

# DISPLAY ADVERTISING PROSPECTUS

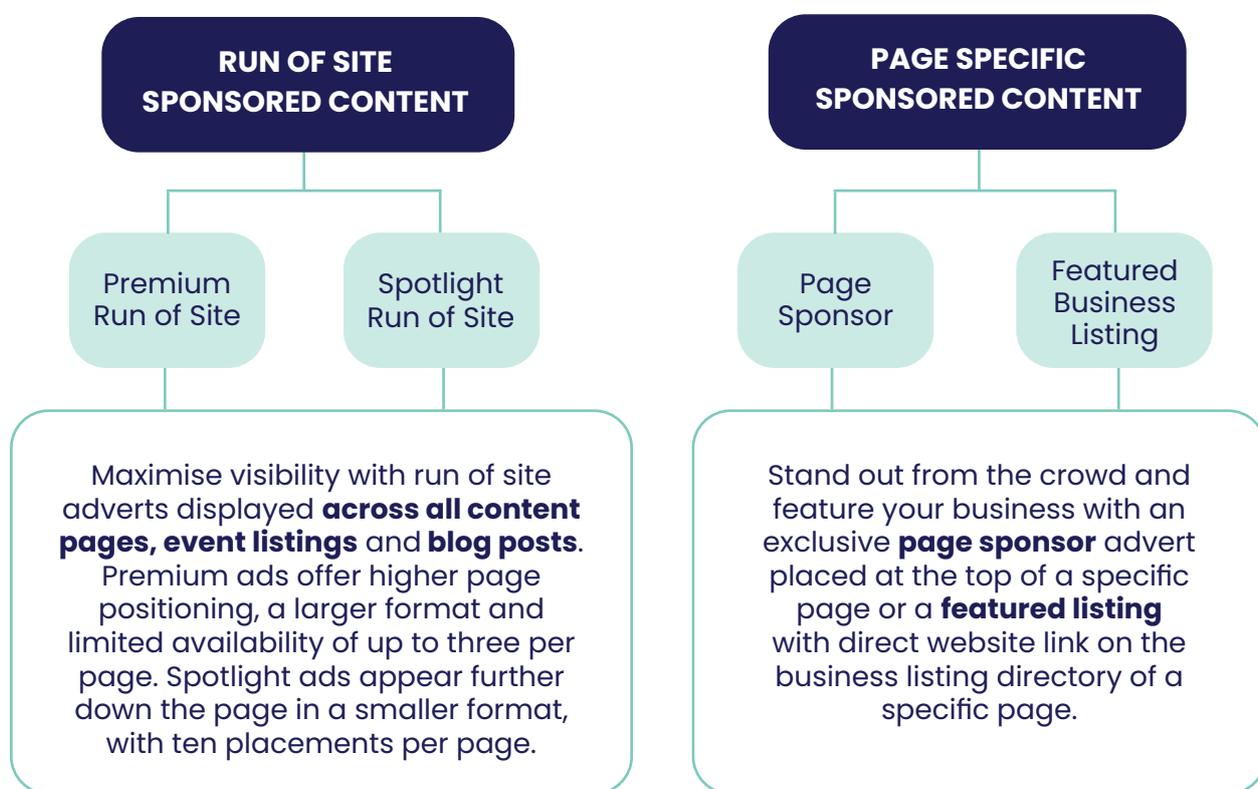
# DESTINATION PERTH



# Website Display Advertising Overview

Promote your business on [destinationperth.com.au](https://destinationperth.com.au)

Reach millions annual website visitors actively searching for things to do and places to stay in Perth. Our paid content advertising provides targeted exposure through page-specific and run-of-site options designed to enhance your visibility.



Utilising a 'native content' ad format, our display advertising 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.

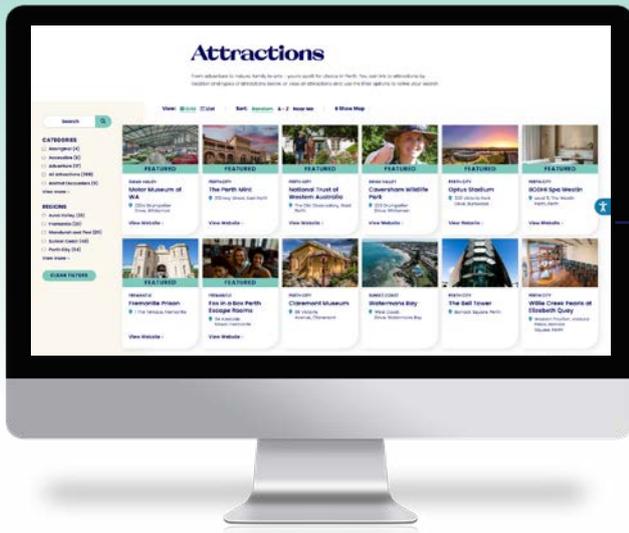
By providing genuine, relevant content precisely where visitors are seeking it, our native content ads blur the line between advertising and authentic site content, enhancing user experience and engagement.

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

# Advertising Placements

For further details and examples visit the [Display Advertising Media Kit](#).

## Featured Business Listing:



## Page Sponsor:



**Pinjarra comes alive for the 2024 Pinjarra Festival**  
Join us June 1st & 2nd for Shire of Murray's largest free community event! Live music, stalls, vintage cars, food and...

