

OPTICAL
DISPENSERS
AUSTRALIA

ADVERTISING KIT

2025

WHY ADVERTISE WITH ODA?

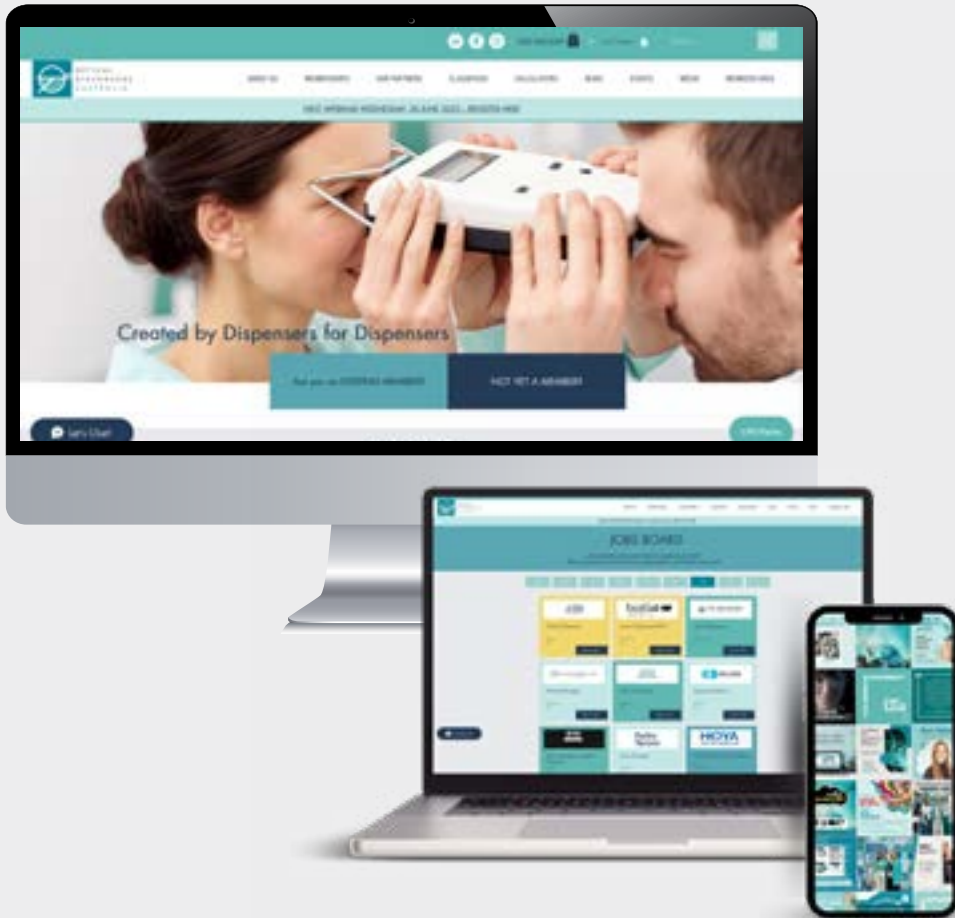
Optical Dispensers Australia (ODA) is Australia's peak support body for the optical dispensing profession and the most effective way to reach a targeted audience of optical dispensers and affiliated optical industry members.

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, 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, students and suppliers.
- 3,792 subscribers (Aust and NZ).
- Dispatched monthly.
- 54% open rate (far exceeding the average 17% - 28%).

