

## Client Advertising

### 1.0 Context

- 1.1 As an agency, we advertise in order to attract the full range of professional applicants. We advertise for you, as our client, free of charge of the World Wide Web as well as use referrals as well as reputation to maintain a database of quality advertisements.
- 1.2 However, if the recruitment requirement is particularly specialised, we recommend that the position is advertised in *The West Australian* newspaper in the Professional Appointments section. This ensures a wider reach in the sourcing of applicants.

### 2.0 The Advertisement


- 2.1 Below is an example of an advertisement that we recently ran for a Manager level position.

## Business Development Manager

We have the privilege of representing one of Western Australia's longest locally owned and operated Information Technology firms. This company is unique, not only in its longevity. It has also met the challenges of the nineties, achieving technological milestones in electronic commerce and Internet technologies that can be judged as world class. This small and dynamic firm requires an individual to guide and steer the business towards the consolidation of their strategies and the growth of their productivity and profitability.


We seek a marketing professional with a strong grounding in sales; with the ability to manage the development of business and a team of young, dynamic sales and technical staff. While unmistakably a marketing role, it is equally important that the incumbent share the vision, drive and management skills of the executive.

Interested? Please mail your resume to *David Christie* in complete confidence.




**DAVID CHRISTIE AND ASSOCIATES**  
PTY. LTD. ACN 056 432 092

David Christie & Associates  
Suite 4, 20 Altona Street  
West Perth WA 6005  
Tel: (08) 9321 1574  
Fax: (08) 9321 6979




DAVID CHRISTIE & ASSOCIATES  
PROFESSIONAL APPOINTMENTS

OFFICIAL 1999



**RCSA**  
MEMBER



WESTERN AUSTRALIAN  
OWNED

4col x 10cm

Please note that this file is not exactly to scale, but is a fairly good indication of the size of the advertisement. A hard copy of this document will follow by snail mail that will be exactly to scale.

## 2.2 Size

The size of the advertisement, 4 (col) by 10 (cm), is recommended by DCA for a Management level advertisement. It is sufficiently large to attract attention and to contain all the necessary information, while not being unnecessarily cumbersome. Of course the size of the advertisement is entirely up to the client.

## 2.3 Costing

Current costing for *The West Australian*, Professional Appointments section is calculated as follows:

(col) by (cm) by \$60.50, inclusive of G.S.T, for Saturday's paper and \$38.17 for Wednesday's paper, plus production costs of (col) x (cm) x \$4.18 (if there is colour in the advertisement, then production costs are (col) x (cm) x \$6.93), again inclusive of G.S.T.

The cost of this particular advertisement, therefore, was \$2587.20 all inclusive (for Saturday's paper with no colour in the advertisement).

## 2.4 Deadlines

*David Christie & Associates* manage the advertising process, and have extended deadlines with both *The West Australian* and Typesetters. The deadline for booking the space in the Professional Appointments section is still noon on the previous Thursday to the Saturday that it will feature in the paper, but the deadline for receiving the content from the typesetters is extended to Friday.

## 2.5 Placement

*David Christie & Associates* can offer prime placement due to the regularity with which we advertise, which is just one of the reasons that clients outsource their advertising to us.

The drafting of the advertisement will be done entirely by us, and is presented for the client's approval before placement in the paper; unless, of course, the client wishes to provide input into the construction of the draft. In some cases, the client wishes to write the advertisement in its entirety. *David Christie & Associates* have a significant portfolio of successful advertisements for an exclusive range of clients.