Marketing Rate Card

YARRA RANGES TOURISM

Our Marketing Rate Card enables partners to access additional marketing opportunities.

Pick and choose from a range of extra benefits to connect with our highly engaged audience or contact us to build a bespoke package.

Digital Channel Performance

Yarra Valley & Dandenong Ranges

12 Month Website Data

Total Page Views
2.5mil

Google Ads Impressions
11mil

Total Users
660k

Emails Sent
1.5mil

Total Clicks To Partners
220k

12 Month Social Media

Followers | **Impressions**
76k | 8mil

@VisitYarraValleyandDandenongRanges

Followers | **Impressions**
54k | 3mil

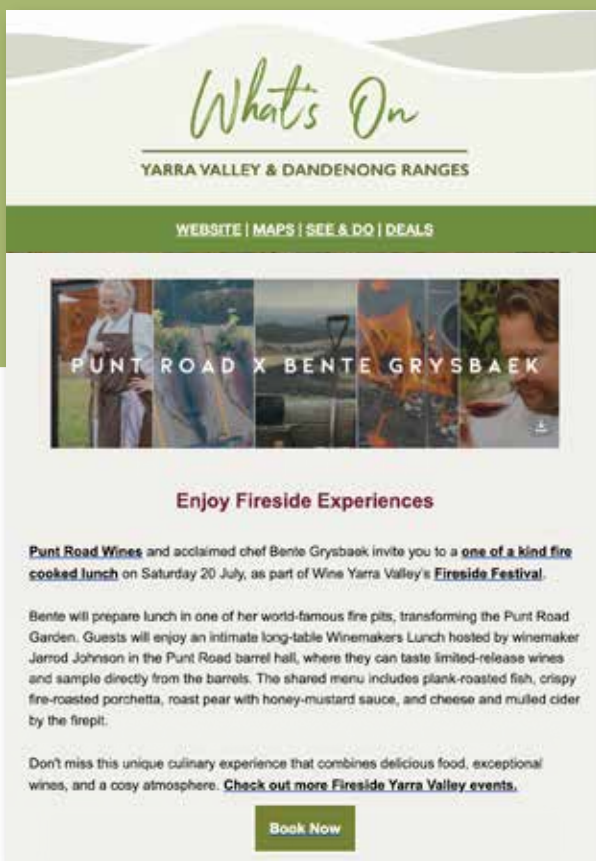@yarravalleydandenongranges

Email Marketing (EDM)

**Our consumer emails are sent to 34k highly engaged subscribers.
We have three options:**

What's On EDM Feature

$500

Jump on board our weekly consumer e-newsletter with a feature. This is perfect for upcoming events, new services or just putting your business front of mind. Sent every Thursday, we will require 14 days notice.

What's On EDM Advert

$300

Place an advert in our What's On EDM.
A great image-based advert grabs our subscribers' attention and generates clicks to your site.
We recommend choosing a couple of images that showcase your brand and keeping the message simple with a logo and call to action button.

Please note; the ad needs to match the aesthetic of the emailer and we can design the ad upon request. Sent every Thursday, we will require 14 days notice.

Solus EDM

$990

Book a solus EDM and you'll have a whole email dedicated to your business to focus on your event or offerings. You'll need to provide a word document with your copy, a handful of images and links can be directed to your own website as well. Yarra Ranges Tourism (YRT) will have creative control of the email and the email will need to match the YRT brand aesthetic.

Please allow 4 weeks notice for design and scheduling. Please note, all solus emails are sent on Mondays or Wednesdays and we only send one per week.

Social Media

We have a combined reach of over 11 million across our social media channels.

Our dedicated Digital Communications Manager works with you to create a post that resonates with our audience and ensures our audience remains inspired and engaged with our region.

Facebook & Instagram Post **$350**	Posted in a peak period and strategically written with a tourism angle by our team. Quality content is a must. Video content for Instagram and images for Facebook are ideal. Paid boost – Spend an extra $100 to boost your post to your ideal customer.
Content & Posting **$600**	Posted in a peak period, YRT staff will come to your business and capture video and images that you can post on your socials, this ideally would go on our channels as well depending on what benefits you are yet to use.

Mini Campaign

Contact the marketing team and discuss the best campaign based on your needs.

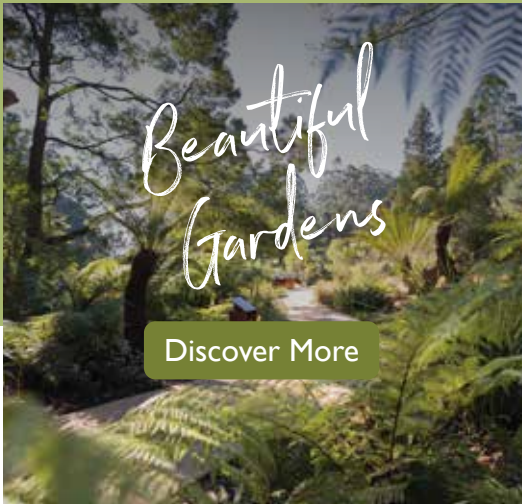|	
Competition **$850**	• Imagery and messaging pushed out to promote a venue, event or deal • Primary message 'Enter the competition to win' • Opt in for email marketing from your business and YRT. After the campaign, we will share all email addresses with you that opt-in • Campaign to run for ten days and over two weekends • Social Media post/ad to promote the competition (boosted to target market) $75 • Pop-up on website (potentially 15,000 views, over 10 days)
P.R Launch **$500**	• Media Release posted on Trav Media to all journalists on this platform • Media Release sent to all of our journalistic and online platform contacts • Calls and enquiries managed by the YRT marketing team if required
Event Ticket Sales **$500**	• What's On emailer inclusion • Event listing on www.visityarravalley.com.au • Social Media post/ad to promote the event (boosted to target market) $100

