

# Point people in your direction

Advertise with CDAA today



*Connect with Australia's strongest and widest network of career development professionals*

## Why Advertise with CDAA?

Raise the profile of your organisation, products or job vacancies to members of Australia's largest and only cross-sectoral association of career development professionals.

Opportunities for advertising include the:

- Website
- National e-newsletter
- Divisional e-newsletters

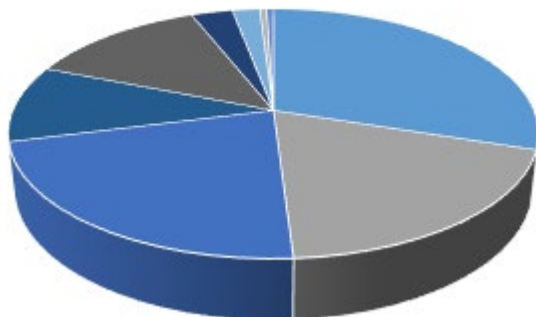
Advertising and Sponsorship options also exist within our Awards for Excellence Program and Continuing Professional Development events.

Want to place more than one advertisement? CDAA can also create a package deal, which includes fantastic discounts.

## Who are we?

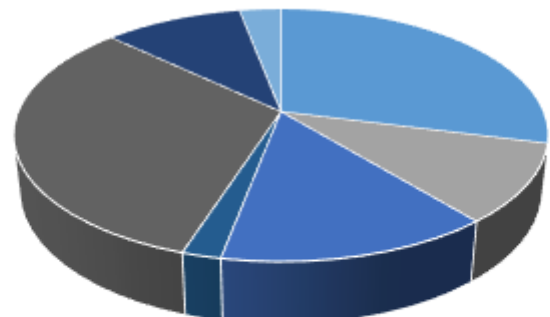
Learn about CDAA's 1,300 Members...

Divisions



- Victoria (30%)
- Queensland (22%)
- South Australia (13%)
- Tasmania (2%)
- International (0.5%)
- New South Wales (19%)
- Western Australia (10%)
- Australian Capital Territory (3%)
- Northern Territory (0.5%)

Member Employment by Sector



- School Students (29%)
- Higher Education Students (14%)
- Employed People (32%)
- Research (3%)
- Vocational Students (10%)
- Industry Associations (2%)
- Unemployed & Disadvantaged (10%)

# Advertising Rates

All prices provided are inclusive of GST. Effective February 22, 2021

## Website – (Members Centre or Find a Career Specialist page)

1 Month	3 Months
\$150	\$250

## CDAA National e-newsletter (fortnightly)

1 edition	3 editions	6 editions
\$75	\$150	\$250

## CDAA Divisional e-newsletters

1 edition	3 editions	6 editions
\$50	\$100	\$150

## Other Opportunities for Advertising and Sponsorship

There are multiple advertising and sponsorship options available in the:

- CDAA Awards for Excellence Program
- Continuing Professional Development (CPD) events.

## Package Deals

If you wish to create a package deal, we will reward you with great discounts.

## Conditions

- All products and services should be suitable for the use of career practitioners of their clients.
- It is the responsibility of the advertiser to provide CDAA with the correct copy of their advertising material by the copy deadline.
- All advertising must be paid for in advance or a purchase order form completed.
- Additional rates may apply for copy design or development

## Contact Us

To discuss your advertising, please call CDAA's Communications and Events Manager in our National office on 0421 102 477 or email [communications@cdaa.org.au](mailto:communications@cdaa.org.au)

We look forward to having you on board!