Specifications of horizontal banner ad: 650 x 125px

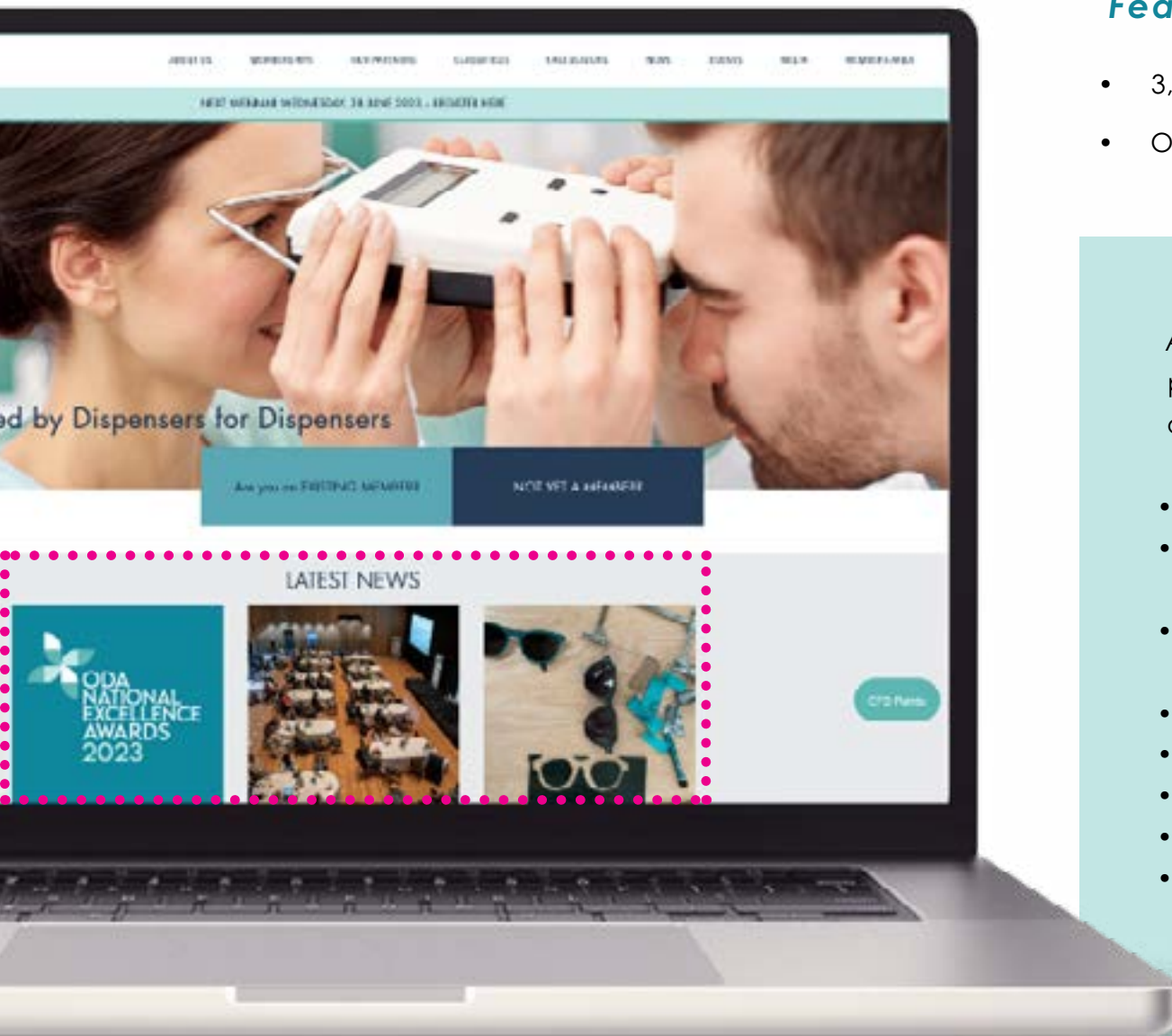
Be seen and featured in our monthly email correspondence to the entire, ever-growing ODA network. Banner advertising is a powerful digital advertising campaign allowing you to reach a targeted audience.

- Clicks through to your designated URL address
- Position / order of banner may vary

Fee: \$299 (incl. GST) per banner ad.

Book an ODA Today Banner Ad

Email: marketing@odamembers.com.au



Featured ODA Website News Article

- 3,792 subscribers - as at 01 April 2025.
- Over 1,800 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: \$499 (incl. GST) per article.

**Book a Featured ODA Website News Article
Email: marketing@odamembers.com.au**



Sponsored ODA Social Media Post

- Facebook:
 - 1.2K+ Facebook followers - as at 01 April 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:
 - 701 Instagram followers - as at 01 April 2025.
 - 978 post reach - The number of times that your post may be on screen.
 - Linked In:
 - 1,302 Linked In followers - as at 01 April 2025.
 - 13,518 organic impressions in 30 days.
- Will be posted across all three ODA social platforms
 - Must be news advertorial or event / product promotion
 - Can not be employment related

Fee: \$599 (incl. GST) per post.

**Book a Sponsored ODA Social Media Post
Email: marketing@odamembers.com.au**

ODA 2025 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:

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 2025.

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



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AUSTRALIA

odamembers.com.au

Optical Dispensers Australia

ABN: 52 651 134 262

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