

# MEDIA PROCEDURES PLAYBOOK

1 JULY 2025 - 31 DECEMBER 2025



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# Welcome

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Gray Matters is responsible for the production and placement of Tasmanian Government classified advertising - locally, nationally and internationally.

Over the past 20 years, GMA has placed more than 50,000 advertisements across Tasmania alone with 99.8% accuracy.

Our team of government communications specialists can negotiate the lowest advertising rates in the country and our production team can turn around creative in hours.

But what truly sets us apart is our proven integrated media and marketing solutions which mean you can pair your legislative print requirements with digital and social media to reach and engage your targeted markets.

Your ads can appear the same day in digital or as early as the next day in print. And, you can be confident your branding is accurate; your accessibility requirements are met; your spend is cost-effective; and your reporting is measurable. That's our ongoing commitment to the Tasmanian Government as the Crown's appointed Master Ordering Agency.

Our one-stop-shop approach means no matter the scope of your project, you will always be in touch with the same professionals who have the knowledge and skills to get your job done quickly and efficiently.

*“You can be confident your branding is accurate; your accessibility requirements are met; your spend is cost-effective; and your reporting is measurable.”*

# How to use this Playbook

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As Master Ordering Agency, Gray Matters Advertising has the responsibility for negotiating rates with each of the Tasmanian daily newspapers and major interstate newspapers. We have developed this playbook to make the process of seeking professional communications advice or place print, digital advertising, electronic or out-of-home advertising as simple as possible.

Please be sure to read each section in its entirety and take special note of any instructions or deadlines outlined in the playbook. If you can't find what you are looking for, or need further clarification on any of the contained procedures, contact us so that we can assist you and improve this playbook for the future.

If you require any further information or wish to discuss your project in detail, please do not hesitate to contact the Gray Matters Advertising team.

e | [studio@graymatters.com.au](mailto:studio@graymatters.com.au)

t | (03) 6224 8777





# Your points of contact

THE GMA GOVERNMENT ACCOUNTS TEAM

## Katey Love

ACCOUNT MANAGER

**e** | [katey@graymatters.com.au](mailto:katey@graymatters.com.au)  
**t** | (03) 6224 8319

Katey is your first point of contact when placing an advertisement. From receiving your initial email to finally dispatching the advertisement to the media suppliers, Katey is able to advise you on every aspect of the process.

## Conrad Thunig

SENIOR GRAPHIC DESIGNER

**e** | [conrad@graymatters.com.au](mailto:conrad@graymatters.com.au)  
**t** | (03) 6224 8317

With over 20 years of professional design experience, Conrad has worked with a broad range of clients locally, nationally and internationally. He brings with him a wealth of knowledge both in print and digital design.

## Helen Polanowski

MEDIA BUYER

**e** | [helen@graymatters.com.au](mailto:helen@graymatters.com.au)  
**t** | (03) 6224 8319

There's not much Helen doesn't know about media having worked in the industry for the past 40 years. She can advise on all facets of publishing. Don't be afraid to test her knowledge!

## Sachin Kumar

ACCOUNT CO-ORDINATOR

**e** | [sachin@graymatters.com.au](mailto:sachin@graymatters.com.au)  
**t** | (03) 6224 8317

With a bachelor's degree in business, Sachin is responsible for the co-ordination of all invoices, billing details and financial statements as well as providing media and account service support.

## Jake Seychell

DIGITAL MARKETING MANAGER

**e** | [jake@graymatters.com.au](mailto:jake@graymatters.com.au)  
**t** | (03) 6224 8777

Jake comes to us after studying dual Law and Psychology degrees at the University of Queensland. Jake is proficient in the design and development of websites and digital marketing. Ask us about some of our successes.

## Sarah Fitzpatrick

MANAGING DIRECTOR

**e** | [sarah@graymatters.com.au](mailto:sarah@graymatters.com.au)  
**t** | (03) 6224 8777

As Managing Director, Sarah is your senior point of contact within the agency. Sarah is available at any time should you wish to discuss any details of your account.

# Submitting an advertisement

## AN OVERVIEW

### ADVERTISING REQUEST

Seek approval of the content for the ad, placement and budget required. Lodge your request through your department's internal workflow/booking system eg, via the Communications Unit.

### DEVELOPMENT

Gray Matters will format your ad using the content you provided. A proof will be sent for approval.

