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EDITION



Media Profile

www.agd.com.au





PROFILE

The Australian Government Directory

incorporating Business Australia is the leading publication and website for reference and contact for:-

- Government**
- Corporate Services**
- Education**
- Indigenous Services**
- IT &T**
- Organisations & Associations**
- Business**
- Research & Development**
- Tourism**

For a full list of sub classifications please visit our website at www.ogd.com.au

WHO ARE OUR READERS




Our publication and website have a strong presence in the business and government communities and reach the decision makers. Now entering our 18th year we have considerably increased our distribution and online presence, ensuring our clients maximum exposure.

Page 1 in Google for Australian Government, Corporate Business Services, Directory Australia, Indigenous Services, Tourism Bookings and many others.

READERSHIP HARDCOPY

Published annually and distributed nationally. Available for purchase online. Copies held in all State Libraries and well as the National Library of Australia. Copies sent to Australian Embassies by Department of Foreign Affairs and Trade. Readers 100,000 +

WEBSITE

- Updated daily.
- Inclusion of colour images.
- Hyperlinked web and email addresses and hyperlink options for:   
- Banner advertising.
- Search Engine Optimisation for high search engine rankings.
- Average hits of 56,000 per day from Australia and offshore.

ADVERTISING CONTACT DETAILS

Barry Browne - Media & Management VIC
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E: barry@barrybrownemedia.com.au



INCLUDE SOCIAL LINKS FOR:
Bonus Free inclusions of Google maps for each entry.

RATES AS AT JANUARY 2013

- \$550 - Name, 1 address, phone, fax, website
- \$660 - Logo, name, 1 address, phone, fax, 20 word description, website
- \$770 - Logo, name, 1 address, phone, fax, linked website or email, 30 words, 1 x photo
- \$990 - Logo, name, 2 addresses, phone, fax, linked website and email, up to 100 words, 2 photo`s
- \$1595 - Quarter Page, Font size 8.5cm, 9cm wide x 12.5 deep, boxed
- \$2750 - Half Page, Font size 8.5, 9cm wide x 25.5cm deep, boxed
- \$4400 - Full Page, Black & White, any font size, 20.5cm wide x 29.5cm deep, 3mm bleed all-round
- \$7700 - Full Page, Colour, any font size, 20.5cm wide x 29.5cm deep, 3mm bleed all-round

Outside back cover loading 30%
Inside front cover and inside back cover 25%
Website Banner Advertisement - POA

All logos, bromides, full pages and photo`s to be supplied higher than 300dpi, TIFF, GIF, JPEG, EPS or PDF. These can be emailed or posted on disc. Ad cross referenced in another classification \$66. Full ad in 2 and classification is 25% of 1st ad. For examples of ad sizes look at www.ogd.com.au on homepage under "Rates"

THE AUSTRALIAN GOVERNMENT DIRECTORY
INCORPORATING BUSINESS AUSTRALIA



INCREASE YOUR WEB PRESENCE
HIT THE TOP END MARKETS
AFFORDABLE ADVERTISING
HIGH READERSHIP

CONTACT THE SALES CONSULTANT



Classification List

BUSINESS AUSTRALIA

Agriculture/Rural/Fisheries
Architecture/Building
Aviation Services
Economics
Energy
Engineering
Environment & Conservation
Gambling/Gaming Services
Immigration
Law
Medical & Health Supplies & Services
Publishing

GOVERNMENT

Australian
State
Local

ORGANISATIONS & ASSOCIATIONS

Arts & Culture
Business & Professional
Charities
Disability Services
Education & Scientific
Environment & Conservation
Health & Welfare/Retirement Living
Housing
Medical
Multicultural
Overseas Aid/International Relations
Primary Production & Fisheries
Sport & Recreation
Trade Unions

TOURISM & RECREATION

National
Islands
Eco-Tourism
Accommodation
Arts & Culture
Clubs & Venues
General Attractions
Information Services
Tour Operators/Travel Charter
Water Activities
Wineries

CORPORATE SERVICES

Accommodation
Accountants
Admin. Support Services
Advertising
Advisors & Consultants/ Business Life
Coaching
Convention/Seminar/Functions
Entertainment Services/Gifts & Awards
Finance/Financial Planners/Investment
Freight/Transport
General
Human Resources/Personnel
Management & Consulting
Market Research/ Public Relations
Meetings & Event Management
Occupational Health & Safety
Property Developers
Serviced Offices
Shipping Services
Superannuation
• Advisors/Consultants
• Funds
Travel

