

OMEDA Membership—Clarification of Benefits

This year, OMEDA introduced two levels of membership—'Recreational' and 'Professional.' The aim of this was to allow for two price levels, to better reflect the additional benefits that professional teachers and performers can receive through OMEDA's many advertising channels. The following provides an overview of these advertising opportunities.

- Recreational Membership: \$35 per year
- Professional Membership: \$55 per year

All members receive The Shimmy newsletter four times a year, along with eBulletins and members-only emails, plus discount entry to all OMEDA events.

Note: OMEDA Matrons and current committee members receive a free professional membership in recognition for their contribution.

Advertising Opportunities:

In addition, members receive access to the following advertising channels. See definitions below.

✓ = Can advertise via this medium ✕ = not entitled to advertise

Advertising Medium	OMEDA 'Recreational' Member	OMEDA 'Professional' Member
Teacher and Performer Listings	✕	✓ Free
The Shimmy Newsletter:		
• Display Ad	✓ ¼ page \$8 ½ page \$12 1 page \$20	✓ ¼ page Free (once a year, \$8 after*) ½ page \$12 1 page \$20
• Flier insert	✓ \$15 (printed fliers supplied by contributor)	✓ \$15 (printed fliers supplied by contributor)
eBulletin	✕	✓ Free
Calendar of Events	✓ Free	✓ Free

* Rate to be confirmed at the upcoming AGM

More

- Teacher and Performer listings Distributed to OMEDA members twice yearly in a printed booklet inserted in The Shimmy. Also listed on www.omedas.org.au, and can include links to your website/
- The Shimmy Newsletter Distributed in print form to OMEDA members on a quarterly basis. Advertising can be via display ads or inserted fliers (the contributor supplies the fliers)
- eBulletin Detailed info on upcoming events sent out via email every week. This service is provided free of charge to both OMEDA members and non-members who sign up
- Calendar of Events Listing of upcoming events emailed to OMEDA members on a monthly basis. Events listed in the calendar will also be published on the OMEDA Website.
- OMEDA Website www.omedas.org.au
Upcoming events are listed on the 'Whats On' and Home Pages. These listings are sourced from the Calendar of Events.