Advertising

Facebook and Instagram Ads

$300

Graphic design of social Ads

$800

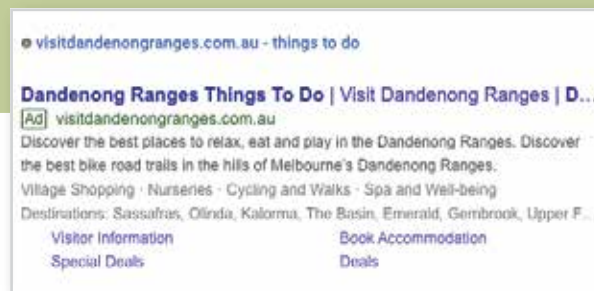Graphic design of social ads and $500 for promotion on Facebook and Instagram.

Google Ads

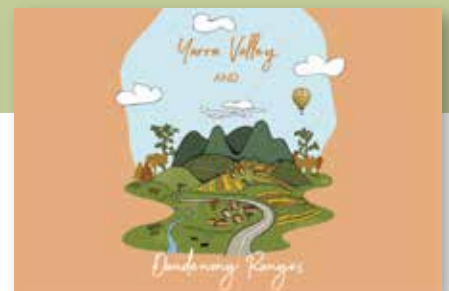We run both Google search and display ads, specifically for your event or business.

$800
(inc $500 ad spend)

Search Ad

Display Ad

Digital Visitor Screens
$1500 (per month)

The Digital Visitor Information Kiosk network has been established by Yarra Ranges Tourism as an Australian first in touch screen technology to attract visitors to do more and see more when in the Yarra Valley and Dandenong Ranges. They provide a high impact and engaging visual format to strengthen your brand, product, business or event.

What you get

Distribution across 27 different high traffic visitor locations in streetscape and business locations that experience some of the highest patronage of venues across the region. Your advertisement will be on screen for 15 seconds and rotate through every 90 seconds.

The Investment

$1500 per month per advertisement + GST. Artwork is to be supplied 1080 x 1920 pixels and 150 dpi to design@yarrarangestourism.com.au. All Screens also support video content, and some also broadcast sound. Advertisements will go live upon payment of the invoice.

The Network

Your advertisement will feature across these locations.

TWO MORE SCREENS ARE ROTATED BETWEEN EVENTS IN THE REGION.

LAKE MOUNTAIN ALPINE RESORT
PEPPERS RESORT
MARYSVILLE
HEALESVILLE
HURSTBRIDGE
HURSTBRIDGE MAIN ST
DIAMOND CREEK TRAIL
DIAMOND CREEK REGIONAL PLAYSPACE
DIAMOND CREEK
ELTHAM TOWN SQUARE
ELTHAM
YARRA VALLEY CHOCOLATERIE
ALOWYN GARDENS
MATILDA BAY BREWERY
HEALESVILLE RACV CLUB
THE MEMO HEALESVILLE
YARRA GLEN MAIN ST
HEALESVILLE SANCTUARY
BIG4 PARK LANE YARRA VALLEY
YARRA GLEN
BADGER CREEK
COLDSTREAM
(COMING SOON) YARRA RANGES REGIONAL MUSEUM
PINEHILL CARAVAN PARK
ALPINE HOTEL
WARBURTON MAIN ST
BOX HILL INSTITUTE LILYDALE LAKESIDE CAMPUS (2 SCREENS)
LILYDALE LAKE
LILYDALE
WOORI YALLOK
WARBURTON
YORK ON LILYDALE
SAGE HOTEL
MOUNT EVELYN
SKYHIGH
COUNTRY PLACE
RINGWOOD
MOUNT DANDENONG
TESSELAAR FLOWER FIELDS
SASSAFRAS MAIN ST
OLINDA
GRANTS ON SHERBROOKE
MONBULK
PUFFING BILLY RAILWAY
BELGRAVE
PUFFING BILLY EMERALD LAKE PARK
EMERALD

For all Marketing Rate Card enquiries email marketing@yarrarangestourism.com.au or call 8739 8000

Eyes You Reach

Awareness
Eyes - People within 80m sight lines of the screens

330,000 p/mth

Consideration
People within 10m of the screens

125,000 p/mth

Conversion
Touch Interactions with the screens who stayed longer than 5 minutes

15,000 p/mth

Figures based on WiFi tracker averages over a twelve-month period across the advertising network.

Full Screen Ad
Rotates for 15 seconds every 90 seconds