



geographebay.com

ONLINE PROMOTION OPPORTUNITIES

Internet Advertising now available from as little as \$1 per day!

This is a great opportunity to advertise your product or service to a large number of Website visitors for a very cost effective price!

- High Exposure -
- Strategic Placement -
- Targeted Audience -
- Links directly to your Members' Web Page -
- Two Levels of Advertising Available -

Reach people when they are actively looking for information about local products and services online and send targeted visitors directly to your page. You can promote your business easily and effectively by linking from your online ad directly through to your own geographebay.com Members' Web Page.

The screenshot shows the Geographe Bay website interface. At the top, there is a navigation bar with links for Visitor Centres, Cape Naturaliste Lighthouse, Ngily Cave, Busselton, Dunsborough, and Yallingup. Below this is a large banner image of a beach with the Geographe Bay logo overlaid. To the right of the banner is a red box labeled "Website Banner Ad" with a green arrow pointing to it. Below the banner is a navigation bar with links for Back, Accommodation, Tour Search, Shopping Cart, Reset Cart, and Terms/Conditions. The main content area features several articles and images. Two blue boxes labeled "Homepage Dynamic Ad" are positioned on the right side of the main content area, with green arrows pointing to them. The website footer includes a "start" button and various application icons.

AD SIZES AND LOCATIONS

1. Website Banner Ad

High profile rotational banner advertisements appear on the top right hand corner of every page, link directly through to your *geographiebay.com* Members Web Page and randomly change with every new page or page refresh. This extremely visible space is a premium advertising position and is only available to Geographie Bay Tourism Association members.



SPECIFICATIONS

Square 110 x 110 pixels
Resolution: 72 dpi
File type: JPEG or GIF formats only
File size: Maximum of 8K

- **COST \$45.00 per month ex gst (Invoiced Quarterly.)**
- **Production cost \$66 inc gst per image – animation by quote**

2. Home Page Dynamic Ad

Dynamic advertisements allow for 3 slides that can automatically change every 3 seconds allowing you to communicate your message creatively and with impact. These advertisements are selected to appear at random on the right hand side of the home page, link directly through to your *geographiebay.com* Members' Web Page and are limited to 12 GBTA Member advertisers per quarter. **Cost effective website advertising!**



SPECIFICATIONS

Square 110 x 110 pixels
Resolution: 72 dpi
File type: GIF formats only
File size: Maximum of 8K

- **COST \$30.00 per month ex gst (Invoiced Quarterly.)**
- **Production cost \$66 inc gst per image – animation by quote**

ARTWORK & PRODUCTION

We can arrange for design and production of advertisements for you, or you can produce them to our specifications and email them directly to us. Typical cost is \$66 inc GST per static image, depending on design. Animated GIFs for Website Banner Dynamic ads can also be produced for extra impact – contact us for a quote!

ORDER FORM – FAX TO 9754 1470

To reserve your website advertising space (subject to availability), please fill in the following details. Confirmation of bookings will be via email.

Advertising contracts are charged pro-rata on a quarterly basis and renewed automatically unless you advise the GBTA of your intention to cancel prior to the last business day of the previous quarter. All invoices must be paid within 14 days to retain your advertising position.

BUSINESS NAME: _____

CONTACT: _____ **PH:** _____

EMAIL: _____

I wish to reserve the following:

- ... Website Banner Dynamic Ad
- ... Home Page Dynamic Ad
- ... Production @ \$66.00 inc gst per static image.

Signed _____ **Date:** _____

For further information contact David Binks via email on m2@geographiebay.com or phone 9752 2066