[READ MORE](#)

## Premium Run of Site:



**Discover the ultimate floating picnic on the Swan River**

Enjoy a 2-hour Picnic Boat Hire on the Swan River. Save \$300 and explore without a skipper's ticket!

[LEARN MORE](#)



**New Rottnest Island Segway Adventure**

Explore Thomson Bay on the new Rottnest Coastal Explorer Tour.

[LEARN MORE](#)



**Adrenaline Pumping Action in Perth**

Tick staving off your bucket list with a 15K Jump over Perth City or Rockingham beach.

[LEARN MORE](#)

## Spotlight Run of Site:



**Immerse in Lightscope Magic this Winter**  
Explore secrets, light and magic at Lightscope of Kings Park

[Read More >](#)



**Your Urban Escape Awaits**  
Discover comfort at Quest and explore Kings Park

[Read More >](#)



**Play at Perth's Newest Mini Golf Course**  
Challenge yourself at Perth's newest mini-golf course overlooking the Swan River

[Read More >](#)



**Family Coastal Escape this Autumn**  
Family fun with 2 nights at Quality Resort Surferside Beach and AZRA family zone.

[Read More >](#)



**Swan Valley Wine Lovers Tour**  
Escape crowds, taste wine, meet locals on a wine tour of Perth's Swan Valley.

[Read More >](#)

# Benefits of Display Advertising



## HIGHLY TARGETED

Page specific sponsored content delivers content tailored to visitor interests, and is strategically placed on relevant, high traffic pages, where users are actively seeking it.



## INCREDIBLE REACH

Run of site placements occupy prime real estate on nearly every page of the site, generating a multitude of high-quality visitor impressions and direct clicks to your website.



## NATIVE CONTENT

Display advertising blends seamlessly with our website's look and feel. This approach increases readership, trust, and click-through rates compared to traditional media channels.

# 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 content requirements.

<b>SINGLE ADS</b>	<b>From \$150/month<sup>^</sup></b>
Perfect for businesses seeking visibility and cost-effective options to get started.	<ul style="list-style-type: none"><li>• Featured Business Listing</li><li>• Page Sponsor Ad*</li><li>• Spotlight Run of Site Ad</li><li>• Premium Run of Site Ad</li></ul>
<b>PAGE SPONSOR PACKAGE</b>	<b>\$500/month<sup>^</sup></b>
Ideal for businesses seeking both broad exposure and a key page presence. Combines a Spotlight Run of Site Ad for site-wide visibility with a Page Sponsor Ad on a relevant landing page.	Page Sponsor Ad* + Spotlight Run of Site Ad
<b>PREMIUM PAGE SPONSOR PACKAGE</b>	<b>\$590/month<sup>^</sup></b>
For businesses wanting elevated visibility and stronger engagement. Includes a Premium Run of Site Ad for increased reach plus a Page Sponsor Ad for a high-impact placement.	Page Sponsor Ad* + Premium Run of Site Ad
<b>ULTIMATE PAGE SPONSOR PACKAGE</b>	<b>\$890/month<sup>^</sup></b>
Maximum exposure across multiple touchpoints. Combines the Spotlight Run of Site Ad, Premium Run of Site Ad, and Page Sponsor for the strongest visibility.	Page Sponsor Ad* + Spotlight Run of Site Ad + Premium Run of Site Ad

\*Surcharge applies to high traffic pages

<sup>^</sup>All rates are exclusive of GST.

# Additional advertising options and notes

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## Bespoke Campaign Package

For large-scale campaigns, events or activations requiring a tailored, integrated marketing approach. Packages can include display advertising, a dedicated landing page, competition, solus EDM, and social media content. These campaigns are managed by our marketing team. If you are interested in this please contact our team directly at [kate@destinationperth.com.au](mailto:kate@destinationperth.com.au).

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## Custom Advertising Packages

If our packages don't meet your needs, we are happy to discuss custom packages on request. Our team is here to help you find the best fit for your business.

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## Discounts & Surcharges

### Extended Booking Period

- 10% discount on total for bookings of 6+ months
- Only available for Destination Perth Members

### Non-Member Surcharge

- A 30% surcharge will be added to the overall cost for non-members.
- Extended booking discounts not available for non-members.
- Members receive priority access to high-traffic pages (top 10).

### High Traffic Surcharge for Page Sponsor Ads

- Adds \$100 per month to the base rate for any booking that includes a Page Sponsor Ad placed on a page with more than 100K annual page views. This ensures fair value for premium exposure on our highest-performing pages.
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## Additional Information

### Page Sponsor Ads

Destination Perth will liaise with the advertiser to determine the most suitable page placement based on annual page views and relevance to the advertiser's content and campaign objectives.

### Featured Business Listing

Available only to active members with a live business listing. Platinum Members receive a six-month Featured Business Listing as part of their membership benefits. Listings can be booked as a single ad or added to a package.



# Next Steps

## BOOK YOUR DISPLAY ADVERTISING

1. Go to our [Display Advertising Media Kit page on our corporate site](#)
2. Download the **Display Advertising Order Form**
3. Complete the form and email it to [rachel@destinationperth.com.au](mailto:rachel@destinationperth.com.au).

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