Savvy Signature

Prepared for
IronBark Group Services

MEDIA COSTING · NOVEMBER 2026

Media Rate Card

Indicative channel costs, suppliers, 90-day investment options and expected return on investment.

15 channels · 3 investment options · 90-day campaign

This document brings together every channel from the online media costing proposal in one place: the indicative cost of each channel, where it fits in the campaign, the suppliers to approach and what each 90-day option spends on it. It closes with the expected return on investment for each option.

Media rate card

Indicative planning ranges for Brisbane, Logan and Ipswich.

#	Channel	Indicative cost	Per	Where it fits
01	**Static regional billboard**	$1,200–$5,400	per 4 weeks	Outdoor and shopping-centre
02	**Premium roadside billboard**	$5,400–$9,600+	per 4 weeks	Outdoor and shopping-centre
03	**Digital roadside billboard**	$2,400–$9,600	per 4 weeks	Outdoor and shopping-centre
04	**Bus shelter / street furniture**	$360–$2,400	per 4 weeks	Outdoor and shopping-centre
05	**Shopping-centre screens**	$1,800–$6,000	per 4 weeks	Outdoor and shopping-centre
06	**GP waiting-room screen pilot**	$1,800–$6,000	pilot	Healthcare and GP waiting-room media
07	**Local newspaper insertion**	$300–$2,160+	per insertion	Local press
08	**Four-week radio schedule**	$2,400–$7,200+	per 4 weeks	Radio and audio
09	**Referral brochure design**	$300–$840	design	Marketing collateral
10	**Print and distribution package**	$780–$1,920	package	Marketing collateral
11	**Disability expo / community activation**	$1,500–$3,600	per activation	Hospital, community and property partnerships
12	**Regional landing-page development**	$960–$3,000	per landing page	Google Search and local SEO
13	**Creative campaign development**	$1,200–$3,600	per campaign	Campaign creative

#	Channel	Indicative cost	Per	Where it fits
14	**Monthly campaign reporting**	$360–$960	per month	Performance and measurement
15	**Campaign management / media coordination**	$900–$2,400	per month	Vendor procurement

Channel details

The same detail as each channel card on the online proposal.

01 Static regional billboard

$1,200–$5,400 per 4 weeks

Outdoor and shopping-centre

Where it fits

Objective
Local visibility

Audience
Community

Lead brand
Ironbark

Journey role
Awareness

Vendors to investigate

JCDecaux
Billboards, transit, bus shelters, rail, airport

oOh!media
Outdoor, street furniture, retail, airport

QMS Media
Digital outdoor and place-based media

In the 90-day options

Option A $2,160
One local roadside placement

Option B $4,800
Roadside outdoor placements

Option C $10,800
Roadside outdoor

02 Premium roadside billboard

$5,400–$9,600+ per 4 weeks

Outdoor and shopping-centre

Where it fits

Objective
Local visibility

Audience
Community

Lead brand
Ironbark

Journey role
Awareness

Vendors to investigate

JCDecaux
Billboards, transit, bus shelters, rail, airport

oOh!media
Outdoor, street furniture, retail, airport

QMS Media
Digital outdoor and place-based media

In the 90-day options

Option A $2,160
One local roadside placement

Option B $4,800
Roadside outdoor placements

Option C $10,800
Roadside outdoor

03 Digital roadside billboard

$2,400–$9,600 per 4 weeks

Outdoor and shopping-centre

Where it fits

Objective
Local visibility

Audience
Community

Lead brand
Ironbark

Journey role
Awareness

Vendors to investigate

JCDecaux
Billboards, transit, bus shelters, rail, airport

oOh!media
Outdoor, street furniture, retail, airport

QMS Media
Digital outdoor and place-based media

In the 90-day options

Option A $2,160
One local roadside placement

Option B $4,800
Roadside outdoor placements

Option C $10,800
Roadside outdoor

04 Bus shelter / street furniture

$360–$2,400 per 4 weeks

Outdoor and shopping-centre

Where it fits

Objective
Local visibility

Audience
Community

Lead brand
Ironbark

Journey role
Awareness

Vendors to investigate

JCDecaux
Billboards, transit, bus shelters, rail, airport

oOh!media
Outdoor, street furniture, retail, airport

QMS Media
Digital outdoor and place-based media

In the 90-day options

Not a separate line in the three options. Quoted when required.