### PROOFING OF ARTWORK AND FINAL APPROVAL

Check that all the details in the ad are correct and the ad is approved internally. Resend the ad to us noting that the artwork is approved. NB: no changes to the ad will be possible after this time. If the ad needs to be pulled, please know that cancellation costs will apply.

### PUBLICATION

Your ad will be sent to the relevant media supplier/s to be published.

# Tasmanian Government corporate Brand and Communications Policy

As Tasmanian State Service employees, you are bound to adhere to the requirements of the Tasmanian Government corporate Brand and Communications Policy (the Policy).

The Strategic Communications and Media team, Department of Premier and Cabinet, manage this Policy and departmental Communications Units are your first point of call with any questions.

Examples of approved ad templates for jobs, Public Notices, Tenders and display ads can viewed on p8.

## Accessibility and inclusivity

Government communications must be accessible and inclusive and meet the requirements of the Policy. When developing copy, you must consider people:

- with low levels of literacy
- with sensory or cognitive disabilities
- who rely on assistive technology
- from culturally and linguistically diverse communities
- with limited access to technology.

For further guidance and to understand the mandatory requirements go to:

[Accessible and inclusive communications | Tasmanian Government Communications](#)

The [Tasmanian Government Writing Style Guide](#) is a useful tool to refer to when developing the content for your ad.

## When Submitting your ad:

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### You can request changes to:

- All body copy supplied for the advertisement
- Contact details to accurately direct the listing

### You can NOT request changes to:

- Design elements of the ad including the font and colours used
- Placement of the Tasmanian Government logo (and other logos when relevant)
- The link to [tas.gov.au](http://tas.gov.au)

# Template samples

## Tasmanian Government jobs

### Department of Premier and Cabinet

#### Executive Director

**Salary:** \$0.00 to \$0.00 per annum

**Location:** xxx

**Enquiries:** xxx **P:** (03) 0000 0000 **E:** name.name@department.tas.gov.au

**Closing:** 00/00/2025

#### Executive Director

**Salary:** \$0.00 to \$0.00 per annum

**Location:** xxx

**Enquiries:** xxx **P:** (03) 0000 0000 **E:** name.name@department.tas.gov.au

**Closing:** 00/00/2025

#### Executive Director

**Salary:** \$0.00 to \$0.00 per annum

**Location:** xxx

**Enquiries:** xxx **P:** (03) 0000 0000 **E:** name.name@department.tas.gov.au

**Closing:** 00/00/2025

**Closing:** 00/00/2025



Explore more job opportunities at [jobs.tas.gov.au](https://jobs.tas.gov.au)



## Tasmanian Government Public Notices

### Department of Premier and Cabinet

#### Request for proposal - Therapeutic residential model of care

Children, Youth and Families, Department of Communities Tasmania is seeking to engage a provider to deliver a Therapeutic Residential Model of Care (TRMC) for unaccompanied children and young people under 16, who are at risk of or experiencing homelessness.

A Request for Grant Proposal is now open to commission a suitably qualified provider to deliver services that provide a therapeutic and trauma-informed approach to managing and healing from trauma, resolving family conflicts and improving family relationships as a pathway to stable and sustainable accommodation, delivered in a safe, supported and home-like environment. The service will provide early intervention, diversion away from statutory services and prevention of homelessness, through a collaborative, child-centred Care Team approach to improve the wellbeing of the child or young person. Youth and Families and Housing Tasmania have been working together to prepare a suitable property, from which the service can be delivered.

**Closing:** 2pm, 26 October 2022

**Documents and Enquiries:** The Request for Grant Proposal documentation can be downloaded from the Department of Communities Tasmania and the Department of Education website: [www.communities.tas.gov.au](https://www.communities.tas.gov.au) and Home - The Department of Education Tasmania.

Enquiries about this Request for Grant Proposal should be directed to Rachel Scarborough on (03) 6165 8315 or [rachel.scarborough@communities.tas.gov.au](mailto:rachel.scarborough@communities.tas.gov.au) between 9am - 5pm Tasmanian Time, Monday to Friday during the open period.

A register of those interested in receiving updated information about this Request for Grant Proposal during the open period has been established. If you would like to be included on this list, please email [rachel.scarborough@communities.tas.gov.au](mailto:rachel.scarborough@communities.tas.gov.au).

