

CONTACT DETAILS FOR ORDERS & INVOICING

Business Name:

Contact Name:

Contact Position:

Contact Email Address:

Postal Address:

Postcode:

Suburb:

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: a **Single Advertising Unit** or an **Advertising Package**. Please choose your advertising option below, and then specify your preferred duration and start date. **Please note that rates are per month and exclude GST.**

1. CHOOSE YOUR ADVERTISING OPTION

Option A:

- Premium Run of Site Unit - \$400 per month
- Spotlight Run of Site Unit - \$320 per month
- Page Sponsor Unit - \$200 per month
- Featured Business Listing - \$150 per month

Option B:

- Page Sponsor Package - \$500 per month
- Premium Page Sponsor Package - \$590 per month
- Ultimate Page Sponsor Package - \$850 per month

**Surcharge will apply to Page Sponsor Ad bookings for placed on high traffic pages.
Surcharge applies to bookings for non-members.*

2. CHOOSE YOUR ADVERTISING DURATION & START DATE

Duration: month/s Preferred Start Date:

Bookings must be a minimum of 1 month. Bookings of 6 months+ receive a 10% discount.

3. ADVERTISING CREATIVE (NOT APPLICABLE FOR FEATURED BUSINESS 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.

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: rachel@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 (PRTO), 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.
- PRTO 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 or relevant page.
- For Page Specific Unit bookings, DP staff will provide guidance on selecting the most relevant page based on content, availability, budget, and annual 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.

