



WalkingSA

Advertising Rate Card

Walk your way

Advertising on walkingsa.org.au

Thank you for your interest in using Walking SA to reach people interested in walking.

People viewing our website include:

- > hikers and bushwalkers hiking around South Australia, Australia and the world
- > people getting more involved in walking or hiking, whether for health, transport or leisure

Popular areas of our website include:

- > [Find a Place to Walk directory](#)
People can find and share walks and trails near them.
- > [News articles](#)
Ad-hoc news articles about walking. Subscribers choose topics of interest
- > [Find a Walking Club](#)
People can view South Australia's walking clubs, including their walk events and profile pages.
- > [Walk for a Cause calendar](#)
People can view upcoming walk for a cause events.

Visitor Stats

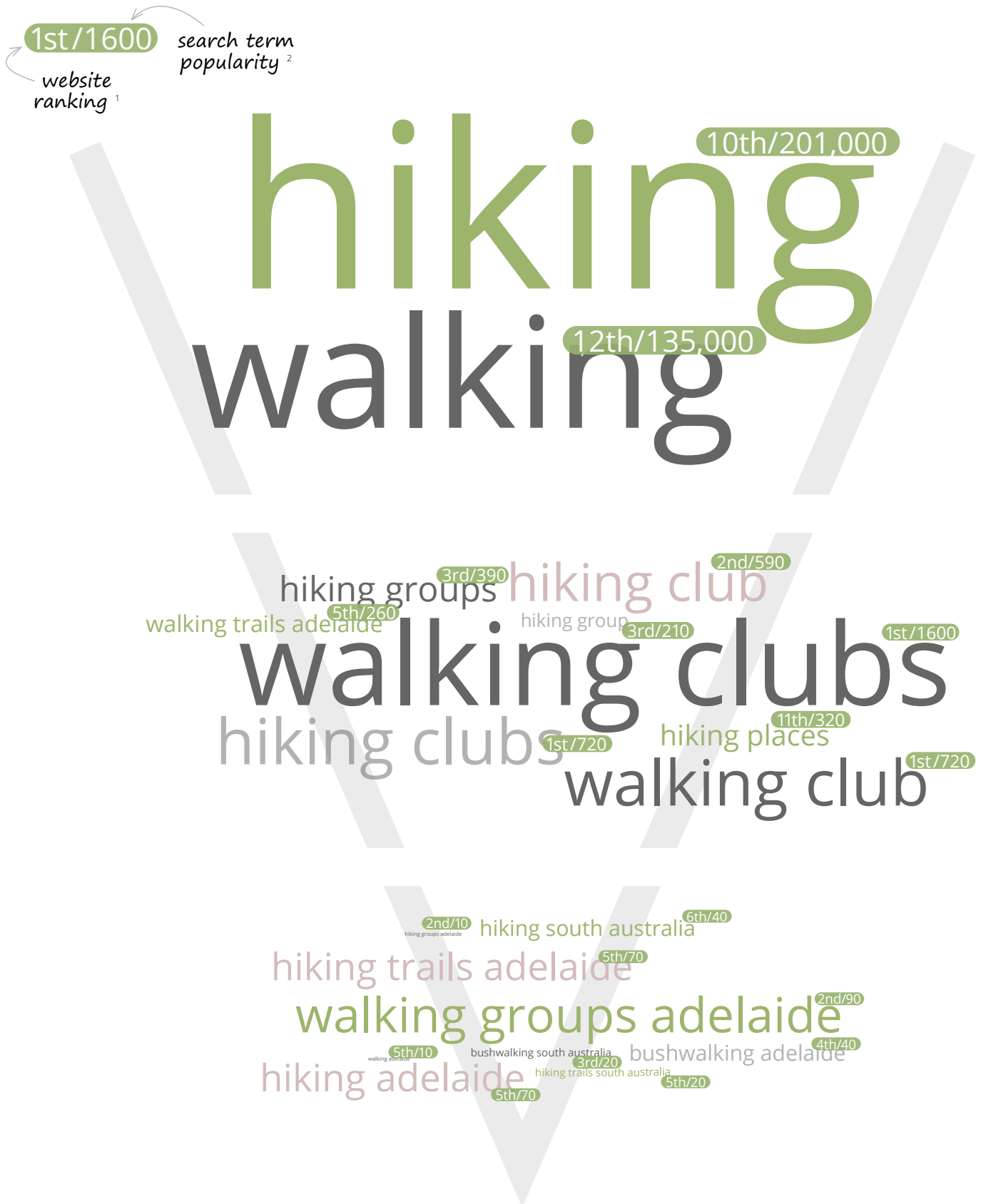
Since the launch of the new Walking SA website traffic has increased.

