



Dale with Charlie, his 4th seeing eye dog

ABOUT DALE REARDON FOUNDER OF MY DISABILITY MATTERS

I am 48 and have been blind since the age of 17.

I have a law degree with honours and have practised as a lawyer in Tasmania, WA and Victoria. I have owned several businesses and currently operate other businesses with my wife, Jo.

From 2013-2017 I was member of the NDIS Independent Advisory Council, which advises the Board of the NDIA and the NDIA itself.

I was born, and now live, in Tasmania. I have lived in many parts of Australia, and travelled broadly. So far my favourite place to visit is France, as I love the wine, food and culture.

ABOUT MY DISABILITY MATTERS

mydisabilitymatters.com

My Disability Matters (MDM) has been created to improve the lives of people who live with disability.

Living with disability can be lonely and very challenging. Despite over ONE BILLION people worldwide living with disability, many do not have access to the information and resources they need that could improve their lives. Many do not feel a sense of community.




MDM provides valuable online resources for the disability community, with more planned for the future.

mydisabilitymatters.club : the community site, the MDM Club, is a social network for the disability community. It is a place for members to have open discussions of disability issues, to meet others affected by disability from across the world and find peer support. It is a place to meet new friends. The MDM Club includes a Members' Blog.

mydisabilitymatters.news : the News website includes news and opinion articles on disability issues and disability rights. New articles are not currently being published, however many of the articles are evergreen in nature and the site can still be accessed.

WEBSITE & SOCIAL MEDIA

My Disability Matters launched the News site in April 2016 and the MDM Club launched in November 2016.

5k+	26k+	1200+	4.3k+	1000+	4.3k+	32k+	6.8k+
Unique Visitors per month	Page Views per month	Number of articles/pages	MDM Club Members	MDM News Subscribers			

SERVICES AND RATES

We welcome brand partnerships that will provide our readers with excellent products and services to suit their diverse needs. All advertising is accepted at our discretion.

Image advertisement for one month: All rates exclude GST

Size and placement options

1. Medium Rectangle: 300x250px in the mid to lower section of the sidebar on all MDM Club pages and blog posts (\$195/month)
2. Leaderboard: 728x90px at the end of all MDM Club pages (\$295/month)
3. Header Leaderboard: 728x90px before the headline on all MDM Club Members' Blog posts (\$295/month)

Sponsored Post 1: \$700 (excl. GST)

We will write an article on a mutually-beneficial and agreed topic. You will provide brand information, features and benefits, and images.

The sponsorship will be declared and Google Search no-follow guidelines will be adhered to.

The article will be published on the MDM Club Members' Blog. It will be featured on the blog home page, be promoted to members inside the MDM Club and promoted through social media.

Sponsored Post 2: \$350 (excl. GST)

You will provide an article and images on an agreed topic, profiling your product, service or brand.

The sponsorship will be declared and Google Search no-follow guidelines will be adhered to.

The article will be published on the MDM Club Members' Blog. It will be featured on the blog home page, be promoted to members inside the MDM Club and promoted through social media.

Partnership: by negotiation

Your product or service will be featured and promoted at no upfront cost. Payment will be made by commission for sales made to readers and members of *My Disability Matters*.

Please contact us to talk about this opportunity.

Reciprocal Promotional Opportunities

For websites, brands and the media operating in the disability sector, we are open to discussing how we can work together to ensure success for all parties, as well as enhanced benefits for our readers, members and customers. Please contact us to talk about this opportunity.

CONTACT

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