



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.

	2023	2022	2021	2020	2019	2018	2017	2016	2015
Average daily visitors	1,941	2,089	2,603	2,927	1,709	1,547	1,252	954	454
Average daily page impressions	7,616	6,775	7,450	10,428	7,644	5,663	4,352	1,981	989
Average session	2m 8s	2m 18s	2m 26s	2m 47s	2m 40s	2m 47s	2m 46s	2m 23s	2m 9s
Bounce rate			47%	30.5%	36.3%	34%	29%	66%	63%
New vs returning	80% vs 19%	79% vs 21%	77% vs 23%	76% vs 24%	76% vs 24%	77% vs 23%	78% vs 22%	67% vs 33%	73% vs 27%
Email subscribers	8,674	8,038	6,768	5,987	4,887	4,114	2,861	1,176	750
Country	Aus - 91%	Aus - 95%	Aus - 96%	Aus - 97%	Aus - 94%	Aus - 96%	Aus - 96%	Aus - 95%	Aus - 92%

1. 2023 stats based on 6 months from 1/1/2023 to 30/6/2023
2. 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.

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	CPM - price on application
Top of page placement - specific page ³	3 ad creatives, served ad dependent on browser resolution ²	Per month - price on application
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
- › 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.