### Department of Health

#### Public holiday arrangements

The Department of Health wish to advise that Thursday 22nd of September will be observed as a standard public holiday.

Emergency and continuous care services including Ambulance Tasmania, emergency departments and inpatient services will continue to operate as normal.

If you have an appointment or procedure scheduled with Statewide Mental Health Services, Oral Health Tasmania or with one of our healthcare centres or hospitals, we will be in contact to confirm attendance or reschedule.

The Public Health Hotline and COVID-19 testing clinics will continue to operate as normal.

If you are unsure about your appointment, please contact the service provider for confirmation.

For more information, including contact details, please visit [www.health.tas.gov.au](https://www.health.tas.gov.au)



[tas.gov.au/publicinfo](https://tas.gov.au/publicinfo)



## Tasmanian Government tenders

### Department of Premier and Cabinet

#### Request for proposal - Therapeutic residential model of care

**Tender ID:** 56212

**Closing:** 2pm, 23 July 2025

**Description:** Children, Youth and Families, Department of Communities Tasmania is seeking to engage a provider to deliver a Therapeutic Residential Model of Care (TRMC) for unaccompanied children and young people under 16, who are at risk of or experiencing homelessness.

A Request for Grant Proposal is now open to commission a suitably qualified provider to deliver services that provide a therapeutic and trauma-informed approach to managing and healing from trauma, resolving family conflicts and improving family relationships as a pathway to stable and sustainable accommodation, delivered in a safe, supported and home-like environment. The service will provide early intervention, diversion away from statutory services and prevention of homelessness, through a collaborative, child-centred Care Team approach to improve the wellbeing of the child or young person. Youth and Families and Housing Tasmania have been working together to prepare a suitable property.

**Documents and Enquiries:** The Request for Grant Proposal documentation can be downloaded from the Department of Communities Tasmania and the Department of Education website: [communities.tas.gov.au](https://communities.tas.gov.au) and Home - The Department of Education Tasmania.

**Lodgement:** Tenders must be lodged by electronic lodgement at [www.tenders.tas.gov.au](https://www.tenders.tas.gov.au)

**Additional Information:** A tender briefing will be held at 2pm, Wednesday 28 June 2025.



[tenders.tas.gov.au](https://tenders.tas.gov.au)



# Submitting a print advertisement

Please pay close attention to the category of advertisement you wish to place with us, as the way you submit your ad request varies from campaign display to classified display or composite employment, Public Notices or Tenders placement. Examples of each of these ads can be found on the previous page.

Regardless of the advertisement you place, you must provide the following information to lodge your submission with GMA:

## ADMINISTRATIVE DETAILS

- Include a contact name and email address of the person who has delegation to pay the invoice.

## ADVERTISING COPY

- All approved written content that is to appear in the ad, including headings, body and supplementary content
- Please proof this copy and ensure any writing is consistent with the mandatory Policy requirements ([see more](#)).

## EXTERNAL MEDIA

- Include any approved logos, images or special requests that are to be included in the advertisement.

## DESTINATION

- The approved communications strategy associated with the project or program that you are responsible for, must include what advertising you plan on doing and the associated cost.
- When working with us, please clearly indicate in what publication, in what section of the publication and on what date you want your advertisement to be published.
- Ensure that you supply all the required information are required by the relevant publication deadline/s allowing time for internal approvals (see more).

Although we will always proof any content sent to us as part of the formatting process, any errors in supplied text remains the responsibility of the sender. Please double check any content you send to us as GMA is not liable for any errors in supplied advertising information once final approval has been given.

## CANCELLATION POLICY

- Please note: Cancelling a booked advert after final approval has been given will incur a \$180.00 production fee.

# Campaign Display Advertising

SUBMISSION IS VIA DIRECT EMAIL

Campaign advertising – such as that used for Tasmanian Government Public Awareness campaigns – can be booked across various mediums to achieve your desired results. In traditional markets such as print, these ads are placed in the Early General News section (EGN) of a newspaper or other non-classified sections of journals and magazines.

And, if you choose TV, radio, print, digital, outdoor or direct mail, GMA will book your campaign advertising across all sites, ensuring you receive your entitled government rate, regular monitoring, measurement and evaluation reports all from the one source.

To place campaign advertising, please email [katey@graymatters.com.au](mailto:katey@graymatters.com.au)


TV advertising – free to air (FTA) & broadcast video on demand (BVOD)

For television commercials, commercials or educational videos displayed on platforms such as YouTube, agencies must:

- Include captions.

