

# WEBSITE DISPLAY ADVERTISING PROSPECTUS

DESTINATION  
**PERTH**

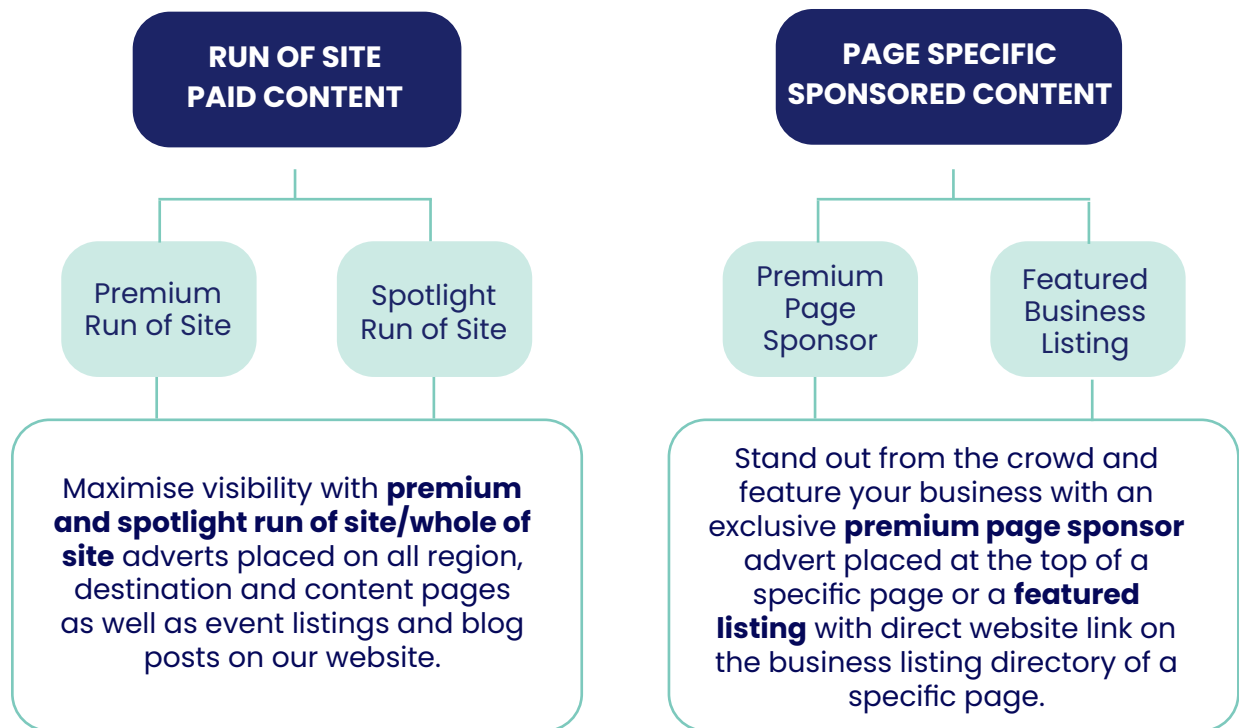


# About Display Advertising

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Promote your business on [destinationperth.com.au](https://destinationperth.com.au) through paid content advertising and reach over 1.5 million users who visit our website annually.

Our website 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 through a tailored suite of page-specific and run-of-site display advertising 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 Placements

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

Featured Business Listing:



Premium Page Sponsor:



Pinjama comes alive for the 2024 Pinjama Festival  
Join us June 1st & 2nd for three of Sydney's largest free community events. Live music, stalls, average party food and...

[Read more](#)

Premium Run of Site:



Discover the ultimate floating picnic on the Swan River  
Enjoy a 4-hour picnic boat ride on the Swan River. Only \$10 and includes coffee & paper plates!

[Book now](#)



New Southwest Island Segway Adventure  
Experience the island on the new Segway-powered adventure tour.

[Book now](#)



Adrenaline Pumping Action in Perth  
The adrenaline of zip-lining over the water in Perth is one of the most exciting things you can do in Perth.

[Book now](#)

Spotlight:



Experience the lightshow  
Enjoy the lightshow at the Swan River. Only \$10 and includes coffee & paper plates!



Four Urban Escape  
Enjoy a 4-hour picnic boat ride on the Swan River. Only \$10 and includes coffee & paper plates!



Play at Perth's Newest  
Enjoy a 4-hour picnic boat ride on the Swan River. Only \$10 and includes coffee & paper plates!



Family Funnel  
Enjoy a 4-hour picnic boat ride on the Swan River. Only \$10 and includes coffee & paper plates!



Swan Valley Wine  
Enjoy a 4-hour picnic boat ride on the Swan River. Only \$10 and includes coffee & paper plates!

## Benefits of Paid 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

Paid 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 advertising content requirements.

	RUN OF SITE CONTENT		PAGE SPECIFIC SPONSORED CONTENT	
PLACEMENT TYPE	Spotlight	Premium	Featured Business Listing	Premium Page Sponsor
MEMBER RATE PER MONTH excl. GST	\$320	\$400	\$150-\$300	\$200-\$350
NON-MEMBER RATE PER MONTH excl. GST	\$420	\$500	Not available	\$300-\$450
BOOKING PERIODS AVAILABLE	3 months 6 months 12 months	3 months 6 months 12 months	3 months 6 months 12 months	3 months 6 months 12 months
AD UNITS AVAILABLE PER PAGE	Up to 20 units rotating over 10 placements per page	Up to 8 units rotating over 3 placements per page	Up to 10 featured listing units per page	1 unit available per page
NOTES	<ul style="list-style-type: none"> <li>• Ads are displayed on all content pages, event listings and blog posts.</li> <li>• Premium run-of-site ads have a higher positioning, and larger ad format, compared with spotlight ads.</li> <li>• Flexible booking periods available upon request and subject to availability.</li> </ul>		<ul style="list-style-type: none"> <li>• Advertiser can book premium page sponsor on a specific content page.</li> <li>• DP will advise the most suitable page based on advertising content and budget and quote the advertiser.</li> <li>• Premium rates for high-traffic pages.</li> <li>• Flexible booking periods available upon request and subject to availability.</li> </ul>	

## NOTES:

- Prices quoted are exclusive of GST.
- Featured business listings 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](mailto: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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**DESTINATION PERTH**

