NSW  
~ 25% other states/territories

#### 2 Exceptional inclusions:

- x1 initial EDM to full database of subscribers
- x1 follow up EDM (2 days after initial one) to full database again (substantially enhancing exposure & open rates)
- x1 LinkedIn Post (utilising Wayne Woff's personal account) - 7,000 + connections

*In the week of your booking, you are guaranteed to be the only advertiser*

#### 3 Excellent value:

- a. Cost of EDM Package as outlined above is **\$2,000 plus GST** - we are confident that with these inclusions, our EDM Package represents excellent value for money
- b. To repeat the EDM Package (within 2 months, same inclusions) is an additional **\$1,000 plus GST**

### Option 2: Shared EDM

 [Sample Shared EDM](#)

Our shared EDM option offers ALL these great inclusions outlined above at a budget friendly rate. Sharing the spotlight and microphone with only 2 other organisations (not competitors of course!) allows your organisation to reach our full database starting from just **\$550 plus GST**.

## Aged Care Notes Newsletter Advertising

Aged Care Notes is a Newsletter published every 3 weeks (published 15-16 times/year with a break for Christmas - New Year). Aged Care Notes has a focus on education, quality & resources and is specifically designed for our readership working in the Australian Aged Care sector (see summary Page 1 of our subscribers/database)

To view past editions of Aged Care Notes & to subscribe, [click here](#).

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- ✓ Premium Banner Ad (immediately after Newsletter introduction) - \$700 plus GST
  - ✓ Banner Ad (within any section of the Newsletter) - \$500 plus GST
  - ✓ Classified Ad - Logo + 5 lines (within any section of the Newsletter) - \$200 plus GST

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1 Package 1 - \$400 plus GST  
3 Classified Ads

3 Package 3 - \$900 plus GST  
5 Classified Ads + 1 Banner Ad

2 Package 2 - \$600 plus GST  
5 Classified Ads

4 Package 4 - \$1,200 plus GST  
Package 3 + 1 Dedicated LinkedIn post

We are also happy to design & quote on a **bespoke Package** of advertising that suits your needs

*In summary, whether you are launching a new product, advertising a major Event/Conference, promoting your range of services or simply strengthening your brand recognition / market penetration, advertising with Aged + Health Care Education should be an integral part of your overall annual marketing strategy & budget.*

For initial enquiries, contact:

Wayne Woff  
Senior Consultant - Aged + Health Care Education  
M 0422 484 209  
[wayne@agedandhealthcareeducation.com.au](mailto:wayne@agedandhealthcareeducation.com.au)

For bookings & EDM content/design, contact:

Charlotte Woff  
Director - Aged + Health Care Education  
M 0423 478 645  
[contact@agedandhealthcareeducation.com.au](mailto:contact@agedandhealthcareeducation.com.au)