Tip: Captions enable the soundtrack of a television program, commercial, DVD or video to be read. Unlike foreign language subtitles, which are a translation of the dialogue only, captions include other elements of the soundtrack such as sound effects and music. They are also coloured and positioned on screen to help the viewer follow who is speaking. Closed captions can be switched on or off by the viewer.

- Display clearly on the end frame that the advertisement/video was produced by the Tasmanian Government by showing the Tasmanian Government logo.
- The logo must be a minimum size of one-third of the screen height and should appear in full colour on a white screen, or in white reversed out of a black screen.
- If sponsors logos are to be used, they are to appear evenly spaced along the bottom of the screen under the Tasmanian Government logo.

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- Show the static Tasmanian Government logo for one second on both 15-second and 30-second television commercials and longer videos
  - Obtain CAD (Free TV Australia Commercials Advice) approvals prior to screening.
  - All television advertising, include community service announcements (CSAs) must be classified by CAD, part of Free TV Australia's Commercial Advice, before they are broadcast. The classification, in the form of a CAD number, must be provided to television stations along with the final advertisement.

More information about this process is at [www.freetv.com.au](http://www.freetv.com.au).

Please note: CAD's classification does not determine whether an advertisement requires an authorisation frame – this is required on all advertisements (other than CSAs) in the Tasmanian Government Corporate Brand Identity and Communications Policy.

- The requirements for television advertisements remain if an ad is featured as a CSA, except that the authorisation screen is not required. Representation of the station's support will depend upon individual negotiations.
- All television advertisements must carry the official authorisation end frame:

“Authorised by the Tasmanian Government, Hobart. Spoken by (name/s talent)”. These words must appear on a black screen for at least 1 second, and the words “Authorised by the Tasmanian Government, Hobart” must be spoken at the same time.

The authorisation should be white, in ‘Futura’ typeface and centered on the screen.

During a caretaker period, the “spoken by” information must be included in the voice over.

For more information check in with your department's Communications team or go to:

[Television advertising | Tasmanian Government Communications](#)

# Classified Display Advertising

SUBMISSION VARIES BY CATEGORY

Classified Display Advertising – used only by Tasmanian Government’s Government Business Enterprises (GBE’s) that fall outside the composite advertising contract or recruitment agencies acting on behalf of government to advertise Senior Executive Appointments (SES) – can be booked across various advertising mediums to achieve your required results.

In traditional markets such as print, these ads are stand-alone display ads placed in the Classifieds section of a newspaper (i.e. Employment) or other non-classified sections of journals and magazines. If you choose TV, radio, print, digital, outdoor or direct mail, GMA can book your display advertising across all sites, ensuring you receive your entitled government rate, regular monitoring, measurement and evaluation reports all from the one source.

If you are unsure whether you qualify for classified display advertising, please email [katey@graymatters.com.au](mailto:katey@graymatters.com.au)

**Please note, as of July 1, 2024 News Corporation has introduced a \$15.00 (+GST) booking fee on all classified advertising.**

## QR CODES

QR codes are a staple in advertising and marketing due to their ease of use and ability to quickly connect customers with digital content. They allow for quick access to websites, apps, or landing pages without the need to type in a URL.

The data tracking capabilities of QR codes are invaluable and by analysing scan metrics such as frequency, location, and device type, you can gain insights into customer behaviour and measure the effectiveness of marketing campaigns. Additionally, the cost-effectiveness of QR codes means they can be easily integrated into flyers, posters, product packaging, etc.

The versatility and space-saving nature of QR codes make them suitable for various marketing channels, including print, digital, and broadcast media. They can link to a wide range of content such as websites, videos, social media profiles, and app downloads.

Setting up a QR code is straightforward and can be done in a few simple steps using online QR code generators.

Please check in with your Communications Unit to see if your department uses a specific QR code platform or ask us to set up QR codes for your advertising.

# Classified Composite Advertising

SUBMISSION VARIES BY CATEGORY

Routine advertising carried out by agencies around their operational activities, that may include – but is not limited to – recruitment, employment, educational courses and enrolment, auctions and tenders, announcements, public and statutory notices and emergency notices, is booked as a composite ad in each section of Tasmania’s three daily newspapers.

