

2021 DIGITAL RATE CARD

STATS AND DEMOGRAPHICS UPDATED MAY 2021

OUR WEBSITE

377,026

Monthly Website Traffic
(average)

Over **21,000**

consumer email subscribers

17.3% **1.6%**

Open rate

Click rate

FACEBOOK

Reach of

83,966

per month (average)

Following of

65,000

INSTAGRAM

Reach of

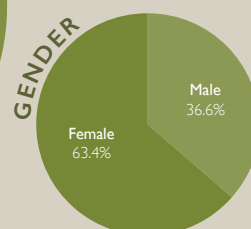
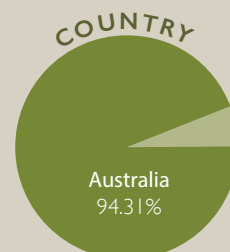
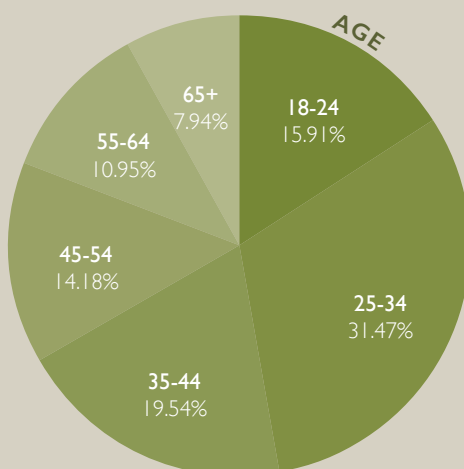
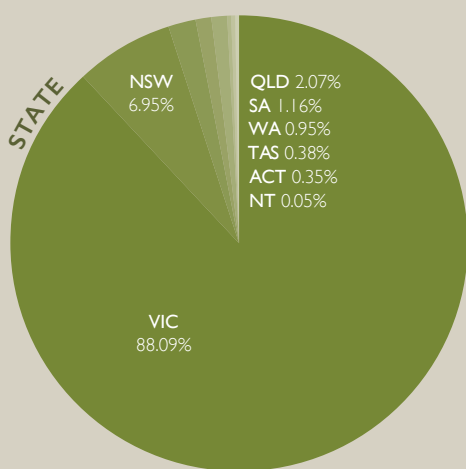
51,091

per month (average)

Following of

35,000

OUR AUDIENCE



Access our additional partner marketing opportunities to connect with our highly engaged, ready-to-travel audience in a way that suits now. Talk to us and together we'll help build a bespoke campaign designed specifically for your needs.

Interested in purchasing? Please contact marketing@yarrarangestourism.com.au



2021 DIGITAL RATE CARD

EMAIL MARKETING (EDM)

Our consumer emails are sent to over 21k (March 2021) for your tourism business or event. We have three options available:

eDM feature

\$200

Jump on board our monthly consumer e-newsletter with a feature. This is perfect for up-coming events or new services that you'd like our audience to be aware of.

- You'll need to supply a professional image, 60 - 100 word summary and a url.
- There are only 2 x available per email.

Due Date: Last Monday of the month for inclusion the following month eDM. All submissions will need to go through an approval process.

Solus eDM

\$800

Have a whole email to yourself to focus on your event or offerings. Links can be directed to your own website as well.

*Yarra Ranges Tourism will have full creative control on the email

- 700 word limit
- 3 x photos
- 1 x url.

Top trail email

\$150

Get involved in our top trail campaign emails, these campaigns are strategically positioned within our audiences and allow your business or event to capture some of the traction steered by one of our four top trail campaigns.

- 60-100 words
- 1 x image

SOCIAL MEDIA

We have a combined audience of over 100,000 and growing across our socials. We have a dedicated social media manager and engagement coordinator on our channels 24/7 to ensure the audience remains inspired and engaged with our region.

The following are additional to what's included in your partnership.

Organic Social Media Post

\$150

This is posted in one of our peak periods and strategically written with a tourism angle by our team. Quality content is a must, to ensure this travels as far as possible.

Paid ads - Speak to us about budgets required

Tap into our large social media audience and opt for a paid ad dispersal. Brief required.

Instagram Stories

\$100

3-4 slides dedicated to your business or event on @yarravalleydandenongranges instagram with 1 x swipe up link direct to url.



2021 DIGITAL RATE CARD

BLOG POSTS

We have dedicated a lot of efforts into our SEO and blog content and in most cases will be found on one of the top listings through google searches.

Event Blog listing

\$200

There will only be 10 spots max, sold on our special event blogs. These will be listicles eg: 'top ten places to visit this easter' or 'Places to watch the footy grand final in the Yarra Valley'.

Schedule to be released in new financial year.

6 week lead time, blog is removed after the date of the special event.

Solus blog post (6 per year)

\$500

Highlight your event or business with a blog post curated by our team dedicated to you. This blog post can have direct urls to your website.

Images and brief to be supplied to YRT (1 per annum per business, 2 months in advance). 12 month expiry.

Special Interest blogs (listicle)

\$150

These are fun! Think 'Top instagrammable gardens' or 'Places you have to stay this winter'.

This is responsive activity that will be done in an ad hoc fashion - due to the nature of these trends and also support our mid-week always on marketing.

Quarterly Competitions

\$1000

Competitions are a great way to get your business or service out to the public. YRT has allocated 1 x competition per quarter/season that'll increase awareness through our socials, database, ads and website.

YRT will disperse the competition, handle the terms and conditions, and draw the winner.

Partner to provide a prize to the value of at least \$500 - \$1,000



2021 DIGITAL RATE CARD

PACKAGES

Bronze

\$500 (save \$150 RRP)

- 1 x Social Ad (\$200 RRP)
- 1 x organic social post (\$150 RRP)
- 1 x Event Listing to consumer database (\$200 RRP)
- 1 x Instagram story set (\$100 RRP)

Silver

\$1,000 (save \$450 RRP)

- 1 x Social Ad (\$400 RRP)
- 1 x organic social post (\$150 RRP)
- 1 x Solus eDM (\$800 RRP)
- 1 x Instagram story set (\$100 RRP)

Gold

\$2,000 (save \$500 RRP)

- Social Ad (\$700 RRP)
- 2 x organic social post (\$300 RRP)
- 1 x Solus eDM (\$800 RRP)
- 2 x Instagram story sets (\$200 RRP)
- 1 x solus blog (\$500 RRP)

PRICES SUMMARY

eDM Feature

\$200

Solus Blog post

\$500

Solus eDM

\$800

Special Interest blogs (listicle)

\$150

Top trail email

\$150

Quarterly Competitions

\$1000

Organic Social Media Post

\$150

Bronze Event Package

\$500

Instagram Stories

\$100

Silver Event Package

\$1000

Blog listing

\$200

Gold Event Package

\$2000