05 Shopping-centre screens

$1,800–$6,000 per 4 weeks

Outdoor and shopping-centre

Where it fits

Objective
Local visibility

Audience
Community

Lead brand
Ironbark

Journey role
Awareness

Vendors to investigate

Val Morgan Outdoor
Retail digital screens and placements

Shopper Media
Shopping-centre placements

Scentre Group BrandSpace
Screens, pop-ups and sponsorships in Westfield centres

In the 90-day options

Option A $1,800
Shopping-centre screen pilot

Option B $4,800
Shopping-centre digital screens

Option C $8,400
Shopping-centre screens

06 GP waiting-room screen pilot

$1,800–$6,000 pilot

Healthcare and GP waiting-room media

Where it fits

Objective
Reach carers and patients

Audience
Patients, GPs

Lead brand
Lifest

Journey role
Awareness

Vendors to investigate

Tonic Media Network
GP waiting-room TV, pharmacy displays, brochure media

MotioHealth
Digital ads in medical practice waiting rooms

Medical Together
Medical-centre website and appointment-card sponsorship

In the 90-day options

Option A $1,440
GP screen / brochure pilot

Option B $3,000
GP screens and brochures

Option C $6,000
GP screens and printed collateral

07 Local newspaper insertion

$300–$2,160+ per insertion

Local press

Where it fits

Audience
Hyperlocal readers

Format
Local community newspaper advertisement

Where
Logan and Brisbane community publications

Vendors to investigate

Local News Group
Local print and community news

MyCity Logan
Logan community publication

The Daily Brisbane
Newsletters and local advertising

In the 90-day options

Option B $1,800
Local print / radio

Option C $3,600
Radio and local print

08 Four-week radio schedule

$2,400–$7,200+ per 4 weeks

Radio and audio

Where it fits

Objective
Community awareness

Audience
Broad

Format
30-second community-awareness script

Vendors to investigate

Australian Radio Network
Radio and digital audio

Southern Cross Austereo
Radio and digital audio

Nova Entertainment
Radio and digital audio

In the 90-day options

Option B $1,800
Local print / radio

Option C $3,600
Radio and local print

09 Referral brochure design

$300–$840 design

Marketing collateral

Where it fits

Brochures
Lifest 1,000, Linked Housing 500, Ironbark corporate profile 500

Where used
Clinic brochure displays and referral packs

Lead brand
Lifest

Vendors to investigate

Delivered by Savvy Signature as part of the campaign.

In the 90-day options

Not a separate line in the three options. Quoted when required.

10 Print and distribution package

$780–$1,920 package

Marketing collateral

Where it fits

Packs
Referral packs 100, property partnership packs 100

Print
Business cards 1,000, clinic posters 50, event banners 3

Also
Letterheads, notepads, lanyards, exhibition stand

Vendors to investigate

SwiftPrint QLD
Brochures, signage, cards

Snap Print Solutions
Business print and signage

PDS Graphics
Banners, signage, exhibition stands

In the 90-day options

Not a separate line in the three options. Quoted when required.

11 Disability expo / community activation

$1,500–$3,600 per activation

Hospital, community and property partnerships

Where it fits

Objective
Referral pathways

Audience
Discharge teams, owners

Lead brand
Ironbark

Journey role
Trust to conversion

Vendors to investigate

Brisbane Disability Expo
Exhibitor booths and sponsorship

Brisbane Disability Connection Expo
Exhibitor booths, networking

Source Kids Disability Expo
Exhibitor booths and sponsorship

In the 90-day options

Option A $1,200
Community outreach and collateral

Option B $1,800
Community activation and referral packs

Option C $2,400
Community activations

Avoid heavy expo and event spending during periods when the target audience is less available.

12 Regional landing-page development

$960–$3,000 per landing page

Google Search and local SEO

Where it fits

Objective
Capture high-intent enquiries

Audience
Participants, families

Lead brand
Lifest and Linked Housing

Journey role
Decision

Vendors to investigate

Delivered by Savvy Signature as part of the campaign.

In the 90-day options

Not a separate line in the three options. Quoted when required.

Separate landing page per brand.

13 Creative campaign development

$1,200–$3,600 per campaign

Campaign creative

Where it fits

Big idea
The journey doesn't end at the hospital.

Line
From Care to Home. From Support to Possibility.

Pillars
Discharge-team and family awareness. Person-centred care. Housing education. Professional and property partners.

Vendors to investigate

Delivered by Savvy Signature as part of the campaign.

In the 90-day options

Option A $1,200
Creative production and tracking

Option B $1,920
Creative adaptations, production and tracking

Option C $3,000
Creative production and tracking

14 Monthly campaign reporting

$360–$960 per month

Performance and measurement

Where it fits

Tracks
Cost per qualified enquiry, conversion rate, lead source and referral quality

Also
Reach, engagement and partnership pipeline

Vendors to investigate

Delivered by Savvy Signature as part of the campaign.

In the 90-day options

Not a separate line in the three options. Quoted when required.

15 Campaign management / media coordination

$900–$2,400 per month

Vendor procurement

Where it fits

Sources
Brisbane postcode coverage, media kits, screen and billboard locations

Negotiates
December and January offers, installation and production quotes

Checks
Proof of placement and reporting

Vendors to investigate

Delivered by Savvy Signature as part of the campaign.