For press ads, Tasmanian Government departments must place all vacancy notices, tenders and public notices in the consolidated format in Tasmanian papers, and in interstate, and overseas newspapers and/or journals in accordance with the whole-of-government contract Advertising – Print Media Services for the placement of vacancy notices, tenders and public notices (contract A003) - with GMA.

Where a Tasmanian Government agency wishes to run routine Government advertising outside the consolidated format, permission must be sought from the Manager, Communications and Protocol Unit (DPAC) outlining justification for the variation.

For any other exceptions, please contact [katey@graymatters.com.au](mailto:katey@graymatters.com.au)

# Recruitment Advertising

SUBMISSION IS VIA PAGEUP

There are two types of CLASSIFIED COMPOSITE employment ads that you can lodge through GMA:

- LINE ADS
- EXECUTIVE DISPLAY ADS “HOT JOBS”

If you need help understanding which type of ad you need published, please refer to your manager or contact us at GMA.

To submit any Employment ad, all relevant and approved information must be lodged through the PageUp Government Portal. For further information on the PageUp system and how to use it, refer to your manager.

If you miss the PageUp deadline or the copy included in your ad exceeds the allowed maximum word count, please email the advertisement details directly to Katey Love [katey@graymatters.com.au](mailto:katey@graymatters.com.au)

## DEADLINES

Please ensure that all employment ads are uploaded to the PageUp system by **COB Friday, the week prior to publication**. Your entries will automatically generate a spreadsheet on Monday morning. If your ad is not submitted by the cut-off time, it will not appear on the spreadsheet and thus will not be published.

However, if you miss this deadline, it may still be possible to get your ad published by contacting us with the advertisement as soon as reasonably practicable - Katey Love – [katey@graymatters.com.au](mailto:katey@graymatters.com.au)

**See p19** for a detailed breakdown of our advertising deadlines.

Please note, ACM (Australia’s largest regional news network and publisher of the Advocate and the Examiner in Tasmania), has introduced a new, dedicated platform for the employment market catering to rural and regional employers, including Tasmania. Reaching an audience of 5 million people across Australia, View Jobs rate start at \$175.00 for a standard 30-day listing.

Please contact Katey Love for more information - [katey@graymatters.com.au](mailto:katey@graymatters.com.au)

# Public Notices

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SUBMISSION IS VIA DIRECT EMAIL

To submit a public notice with GMA, you do not need to lodge your request through an external system. Instead, email your advertisement and all details directly to your Account Manager Katey Love – [katey@graymatters.com.au](mailto:katey@graymatters.com.au).

Artwork must be submitted on time for formatting by midday Wednesday before the publication date that you have selected. If you miss this deadline, it may still be possible to get your ad published by contacting GMA via [katey@graymatters.com.au](mailto:katey@graymatters.com.au) or call us on **(03) 6224 8777**.

Public notices are also published on [tas.gov.au](http://tas.gov.au) and please speak to your Communications Unit if you want your Public Notice printed on this platform too.

# Tenders

## SUBMISSION VIA ELECTRONIC TENDER PROCESS

Similar to employment ads, tender submissions are made via your internal electronic tender process (separate from PageUp). If you require further information on how to access or navigate this system, refer to your manager, departmental Procurement team or contact [tenders@treasury.tas.gov.au](mailto:tenders@treasury.tas.gov.au)

### DEADLINES

#### Saturday ad placements

For your ad to appear in a Saturday publication, all advertisement details must be sent before **MIDDAY WEDNESDAY** of the week of publication to Katey Love - [katey@graymatters.com.au](mailto:katey@graymatters.com.au).

#### Weekday ad placements

For your ad to appear in a weekday publication, all advertisement details must be sent **10am, 2 DAYS PRIOR** to the requested placement date to Katey Love - [katey@graymatters.com.au](mailto:katey@graymatters.com.au).

**See p19** for a detailed breakdown of our advertisement deadlines.

## Proofing and confirmation

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No matter what type of ad you submit to GMA, we will send you a PDF proof for final approval prior to publishing your advertisement.

**Saturday papers**, you can expect to receive this proof by **Wednesday afternoon, the week of publication**.

**Urgent publications in a weekly paper**, we will get a proof to you **within 1 business day of your request**.

Upon receiving proofs, carefully check that all ad and placement details are correct and are presented exactly how they should appear in print. No changes can be made after approval, so take your time to ensure every detail is as it should be and that the ad has been internally approved. If there are any changes to be made, notify us via email so that these amendments can be made ASAP.

