



thefreelancefactory[®].com.au

web based directory devoted to freelance creative talent

ADVERTISING

www.thefreelancefactory.com.au

The Freelance Factory[®] is a unique portal aimed specifically at the creative industry.

It offers pinpointed marketing to a range of people in the marketing, advertising, publishing, graphic design, web design, multimedia, photography, illustration, journalism, film, music, video, film and TV industry.

The Freelance Factory offers three types of advertising.

1. Profile page for freelance creative talent.
2. Banner ads on the home page. 2 sizes.
3. Email blast. Highly targeted to our 3,000 + strong all Australian creative database.

This is a very powerful tool. Although the content of the email is supplied by the advertiser, the Freelance Factory has full creative control over the 'advertorial segment'. We only publish what we truly believe is great information to our database. However, the advertiser has the option of full approval prior to publishing. See www.freelancefaces.com or www.freelancespaces.com for samples.

Testimonial:

"As far as the response goes ... it was a resounding success within 48hrs of sending out the email, in comparison with other means by which we have advertised in the past.

It just goes to show - how important a database is ... and how FF is targeted to the right creative market.

One of the ads we ran in one of the main real estate dot coms was a complete waste of time and money, probably because the market was a bit too broad.

We still have an ad on the A.G.D.A. website from which we've had a couple of enquiries.

We also did a broadcast e-mail from our own data base,

So given the number of enquiries coming from the FF e-mail, I have to say that it was very successful."

Per Ericson. Freelance Photographer Sydney. www.per-ericson.com



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BACKGROUND

The Freelance Factory[®] first went LIVE in Australia in July 2006 and we have over 3,000 Australian organisations registered and looking for freelancers. And we're growing daily. They include mainstream advertising agencies, government departments, mainstream healthcare funds, several free-to-air TV stations, paid TV stations, print publications, recruitment agencies, events agencies, PR companies, mainstream surfwear brands, small to medium sized businesses and more...

Here are a few of the comments we have received about The Freelance Factory[®]:-

"A few days after I featured on Freelance Faces I had two employers in my inbox giving me work. Seems like potential bosses actually visit Freelance Factory. It's a fine service that takes care of most of my advertising for me. Thanks Jenni." Tom Maclachlan. Writer and Journalist

"The Freelance Factory allows creative talent, who would otherwise be somewhat isolated and unknown, to be seen or heard. It is also a fantastic resource for networking."

"The Freelance Factory's proactive service was fantastic. They appeared to always be thinking of me and sending contacts to me. I appreciated that."

"When my work overloaded I was able to find creative talent and exceptional service which enabled my business to take on extra clients, which would not have been possible on my own."

"Needed a freelancer quickly and found one quickly - thank you Freelance Factory"

"The freelance factory has enabled Go Live Media to access a fantastic pool of creative talent when we really need it!"

"An ideal crossroad to match unique skills with specific projects."

"I found a web developer quickly and easily on the Freelance Factory website. What a great resource!"

"I found the freelance factory website to be very useful. It was easy to use and I received a great response, fast, I would recommend it to anyone looking for a freelance designer."

Freelancers:

"I got an inquiry from a fellow freelancer yesterday morning. After we agreed on the fees, I finished programming using "javascript" and "php" and in a couple of hours, it is all done. What a fantastic way of making a modern living!"

"I have found work through the FF website before - it is a good source for me."

"Since I registered, I have had four enquiries - a mainstream bank in Melbourne, a publishing company (from its CEO in London), a web development group and a top Sydney advertising agency. I've already done work for the bank and the web company! I've put a put in a prop. to the publishing co. and hope to start working for the ad agency at the beginning of next month. Freelance Factory - you're GREAT!!!"

"This is my first day here but it is something I have been looking for. Great to see, I am sure I will visit often, it will be great to network with other freelancers."

"FF is a fantastic idea. Jenni is unbelievably generous with her time and obviously passionate about congregating creatives."

"I was working on one project that took over a year. When I got back into the marketplace, many of my carefully nurtured contacts had moved or disappeared. That's why FF is such a great idea"

"I think Freelance Factory is a fantastic way for freelancers with small advertising budgets to get their name out there."



ADVERTISING

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1

ONE PAGE PROFILE - Freelance creative talent ONLY.

Advertise your expertise with a one page profile on the Freelance Factory website. You have the option to add your profile page FREE for the first month. Then a low \$22 per month. No payment will be processed until after the first trial month. You have the option to cancel at any time. Absolutely no obligation to stay after your FREE month has expired.

	per month
First month	FREE
After trial	\$20.00 + gst = \$22.00

2

ON-LINE ADVERTISING - Premium positioned Banner Ads on thefreelancefactory.com.au homepage.

	per month
TOWER 125 x 250	\$350.00 + gst
TILE 125 X 125	\$210.00 + gst
BUTTON	\$210.00 + gst

3

EMAIL BLAST - Subject 'Freelance Faces' 'Freelance Spaces'.

This can include as many relevant links ie websites, pdfs etc. Provides full statistical information on each email sent. You can view open rates, articles read, links clicked, forwarded messages to friends etc.

email jenni@thefreelancefactory.com.au	one off fee inc set up
for considertion	from \$450.00



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CONTACT

To apply to advertise on the Freelance Factory[®] website
email :: advertising@thefreelancefactory.com.au

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