In the 90-day options

Not a separate line in the three options. Quoted when required.

90-day investment options

Each option is a media and campaign activation budget: 70% media and activation, 30% Meta and Google Search advertising.

Option A: Local pilot

$12,000 AUD over 90 days. Best suited to testing Springwood, Logan and selected Brisbane Southside catchments.

Allocation	Amount
One local roadside placement	**$2,160**
Shopping-centre screen pilot	**$1,800**
GP screen / brochure pilot	**$1,440**
Community outreach and collateral	**$1,200**
Creative production and tracking	**$1,200**
Media flexibility allowance	**$600**
Media total	**$8,400**
Meta advertising, 90 days	**$1,440**
Google Search advertising, 90 days	**$2,160**
Total	**$12,000**

Option B: Brisbane regional brand building Recommended

$27,600 AUD over 90 days. Builds Ironbark recognition alongside Lifest referrals and Linked Housing enquiries, through healthcare, outdoor and retail media and local partnerships.

Allocation	Amount
Roadside outdoor placements	**$4,800**
Shopping-centre digital screens	**$4,800**
GP screens and brochures	**$3,000**
Local print / radio	**$1,800**
Community activation and referral packs	**$1,800**
Creative adaptations, production and tracking	**$1,920**
Media flexibility allowance	**$1,200**
Media total	**$19,320**
Meta advertising, 90 days	**$3,312**
Google Search advertising, 90 days	**$4,968**
Total	**$27,600**

Option C: Multi-region growth campaign

$51,600 AUD over 90 days. Appropriate once service capacity and housing availability can support wider acquisition across Brisbane, Logan and Ipswich.

Allocation	Amount
Roadside outdoor	**$10,800**
Shopping-centre screens	**$8,400**
GP screens and printed collateral	**$6,000**
Radio and local print	**$3,600**
Community activations	**$2,400**
Creative production and tracking	**$3,000**
Media flexibility allowance	**$1,920**
Media total	**$36,120**
Meta advertising, 90 days	**$6,192**
Google Search advertising, 90 days	**$9,288**
Total	**$51,600**

Seasonal budget strategy

December and January are not ideal months for a conventional, continuous B2B acquisition campaign in Australia. Many businesses run with reduced staff, professionals take annual leave and decisions slow down. That does not mean switching marketing off. Participants and families may still need information and support, and housing enquiries and professional partnerships continue on a longer timeline.

Month	Phase	Allocation	Focus
November	Establish	$12,420 45% of budget	Launch the Ironbark group identity. Build digital campaigns and landing pages. Begin hospital and support coordinator outreach. Introduce Lifest and Linked Housing. Start Google Search and Meta campaigns.
December	Stay visible	$5,520 20% of budget	Maintain essential Google Search campaigns. Run lower-intensity social campaigns. Publish helpful family and housing information. Schedule professional relationship follow-ups for January. Negotiate longer media bookings or bonus placements.
January	Reconnect and convert	$9,660 35% of budget	Reactivate professional referral outreach. Increase Search and Meta activity as teams return. Run housing partnership campaigns. Follow up on November and December leads. Prepare the next quarter's growth campaign.

Allocation of the recommended $27,600 package. The monthly allocation is a campaign-planning assumption, not a prediction of media cost reductions.

How to make December and January work harder

- Protect the campaign's digital budget from seasonal reductions.
- Avoid heavy expo and event spending during periods when the target audience is less available.
- Create educational content that can continue working beyond the campaign.
- Build a professional referral database and schedule January follow-ups.
- Maintain high-intent Google Search coverage rather than cutting it completely.
- Ask for bonus weeks, additional impressions and creative rotation from media owners.
- Negotiate flexible media contracts rather than locking in expensive premium inventory.

Expected ROI and campaign performance

The purpose of the proposed 90-day campaign is to build awareness of IronBark Group Services while generating measurable growth opportunities for its operating businesses, particularly Lifest HealthCare and Linked Housing.

Each investment option is designed to deliver a different level of market exposure, audience reach and lead-generation potential. Performance will be assessed through qualified enquiries, referral-partner engagement, website activity and conversion opportunities.

Option A: Local Market Pilot

Investment: $12,000 | 90 days

Objective: Establish initial brand visibility and test the effectiveness of selected marketing channels within priority local areas.

Expected outcomes

- Build initial awareness of IronBark and its associated businesses.
- Generate early enquiries for Lifest HealthCare and Linked Housing.
- Test the effectiveness of outdoor, shopping-centre, GP and community-based placements.
- Identify the strongest-performing locations, audiences and channels.
- Establish baseline performance data to guide future investment.

Indicative 90-day performance targets

8–15 qualified Lifest HealthCare enquiries	**4–8** qualified Linked Housing enquiries	**5–10** professional referral conversations

ROI focus: Learning, market validation and identifying cost-effective channels before committing to a larger campaign.

