

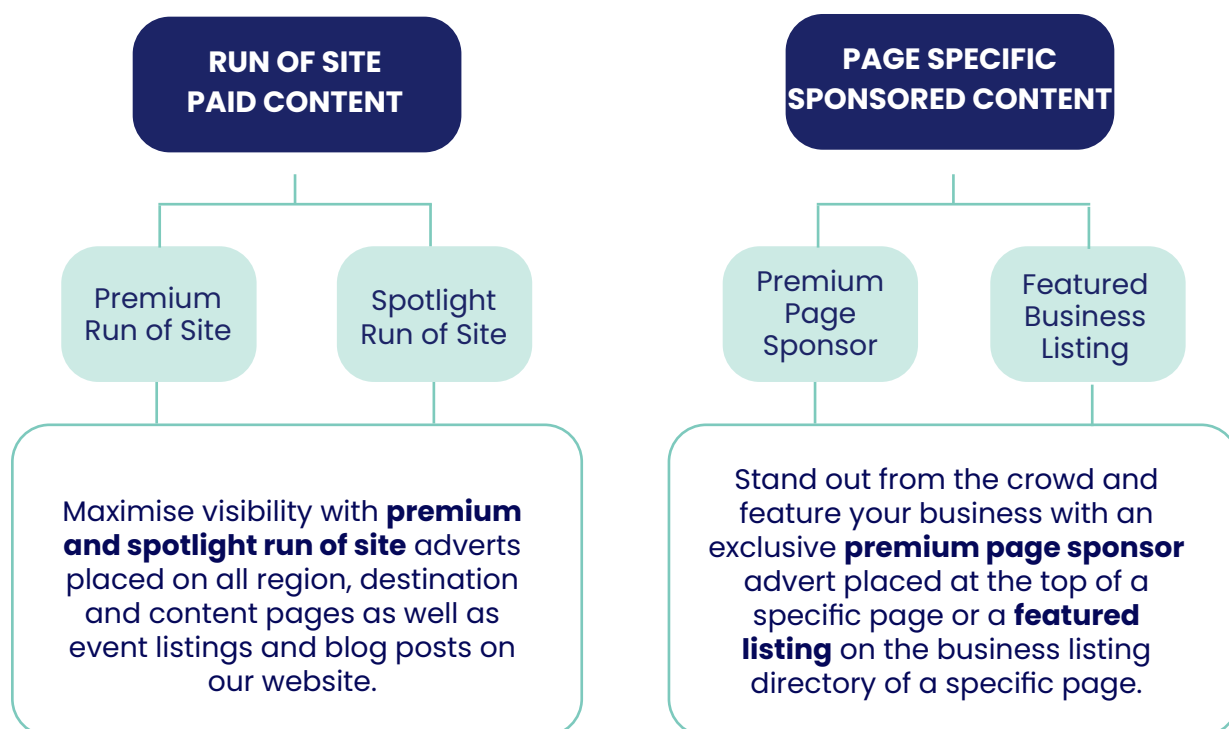


About Destination Perth's Display Advertising Program

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 Placements

Featured Business Listing:



Premium 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 \$100 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](#)



Adenline Pumping Action in Perth
Tick skydiving off your bucket list with a 10k jump over Perth City or Rockingham beach.

[LEARN MORE](#)

Spotlight:



Immerse in Lightscape Magic this Winter
Explore secrets, light and magic at Lightscape at Kings Park

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

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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 of Quality Resort Bonanza Beach and Kiosk family pass.

[Read More >](#)



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

[Read More >](#)

Benefits of Paid Content Advertising



HIGHLY TARGETED

Page specific sponsored content deliver content tailored to visitor interests, and are 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 increased 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	Premium Run of Site	Spotlight	Premium Page Sponsor	Featured Business Listing
MEMBER RATE PER MONTH	\$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:

- Non-member rates available upon request and subject to availability.
- Featured business listing are only available to DP members and are not available on all content pages.
- 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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DESTINATION PERTH

