

Destination Perth Website Display Advertising Guide

DESTINATION PERTH

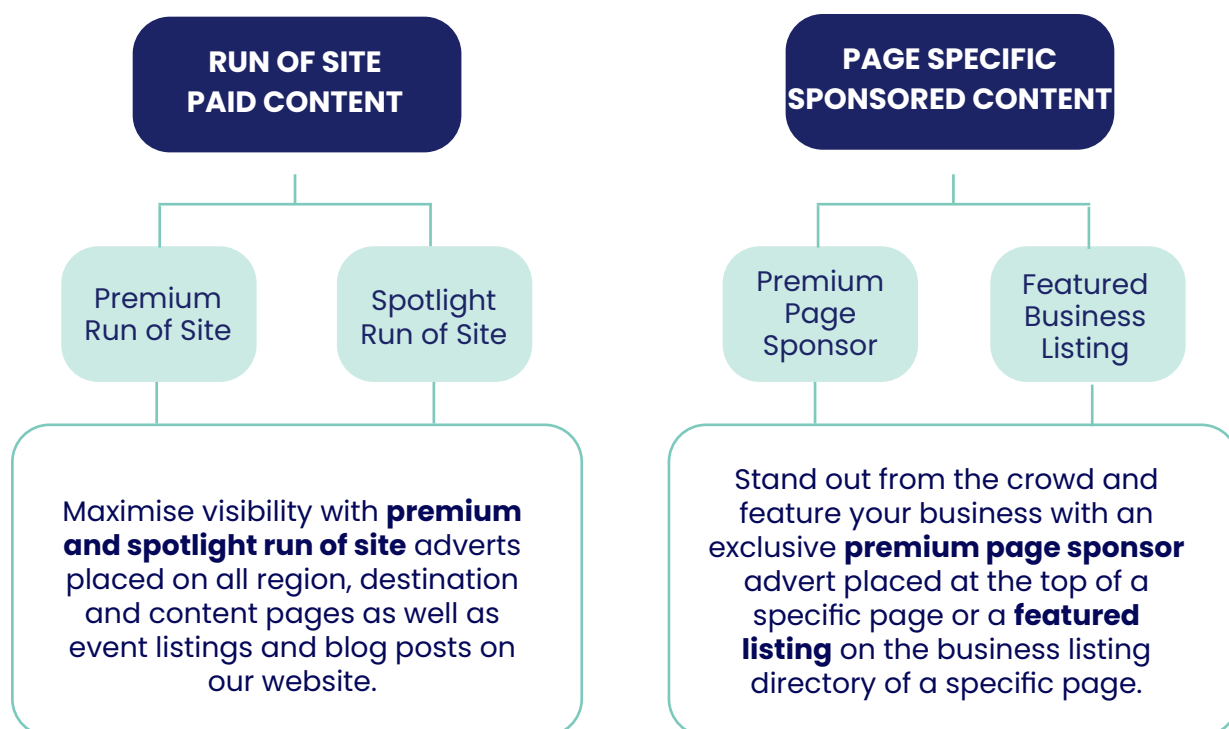


About Destination Perth's Display Advertising Program

Promote your business on destinationperth.com.au through paid content advertising and reach over 1.5 million users who visit our website annually.

Our CMS's Destination Travel Network (DTN) provides a targeted platform for showcasing your business to our website visitors who are actively seeking places to stay and things to do in Perth.

We offer a tailored suite of page-specific and run-of-site options, designed to enhance your business's visibility on our website.



Utilising a 'native content' ad format, our platform seamlessly integrates your message into our website's look and feel, presenting it as genuine content. Research indicates that this approach fosters increased readership, trust, and click-through rates, ensuring maximum impact for your advertising efforts.

By providing genuine, relevant content precisely where visitors are seeking it, our native content ads blur the line between advertising and authentic site content, enhancing user experience and engagement.

All advertising options include a direct link to the advertiser's website.

Advertising Options

There are four advertising options available for run of site and page specific advertising on our website, with advertising bundles available upon request. Please see details below, and view the [Display Advertising Media Kit](#) for advertising content requirements.

| | RUN OF SITE CONTENT | | PAGE SPECIFIC SPONSORED CONTENT | |
|------------------------------------|---|---|--|--|
| PLACEMENT TYPE | Premium Run of Site | Spotlight | Premium Page Sponsor | Featured Business Listing |
| MEMBER RATE PER MONTH excl. GST | \$400/month | \$320/month | \$200-\$350/month | \$150-\$300/month |
| BOOKING PERIODS AVAILABLE | 6 months 12 months | 6 months 12 months | 6 months 12 months | 6 months 12 months |
| AD UNITS AVAILABLE PER PAGE | Up to 8 units rotating over 3 placements per page | Up to 20 units rotating over 10 placements per page | 1 unit available per page | Up to 10 featured listing units per page |
| NOTES | <ul style="list-style-type: none"> • Ads are displayed on all content pages, event listings and blog posts. • Premium run-of-site ads have a higher positioning, and larger ad format, compared with spotlight ads. • Flexible booking periods available upon request and subject to availability. | | <ul style="list-style-type: none"> • Advertiser can book premium page sponsor on a specific and relevant content page. • The DP will advise the most suitable page based on advertising content and budget and provide a quote to the advertiser. • Premium rates for high-traffic primary navigation and campaign landing pages. • Flexible booking periods available upon request and subject to availability. | |

NOTES:

- Prices quoted are exclusive of GST.
- Non-member rates are available upon request and subject to availability.
- Featured business listing are only available to DP members.
- Advertising bundles must be booked over the same booking period – this is a good option for promoting a specific campaign or event for maximum reach.



Next Steps

BOOK YOUR DISPLAY ADVERTISING

To book your display advertising complete the **Display Advertising Order Form** and send to marketing@destinationperth.com.au.

Provide your content details and advertising preferences and we will be in touch to confirm the details of your order.

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