

Lighthouse Resources Advertising Opportunity

Lighthouse Resources is a national training and consulting organisation for the human services sector. We provide a range of positive, change focused, customised services for people and organisations working with people.

We are offering a limited number of advertising opportunities for like-minded social businesses. This opportunity allows you to present your product, service or event to a very targeted and loyal group of customers.

Why Lighthouse Resources?

If you have a product, service or event and are looking to advertise directly to professionals in the field of community, education, health, solution focussed, narrative and other practice related themes, you would love to advertise with Lighthouse Resources.

Lighthouse Resources has grown significantly since its inception in 2005 and has delivered thousands of resources to more than 10 countries. We have delivered training to a wide range of professionals at our venue in Brisbane and throughout Queensland and other states. We cover a diverse range of sectors including, mental health, child protection, education, health, domestic violence, youth work, disability services and many others.

We have a focus on providing the not for profit and education sectors resources that are based on the principles and frameworks of a strengths approach, solution focussed and narrative practices. Strengths-based practice offers individuals and organisations the opportunity to identify and evaluate what is already working well and within a culture of learning, develop sound recommendations for future practice.

Dedicated to providing our community with up-to-date resources, articles and access to new developments and trainings, this allows all our followers to be the first to keep up to date and get all the latest materials in the one place. For more information about Lighthouse Resources go to www.lighthouseresources.com.au



**Export to more
than 10 countries**



**38% increased
bookstore sales
since 2014**



**Over 6,500 online
orders to date**

Benefits of choosing to advertise with Lighthouse Resources:

- We have a specific database focused on strengths-based education, social sector and education.
- We have a dedicated and loyal following with consistently high opt in rate and low opt out rate.
- Our readers are searching for new and up to date content and look to Lighthouse Resources to give them access to all the latest information.
- It is a very affordable and low risk advertising rate compared to many other online advertising options.
- We have an ever-growing database of more than 10,000 members.

Statistics and Demographics

Our customers are predominately:

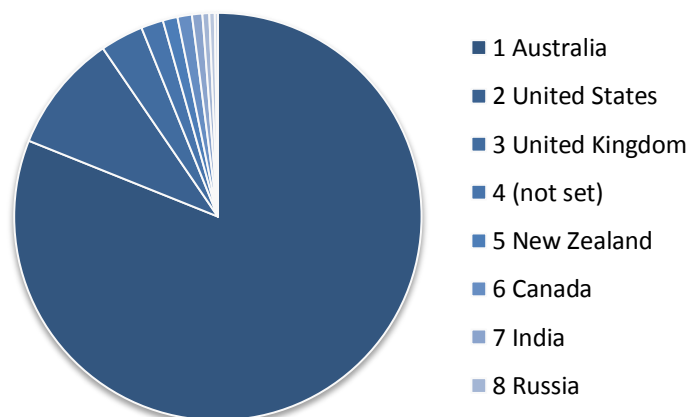
- Employed in the social sector (not for profit, government and non-government)
- Employed in the education sector and/or
- Families or carers living with a disability, physical or mental health issue

Lighthouse Resources Customers



Sales by Country

Our customers are spread over 10 countries¹ with majority coming from Australia and other English-speaking countries. The graph below gives a breakdown by country for our top 10 countries²



¹ Based on sales for Lighthouse Resources 2015/16 financial year

² Information from Google Analytics 2015/16

Advertising Opportunity

Banner ads

Our e-newsletter is sent out each Monday and Friday to more than 10,000 individuals. We offer ads in the sidebar of our e-newsletter

Description	1 Month	3 Months (25% OFF)	6 Months (33% OFF)	12 Months (50% OFF)
Size E-newsletter Banner Ad	\$400	\$900	\$1608	\$2400

Ad Dimensions and Formatting

Your artwork must be in jpg, jpeg or tif format and be 150 x 250 pixels. For a fee of \$150 we can design the artwork for you if you are unable to supply the artwork in the required format.

Example of an e-newsletter



Your advert here!

Deadlines

The submission deadline for cleared payments and artwork submission is the 15th of each month.

Payment

Ad placements are limited so if you are interested, just email us. We will issue an invoice which needs to be paid in advance. Prices can change without notification, but you can lock in the current rates now by purchasing extended month packages.

Ad places are limited and are allocated on a first-come, first-served basis. Placements of the adverts are rotated each month. To place an order, please complete the below form and email to info@lighthouseresources.com.au

About Lighthouse Resources and Kyabra



Lighthouse Resources is a social business that is part of Kyabra. Kyabra is a community based organisation committed to strengthening individual, family and community life. We provide:

- Housing and Homelessness Support
- Disability Support
- Self-Directed Support (Host provisions for people who have individual disability funding packages)
- Mental Health & Carer Supports
- Foster & Kinship Care Services
- Family, Children & Parenting Support
- Financial Resilience & Literacy Supports

Conditions of Advertising

Kyabra wishes to endorse those products or services that contribute to its overall vision for a fair and safe community. Where advertising or sponsorship may have largely financial benefits to Kyabra, care will be taken to ensure that the organisations' or businesses'

practices do not contravene Kyabra's commitment to its underlying values of respect and social justice.

ADVERTISER DETAILS

Name: _____

E-mail: _____

Phone: _____ Work: _____

Mobile: _____ Fax: _____

ORGANISATION DETAILS (IF APPLICABLE)

Name of group/organisation: _____

Address: _____ Post code: _____

Organisations Website: _____

Is the group/organisation not for profit: No Yes

Is the group/organisation incorporated: No Yes

Do you have an ABN (please include number): No Yes _____

I acknowledge that I have read and accepted the Terms and Conditions of advertising with Lighthouse Resources.

Signature: _____ Date: _____

FEES & PAYMENT

\$400 for one month advertising \$1608 for six months advertising

\$900 for three months advertising \$2400 for 12 months advertising

CC number: ____ / ____ / ____ / ____ Exp date: ____ / ____

Name on credit card: _____