# 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.

| | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 |
|---|---|---|---|---|---|---|---|---|---|
| Average daily visitors | 2,603 | 2,927 | 1,709 | 1,547 | 1,252 | 954 | 454 | 240 | 16 |
| Average daily page impressions | 7,450 | 10,428 | 7,644 | 5,663 | 4,352 | 1981 | 989 | 530 | 41 |
| Average session | 2m 26s | 2m 47s | 2m 40s | 2m 47s | 2m 46s | 2m 23s | 2m 9s | 1m 59s | 2m 20s |
| Bounce rate | 47% | 30.5% | 36.3% | 34% | 29% | 66% | 63% | 59% | 60% |
| New vs returning | 77% vs 23% | 76% vs 24% | 76% vs 24% | 77% vs 23% | 78% vs 22% | 67% vs 33% | 73% vs 27% | 77% vs 23% | 26% vs 74% |
| Email subscribers | 6,768 | 5,987 | 4,887 | 4,114 | 2,861 | 1,176 | 750 | 576 | 0 |
| Country | Aus - 96% | Aus - 97% | Aus - 94% | Aus - 96% | Aus - 96% | Aus - 95% | Aus - 92% | Aus - 95% | - |

1. 2021 stats based on 8 months from 1/1/2021 to 31/7/2021
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.

1st/1600   search term
           popularity [2]

website
ranking [1]

hiking   10th/201,000

walking   12th/135,000

hiking groups   3rd/390   hiking club   2nd/590

walking trails adelaide   5th/260

hiking group

walking clubs   3rd/210   1st/1600

hiking clubs   1st/720   hiking places   11th/320

walking club   1st/720

hiking groups adelaide   2nd/10   hiking south australia   6th/40

hiking trails adelaide   5th/70

walking groups adelaide   2nd/90

walking adelaide   5th/10   bushwalking south australia   bushwalking adelaide   4th/40

hiking adelaide   hiking trails south australia   3rd/20   5th/20

5th/70

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 Rate Card, v 17/8/2021

# 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

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 partically obscured on page load by menu icon items with 80% opacity.

3. Exclusive, optimise your market exposure

4. All rates include GST.

**Leaderboard**
728 pixels wide x 90 pixels high

*Ads not displayed actual size*

**Full Banner**
468 pixels wide x 60 pixels high

**3:1 Rectangle**
300 pixels wide x 100 pixels high

*Ads not displayed actual size*

# 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.