If no changes are necessary, email us your confirmation before **1pm Thursday, the week of publication**, so that we can send your ad through to the media supplier. Please prioritise this response.

**IF WE DO NOT RECEIVE CONFIRMATION BY RETURN EMAIL, YOUR ADVERTISEMENT WILL NOT APPEAR**

### **CANCELLATION POLICY**

- *Please note: Cancelling a booked advert after final approval has been given will incur a \$180.00 production fee.*

## Working with deadlines ---

Deadlines are the only thing that stands between you and your ad not making it to publication on time. We don't want this to happen and that's why we take every effort to ensure that our publisher's schedules are constantly updated and communicated to you. This way, if we get your approval before the specified deadline, you can rest easy knowing your ad will find its way into the requested print run.

Where possible, send completed and approved copy to us as early as possible. Though we will always strive to get your ad published in even the direst of circumstances, getting your submission in early is your best bet at ensuring a top spot in the publication.

The following media deadlines are current as of July 1, 2025. For updated deadlines, please refer to correspondence from your account co-ordinator. If you require information about deadlines for any publications that are not listed, please give us a call as soon as possible.

# Print media **submission deadlines**

Please make sure that in your project’s planning timeline that you allow for internal approvals to ensure that you meet the below deadlines.

NEWSPAPER	EARLY GENERAL NEWS	PUBLIC NOTICES/ TENDERS MON - FRI	EMPLOYMENT SATURDAY	PUBLIC NOTICES/ TENDERS SATURDAY
THE MERCURY	4 business days prior	2 days prior - 10am	Tuesday - 10am	Wednesday - 12pm
THE EXAMINER	4 business days prior	2 days prior - 10am	Tuesday - 10am	Wednesday - 12pm
THE ADVOCATE	4 business days prior	2 days prior - 10am	Tuesday - 10am	Wednesday - 12pm
AUSTRALIAN FINANCIAL REVIEW	Tuesday - 10am	Tuesday - 10am	Tuesday - 10am	Tuesday - 10am
AUSTRALIAN MON - FRI	4 days prior - 10am	4 days prior - 10am	Tuesday - 10am	4 days prior - 10am
WEEKEND AUSTRALIAN	4 days prior - 10am	Tuesday - 10am	Tuesday - 10am	4 days prior - 10am
MAINLAND PAPERS	4 days prior - 10am	4 days prior - 10am	Tuesday - 10am	4 days prior - 10am

Note:

- Please make sure all print media submissions are sent prior to these deadlines.
- Deadlines are subject to change. Contact your account coordinator for the latest media schedules.
- Other publication deadlines available on request.
- Deadlines for all other media are available by contacting [katey@graymatters.com.au](mailto:katey@graymatters.com.au)

# Invoicing

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You will receive an invoice for your advertisement after it has appeared in the publication. This invoice will be sent to the responsible person nominated in the initial request for advertisement.

The invoice will show details of the contact along with insertion details and media costings to ensure accurate identification. A PDF attachment of the published advertisement will also be included for reference.

If you do not receive this invoice, or believe an error has been made, contact Helen Polanowski to discuss -

**[helen@graymatters.com.au](mailto:helen@graymatters.com.au)**.

**Please note** - Tasmanian Government payment terms are strictly 20 days from invoice date. Late remittance will incur penalty fees.

Government invoices paid after 20 days from invoice date that exceed \$1000.00 will automatically incur a \$50.00 penalty fee.

A top-down view of a person's hands writing in a notebook on a wooden desk. A laptop is open in the background, and a camera with a lens is on the right. The scene is lit with warm, soft light.

# Additional Services

- DIGITAL
- INTERNATIONAL PLACEMENTS
- CREATIVE



# Digital Advertising

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Trust us with your campaign parameters – who you want to target and what you want to achieve.

From websites to social network channels, digital is now the number one destination for advertising.

Against traditional advertising, digital offers the more cost-effective method to reach the broadest demographic.

Including digital and social media advertising in your campaigns will ensure your advertising reaches the largest possible audience at the lowest cost. Effective targeting with multiple strategies across multiple content types will result in increased engagement and trackable, measurable results.

GMA is Tasmania's leading agency for the digital placement of recruitment advertising with priority access through our partnerships with some of the world's biggest digital platforms – LinkedIn, Indeed, Facebook, Instagram, TikTok, and YouTube. And, we work with international partners to offer you high-performing programmatic.