	2019	2019	2018	2017	2016	2015	2014	2013
Average daily visitors	3,172	1,709	1,547	1,252	954	454	240	16
Average daily page impressions	10,867	7,644	5,663	4,352	1,981	989	530	41
Average session	2m 52s (3.4 pages per session)	2m 40s	2m 47s	2m 46s	2m 23s	2m 9s	1m 59s	2m 20s
Bounce rate	29%	14%	34%	29%	66%	63%	59%	60%
New vs returning	75% vs 25%	76% vs 24%	77% vs 23%	78% vs 22%	67% vs 33%	73% vs 27%	77% vs 23%	26% vs 74%
Email subscribers	5,891	4,887	4,114	2,861	1,176	750	576	0
Country	Aus - 97%	Aus - 94%	Aus - 96%	Aus - 96%	Aus - 95%	Aus - 92%	Aus - 95%	-

1. 2020 stats based on 9 months from 1/1/2020 to 30/9/2020
2. 2014 stats of new website based on 288 days from 18/3/2014 to 31/12/2014
3. Bounce rate is defined as "the percentage of visitors to the website who navigate away from the site after viewing only one page". 60-70% is considered typical, 50% or less as good.
4. New website launched 13/3/2014
5. 2013 stats of old website based on 61 days in two periods:
 - a) 2 week period 26/11/2013 to 10/12/2013, and
 - b) 4 week period 12/1/2014 to 28/2/2014

Website Ranking vs Search Term Popularity

The word clouds demonstrate the popularity of search terms and how the Walking SA website performs against those terms.



1. Google search ranking based upon search undertaken in Adelaide, conducted 21/5/2014
2. Number of Google searches undertaken within South Australia for that term per month

Advertising Costs

Product	Size	CPM Pricing (cost per 1000 impressions served)
Top of page placement - all pages ¹	3 ad creatives, served ad dependent on browser resolution ²	\$50 CPM
Top of page placement - specific page ³	3 ad creatives, served ad dependent on browser resolution ²	\$50 per month
Mid-page	MREC	Price on application
Footer (below page article)	MREC	Price on application
Email advertising	Tailored solution	
Sponsorship	Tailored solution	

1. Except home page, and any specific pages booked by other advertisers

Leaderboard

728 pixels wide x 90 pixels high

Ads not displayed actual size

2. Top of page placement ad sizes

3 ad sizes, requiring 3 pieces of creative, served ad dependent on browser resolution:

Ad Size 1: Leaderboard 728 x 90 pixels

- › Large screens (desktop/laptop) above 1215 pixels wide
- › Landscape tablets (common & iPad) between 857 pixels and 1024 pixels wide

Ad Size 2: Full Banner 468 x 60 pixels

- › Medium & small screens (desktop/laptop) between 1025 pixels and 1214 pixels wide

Ad Size 3: 3:1 Rectangle 300 x 100 pixels

- › Smartphones and portrait tablets less than 857 pixels wide
- 300 x 50 pixels will be accepted, but floated. The first 30 pixels wide x 100 pixels high may be partially obscured on page load by menu icon items with 80% opacity.

Full Banner

468 pixels wide x 60 pixels high

3:1 Rectangle

300 pixels wide x 100 pixels high

Ads not displayed actual size

3. Exclusive, optimise your market exposure

4. All rates include GST.

Artwork Requirements

- › If ad product requires multiple ad creatives (same ad but different sizes), all applicable sizes must be provided
- › Accepted formats:
 - › png (or gif. Jpeg ok but not preferred)
 - › HTML5
 - › swf (only for Leaderboard 728 x 90. swf is not supported on Apple or Android devices)
- › Maximum file size: 90kb. 72dpi.
- › All adverts to be supplied with a destination url. Recommended that destination url:
 - › contains specific content for the advertising campaign
 - › can be delivered optimised to mobile devices
- › The creation of artwork may be arranged through a commercial referral.