

Marketing Rate Card



2026-27

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
2.2mil



Google Ads Impressions
11mil



Total Users
700k



Emails Sent
3.2mil



Total Clicks To Partners
225k

12 Month Social Media



Followers **82k** Impressions **9mil**

@VisitYarraValleyandDandenongRanges



Followers **65k** Impressions **3mil**

@yarravalleydandenongranges

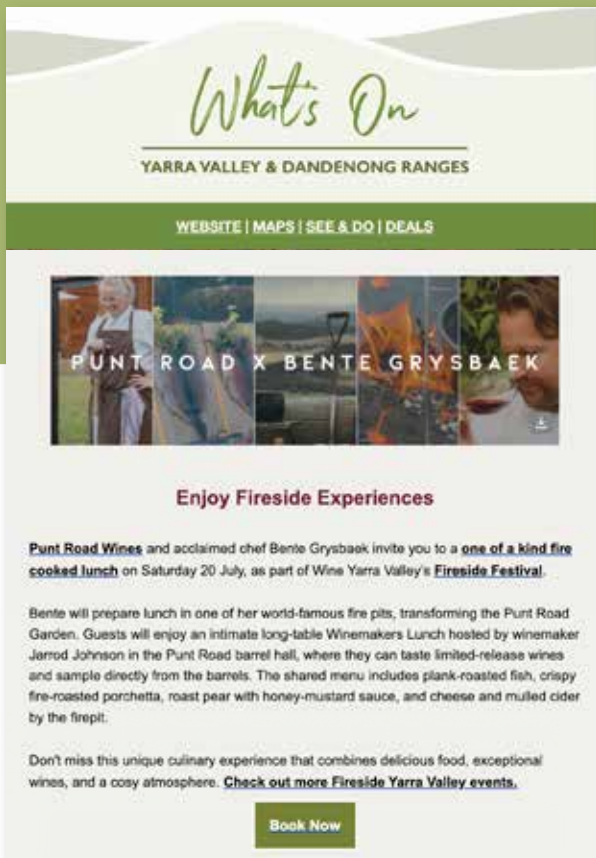
Email Marketing (EDM)

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. Tourism East will have creative control of the email and the email will need to match the Tourism East 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 Head of Marketing & 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, Tourism East 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

\$950

- 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 Tourism East 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 Tourism East marketing team (if required)

Event Ticket Sales

\$500

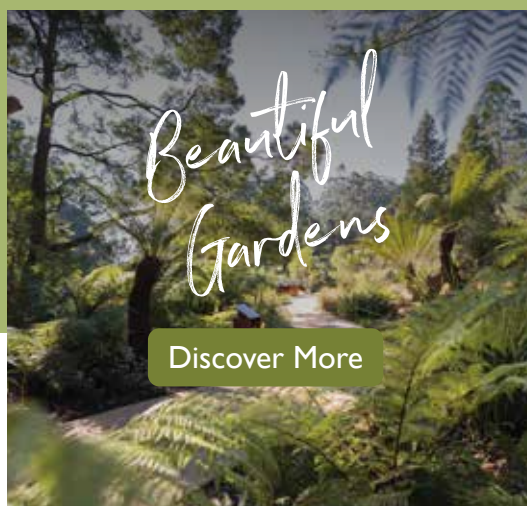
- What's On emailer inclusion
- Event listing on www.visitarravalley.com.au
- Social media post/ad to promote the event (boosted to target market) \$100

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

\$800

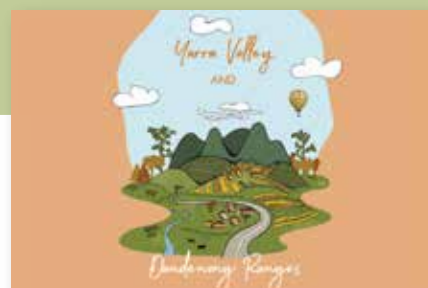
(inc \$500 ad spend)

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

Search Ad



Display Ad



\$1500 (per month)

What you get

The Investment

Artwork is to be supplied 1080 x 1920 pixels
and 150 dpi to design@tourismeast.com.au

The Network

A map of the Yarra Valley region in Victoria, Australia, showing various towns and locations. A callout box in the upper right corner states: "TWO MORE SCREENS ARE ROTATED BETWEEN EVENTS IN THE REGION." The map includes the following locations:

- Peppers Resort
- Marysville
- Hurstbridge
- Hurstbridge Main St
- Diamond Creek Trail
- Diamond Creek Regional Playspace
- Eltham Town Square
- Eltham
- Yarra Valley Chocolaterie
- Yarra Glen Main St
- Yarra Glen
- Cherry Hill
- Alwyn Gardens
- Healesville Racy Club
- Healesville Sanctuary
- Big Park Lane Yarra Valley
- Healesville
- The Memo Healesville
- Jaeger Creek
- Yarra Ranges Regional Museum
- Coldstream
- Pinehill Caravan Park
- Alpine Hotel
- Warburton Main St
- Warburton
- Wooril Yallow
- Woollydale
- York on Lilydale
- Mount Evelyn
- Mount Dandenong
- Tesselaar Flower Fields
- Olinda
- Grants on Sherbrooke
- Puffing Billy Railway
- Belgrave
- Bemerald
- Puffing Billy Emerald Lake Park
- Beaconsfield Upper
- Pakenham Upper
- Cardinia Cultural Centre
- Cardinia
- Bindwood
- Sage Hotel
- Skyhigh
- Sassafras Main St
- Monbulk
- Belgrave
- Beaconsfield Upper
- Pakenham Upper
- Cardinia Cultural Centre
- Cardinia

Awareness



330,000 p/mth

Consideration



125,000 p/mth

Conversion



15,000 p/mth

SAT 9th NOV

Young Henry's Road Food Discovery

Book Now!

0128 TE