INDIGENOUS SERVICES

Arts & Culture
Bookkeeping Services
Community Groups/Health & Housing
Education Research
General
Justice/Civil Rights
Media

RESEARCH & DEVELOPMENT

Agricultural Science
Applied Sciences
Biological/Biotechnology
Commercialisation, Dev. & Consulting
CRC
- Agriculture
- Built Environment
- Communications/IT
- Environment
- Manufacturing Technology
- Medical
- Mining & Energy
Earth Sciences
Engineering
Environment
General
Humanities/Social Sciences
Key Research Centres
Medical & Health
Networks
Scientific Supplies & Analytical Services
Testing Services

EDUCATION

Universities & TAFEs – Main Campuses Higher Education Providers

Education Courses
Agriculture & Animal Studies
Arts & Design
Aviation
Business & Management
Communications, Computing & IT
Education
Engineering & Related Technology
Environmental Studies
Film & Television
Finance/Investment Training
Food Science & Technology
General
Hairdressing, Beauty Therapy & Modelling
Health, Community & Welfare
Humanities, Social Science & Theology
Languages
Law
Mathematics & Statistics
Medical Sciences
Sciences
Sport & Leisure/Tourism & Hospitality
Int. Students, Migrants & New Arrivals
Education General
Apprenticeships & Traineeships
Distance Education/Training Online
Foundation Studies
Learning Resources
Special Student Services
Student Accommodation
Student Exchange/Study Abroad
Technical/Trade Colleges & TAFEs
Training & Development/Short Courses
Schools & Colleges

INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

Call Centres
Communication
- Consultants
- Equipment, Systems & Accessories
- Service Providers
Computer
- Consultants
- Equipment
- Software
Consulting, Recruitment & Training
Data Centre Services
Internet Service Providers
Internet/Website Technology & Consultants
Lease/Rentals
Tele/Video Conferencing



MOST FREQUENTLY ASKED QUESTIONS

Thank you for your interest in The Australian Government Directory, incorporating Business Australia (AGD).



for Australian Government Directory, Corporate Business Services, Convention Centres Seminars, Organisations & Associations, Hot Deals Sydney Hotels, Helicopter & Aeroplane Charters, Australian Education Directory, Indigenous Services, Tourism Bookings and many others.

Q – What is your book distribution?

A – AGD is an annual publication printed each financial year; it has two print runs each year. The first bulk mail out sends books Australia-wide to Companies, Organisations, Businesses, Government Departments and Educational Institutions.

Copies are always sent to all major libraries including the National Library of Australia in Canberra. The department of Foreign Affairs and Trade has also agreed to act as our distributor overseas to major Australian Embassies, books will be posted around October each year.

In addition the hardcopy can be purchased off our website (please refer to our home page), a lot of people take advantage of this service including new government areas, schools and the business leaders from Australian Companies.

Our publication is available in major CBD bookshops. The first print run is in September in each year, there are 16000 books printed. A reprint of 13000 is expected in February. Our website is updated daily. The book is printed annually and is well used as a reference tool and important business contact guide. Our readership is in excess of 100,000.

Q – Who accesses the AGD website?

A – AGD currently has an average of 56000 hits per day on the website. Over 60% are key business people sourcing better business connections, products and services. Education and Tourism are extremely busy segments with people wanting to improve themselves and then reward with relaxation. Through a web tracking program called 'Hitslink' we gather information on whom, when and where the hits come from, and which search engine they use to find us. This information is used to better our service.

Q – Why do people use the AGD website?

A – The website started in 1996 and because of its long history, it has a very high page rank with all search engines. According to our web tracking program, most people access the website through Google, with whom we also do extensive advertising. If common keywords relating to our website are entered into Google, our website appears on a search above other sites. This has taken many years to achieve. We can also tell you how many people have clicked on your website, through AGD, letting you know how well your advertising dollar has been spent. Please phone a consultant if your questions have not been answered.

Put your business before the Decision Makers. Advertise in The Australian Government Directory.