

10 reasons why this is the best job in advertising in Melbourne ...

1. Excellent Pay

The *Melbourne Observer* offers excellent rewards for its Advertising Sales Agents. We pay well, every Thursday, every week.

2. Security

The *Melbourne Observer* is an established newspaper, with traditions back to 1969. It is a popular paid-circulation publication, which ensures financial security.

3. Top Product

The *Melbourne Observer* is a top product for its advertisers - and the Advertising Sales Agents who organise their advertising. The *Melbourne Observer* is promoted on market-leader Radio 3AW

4. Save Time, Cash

Our Advertising Sales Agents positions are home-based. With the rising cost of petrol, many people are re-thinking the traditional travel-to-the-City workplace. You save travelling costs and time - every day.

5. Incentives

The *Melbourne Observer* includes incentive plans and bonuses for its Advertising Sales Agents. We have economical advertising rates, so we are a popular choice for advertising amongst business people.

6. Enjoy Success

The *Melbourne Observer* has a readership of more than 50,000 people - in print and online. This is NOT a suburban 'throwaway'. Every reader pays for their copy - so has an interest in reading it from cover-to-cover.

7. Help People

The *Melbourne Observer* has an envied TSR ('Time Spent Reading') factor, particularly in the high-spending 40-54 and 55-and-over age groups. This means you are organising advertising that works ... you are helping your clients.

8. Choose Hours

Melbourne Observer Advertising Sales Agents can select their own working hours, to best suit their own family requirements.

9. Professional

Advertising Sales Agents receive consistent and ongoing professional sales support from our *Observer* head office.

10. Strategies

You get to participate in a dynamic Business Plan ... the opinions and experiences of our Advertising Sales Agents are valued. This makes for a happy and satisfying working life.

Our 20 exciting expansion areas

The *Melbourne Observer* is embarking upon an exciting marketing expansion, taking in more than 20 sales channels. A 'ground-floor' opportunity.

1. National Advertising
2. Direct Sales
3. Direct Sales: City/CBD
4. Direct Sales: Melbourne Metro
5. Direct Sales: Mornington Peninsula
6. Direct Sales: Geelong
7. Direct Sales: Victorian Regional/
Country, Interstate
8. Advertising Features
9. Education
10. *Observer* Woman
11. Community Groups
12. Seniors
13. Travel
14. *Stepping Out*, includes Dine Out,
Entertainment, Clubs
15. Enterprise
16. *Melbourne Homemaker*
17. Homes/Real Estate, includes New
Homes, Property, Coast & Country
18. Motoring
19. Classifieds, includes Business Guide,
Trades and Services Guide
20. Classifieds: Tributes & Celebrations

For an Information Package about becoming an Advertising Sales Agent for the *Melbourne Observer* newspaper, please phone our office on Freecall 1-800 231 311. We will mail an Information Package to you immediately.

Melbourne
Observer

First Published September 14, 1969.

Published by Local Media Pty Ltd - Also Owners of the Sydney News and Brisbane Sun.

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