

CONTACT DETAILS FOR ORDERS & INVOICING

Business Name:

Contact Name:

Contact Position:

Contact Email Address:

Postal Address:

Suburb:

Postcode:

PO. Number (If applicable):

Invoices will be issued from advertising commencement date and payment is due within 21 business days.

ADVERTISING ORDER DETAILS

You have two options for advertising: you can book either a **Single Advertising Unit** or an **Advertising Bundle**. Please choose your advertising option below, and then specify your preferred duration and start date. Please note that prices are excluding GST.

I. CHOOSE YOUR ADVERTISING OPTION

Option A: Single Advertising Unit

Run of Site Units

Premium Run of Site Unit \$400/month

Spotlight Run of Site Unit \$320/month

Page Specific Units

Premium Page Sponsor Unit \$200-\$350/month

Featured Business Listing \$150-\$300/month

Option B: Advertising Bundle

Bundles

Spotlight + Featured Business Listing \$470-\$620/month

Spotlight + Premium Page Sponsor \$520-\$670/month

Premium Run of Site + Featured Business Listing \$550-\$700/month

Premium Run of Site + Premium Page Sponsor \$600-\$750/month

Spotlight + Premium Page Sponsor Unit + Featured Business Listing \$670-\$970/month

Premium Run of Site + Premium Page Sponsor Unit + Featured Business \$750-\$1050/month

*Price for Page Specific Units and Advertising Bundles are dependent on the annual traffic of the page chosen to display the advert. Those with higher annual pageviews are priced at a premium as they receive higher traffic.

2. CHOOSE YOUR ADVERTISING DURATION & START DATE

Duration: 6 months 12 months

Preferred Start Date:

Important Notes:

- Price for Page Specific Units and Advertising Packages are depending on the annual traffic of the page chosen to display the advert. High traffic pages are priced at a premium.
- Premium Run of Site, Premium Page Sponsor and Featured Listings are limited, and subject to availability at the time of booking.
- For Page Specific bookings, the Destination Perth Team will provide guidance on selecting the most relevant page based on content and annual pageviews.

3. ADVERTISING CREATIVE (NOT APPLICABLE FOR FEATURED LISTINGS)

Please view our [Display Advertising Media Kit](#) for advertising creative guidelines and ad specs. If you have a particular message, offer/package, campaign and/or event that you would like to promote through this advertising order, please provide details below. Please note this relates to orders for run of site and page sponsor ads and not applicable for featured listings.

Advertising Headline (max 10 words):

Advertising Description (max 20 words):

URL:

ORDER AUTHORISATION

By signing this form I declare that I have read and acknowledge the Conditions of Website Display Advertising outlined on this form.

Name:

Job title:

Date:

Signature:

Please return your completed application form to: marketing@destinationperth.com.au.

CONDITIONS OF WEBSITE DISPLAY ADVERTISING

- Advertisers must be promoting a leisure tourism product, service, event or offer. Others subject to approval by Perth Region Tourism Organisation Inc (PRTTO), trading as Destination Perth (DP).
- Advertisements must comply with technical specifications, material requirements and other guidelines specified by DP.
- Display advertising orders cancelled within 5 working days of advert commencement date are subject to 20% cancellation fee.
- Prices per month quoted are exclusive of GST.
- An invoice will be issued on the day or closest working day of display advertising commencing and payment will be due within 21 business days.
- Due care will be taken to ensure insertion of display adverts in accordance with instructions but no liability will be accepted by DP or any of their officers, agents or employees for any loss caused by omission, alteration or misplacement.
- PRTTO reserves the right to reject any booking order or advertisement which it considers unsuitable. In this instance a full refund will be issued.
- If possible, please allow at least 14 working days between booking confirmation and display advertising commencement. Where possible, please provide final advertising creative at least 5 working days prior to advertising commencement date.
- Up to 13 Run of Site (Premium and Spotlight) placements run on all content, blog and event pages, and at any time, there can be up to 28 advertisements running. The ads will rotate over the relevant placements per IP address, session and as the page refreshes.
- One Premium Page Sponsor placement is available on select content pages with only one advertisement running at a time.
- A maximum of 10 Featured Business Listings can be booked on select content pages.
- Availability is limited, if the preferred start date or page is not available, the advertiser will be offered the next available commencement date.
- For Page Specific Unit bookings, DP staff will provide guidance on selecting the most relevant page based on content, availability, budget, and pageviews.
- Pricing for Page Specific Unit bookings will be determined upon submission of the booking form and is contingent on pageviews. Pages with higher annual pageviews will be priced at a premium rate, reflecting their increased value.
- At the end of an advertiser's advertising period, DP will provide a report with impressions and click throughs received.