Along with our core print and traditional media offerings, we have invested heavily in securing the best digital placements available. This allows us to offer a fully integrated advertising approach that will position the Tasmanian Government in front of a demographic, previously unreachable by traditional means.

When it comes to recruitment, we tend to avoid overcrowded online job boards and instead, hand select the locations that your ads are displayed to encourage only high-quality applicants. This approach allows us to extract key metrics from your placements that are used to improve the cost effectiveness and reliability of your ads over the duration of the campaign.

To discuss digital placements for government advertising, contact Katey Love ([katey@graymatters.com.au](mailto:katey@graymatters.com.au))

# GMA Digital Offerings

## Web Applications

- JamStack Website
- Progressive Web App (PWA)
- Headless eCommerce
- Customer/Staff Portals
- Website Maintenance Services

## Research & Evaluation

- Qualitative and quantitative research
- Concept testing (e.g. focus groups)
- Post campaign monitoring and evaluation
- Reporting can be as granular as you require

## Digital Advertising

- Search Engine Optimisation
- Search Engine Marketing
- Social Media Marketing
- Email Marketing
- AI/Programmatic

## Metrics

- Channel traffic visitors and sources
- Time on site + bounce rate
- Conversion rate, click-through and cost per conversion
- Lead to close ratio
- Customer Retention Rate
- ROI

## Systems Architecture & Automation

- Systems Audit
- Administrative Workflow
- Staff Training



# National/International Placements

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Gray Matters Advertising is the largest media buyer in Tasmania, placing digital and traditional media across the US, Europe, South- East Asia and all Commonwealth countries.

Our associated Media Reference Centre ensures that all advertising is placed in the right country, the right medium and at the right time. We are able to provide comprehensive return data including demographic and geographic information for both print and digital platforms along with international deadlines and print specifications.

Every member of our team is a communications professional, with comprehensive knowledge of local and international media requirements. We are able to provide specialised strategic planning advice, assist in developing cost-effective audience reach tactics and suggest alternatives that may see a larger return on investment.

To start a discussion about placements or international media requirements, contact your Account Manager Katey Love on **(03) 6224 8319** or email your copy in the below format to **katey@graymatters.com.au**.

**It is important to include ALL fields to ensure we can place your advert.** (Please note that the following websites have a maximum word count that must be adhered to: **RACS - 300 words, RACP - Main Description 200 words, RACGP - Main Description 2000 characters**).

- Website/s to appear on
- Job title
- Vacancy Number
- Closing date
- Job type (eg. Full-time/Part-time)
- Job Description
- Location
- Salary range
- Duties
- Employment period
- URL to apply
- Contact details for further information

# Creative Conceptual

As a full-service, creative agency, GMA can develop concept, design and production of all creative requirements for:

- Campaigns
- Communications strategy
- Content development
- Creative concepts/design

And, you pay once for creative which can be used across all production platforms:

- Media
- Printing
- Pamphlet/book/brochure
- Website Maintenance Services
- Flyer/poster
- Street poster/billboard
- Kit Folder
- Re-printing existing resources
- Multimedia
- CD-Rom
- DVD Video
- Website
- Multiple formats
- Translating resources into other languages
- Captioning – open, closed
- Braille
- Large print
- Audio (mp3, Podcasts)
- Incidentals
- Photocopying - campaign letters, survey forms
- Couriers
- Mail house or packing/postage
- Launch
- Venue
- Catering
- Talent or artist fees

Contact Conrad Thunig ([conrad@graymatters.com.au](mailto:conrad@graymatters.com.au)) or (03) 6224 8317 to discuss your needs.

# Employee Training

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Need to upskill in a particular area of communications and/or marketing?

Or maybe you just want to improve your ability to use software tools?

GMA provides marketing and communications training to government employees at their place of work - or off site - with content tailored to address the level of expertise of attendees one-on-one or in a team environment.

Whether it's digital marketing strategies such as video storytelling for social media, crafting contagious content for viral marketing, understanding Google Analytics or AI, our courses can help government employees bridge the skills gap by gaining practical market insights.

Over the past two decades, GMA has built a network of media, communications and marketing professionals who will take your team to the next level.

Not sure what you need? We can help you start the process with a skills audit of your marketing and communications team.





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