Option B: Brisbane Regional Brand Building

Investment: $27,600 | 90 days

Objective: Establish a stronger and more consistent market presence across priority Brisbane and Logan locations, while generating enquiries and building professional referral relationships.

Expected outcomes

- Increase brand recognition across priority local communities.
- Position IronBark as a connected group supporting healthcare, disability services and housing pathways.
- Generate qualified enquiries for Lifest HealthCare and Linked Housing.
- Strengthen relationships with healthcare professionals, support coordinators, discharge planners and referral partners.
- Create a measurable pipeline of business opportunities through integrated traditional and digital marketing.
- Identify the most effective channels and locations for ongoing investment.

Indicative 90-day performance targets

20–35 qualified Lifest HealthCare enquiries	**10–20** qualified Linked Housing enquiries	**15–25** professional referral conversations

ROI focus: A balance between brand visibility, lead generation and referral development, supported by measurable digital activity and local market exposure.

Option C: Multi-Region Growth Campaign

Investment: $51,600 | 90 days

Objective: Accelerate brand exposure and lead generation across a broader geographic footprint, including Brisbane, Logan and Ipswich.

Expected outcomes

- Expand IronBark's visibility across multiple regional markets.
- Increase opportunities for Lifest HealthCare and Linked Housing.
- Build broader awareness among healthcare professionals, community organisations and potential referral partners.
- Increase the volume of digital and traditional marketing touchpoints.
- Establish a stronger foundation for regional expansion and future business development.

Indicative 90-day performance targets

35–55 qualified Lifest HealthCare enquiries	**20–35** qualified Linked Housing enquiries	**25–40** professional referral conversations

ROI focus: Greater market penetration and lead-generation potential, provided the businesses have sufficient operational capacity, service availability and housing supply to convert increased demand.

ROI measurement framework

To ensure the campaign delivers measurable commercial value, performance will be monitored across five key areas:

Area	What is measured
Qualified enquiries	Number of relevant enquiries received by each operating business, excluding spam, duplicates and unsuitable enquiries.
Referral development	Number of meaningful conversations and relationships established with healthcare professionals, support coordinators, discharge planners and community organisations.
Lead conversion	Number of enquiries progressing to assessments, consultations, service agreements, placements or other agreed commercial outcomes.
Marketing efficiency	Cost per qualified enquiry, cost per referral opportunity and channel-level performance.
Brand and digital visibility	Website traffic, landing-page engagement, Google Search activity, social engagement and campaign reach where supplier reporting is available.

Campaign tracking will use dedicated landing pages, enquiry forms, call and source tracking where available, and consistent lead-source recording.

Understanding the return on investment

The commercial return will depend on the quality of enquiries, the suitability of prospective clients, conversion rates, service capacity and the ongoing value of successfully acquired business.

For example, the campaign should not be judged solely on the number of enquiries generated. A smaller number of highly relevant enquiries that progress into sustainable service arrangements may deliver greater commercial value than a larger volume of low-quality leads.

ROI will therefore be assessed using:

> **Marketing ROI = (Attributed Gross Profit – Marketing Investment) ÷ Marketing Investment × 100**

Where possible, the assessment should use attributable gross profit rather than total revenue, and account for the agreed campaign and agency costs.

Savvy Signature recommendation: Option B

Recommended investment: $27,600 over 90 days

Savvy Signature recommends Option B as the most balanced approach for IronBark Group Services at this stage.

Option A provides a useful starting point for testing local channels; however, its lower investment may limit the consistency and reach required to establish meaningful brand recognition and generate sufficient enquiry data.

Option C offers broader exposure and greater growth potential, but it would be more appropriate once service capacity, housing availability and lead-handling processes are established across the target regions.

Option B provides a practical middle ground. It allows IronBark to build visibility across priority Brisbane and Logan locations while combining traditional media, community engagement, GP-based exposure and targeted digital advertising.

It also creates an opportunity to assess the performance of each channel before making a larger ongoing commitment.

Recommended approach

- Commence with the 90-day Option B campaign.
- Review campaign performance at 30, 60 and 90 days.
- Identify the strongest channels based on qualified enquiries and referral opportunities.
- Reallocate media investment towards the best-performing channels where appropriate.
- Use campaign findings to develop the next six-month marketing and growth plan.

> **The objective is not simply to generate exposure. It is to build a measurable marketing and referral pipeline that supports sustainable growth across IronBark's operating businesses.**

Note: All performance targets are indicative planning estimates, not guaranteed results. Actual outcomes will depend on campaign execution, media availability, audience response, service capacity and conversion performance. The media investment figures above are separate from Savvy Signature's agency management fees, reporting fees, GST where applicable and any additional agreed production costs. Rate-card costs are indicative planning ranges and vendors are options to investigate.