



## Advertising Opportunities

Reach Thousands of Visitors Each Year

High 'Google Rank' Websites

Annual visitation results below based on Google Analytics  
'Total Visits' for Jul 2019 - Jun 2020

Feature your business from

**\$16.28**

per month



[BlueMountainsAustralia.com](http://BlueMountainsAustralia.com)

**Over 1.15 million visitors**



[ManlyAustralia.com](http://ManlyAustralia.com)

**Over 249,000 visitors**



[CentralCoastAustralia.com](http://CentralCoastAustralia.com)

**Over 262,000 visitors**



[WaggaWaggaAustralia.com](http://WaggaWaggaAustralia.com)

**Over 104,000 visitors**



[HawkesburyAustralia.com](http://HawkesburyAustralia.com)

**Over 68,000 visitors**



[OberonAustralia.com](http://OberonAustralia.com)

**Over 95,000 visitors**



[PenrithAustralia.com](http://PenrithAustralia.com)

**Over 71,000 visitors**



[AlburyWodongaAustralia.com](http://AlburyWodongaAustralia.com)

**Over 108,000 visitors**



[SutherlandShireAustralia.com](http://SutherlandShireAustralia.com)

**Over 83,000 visitors**



[SydneyHillsAustralia.com](http://SydneyHillsAustralia.com)

**Over 31,000 visitors**



[BlacktownAustralia.com](http://BlacktownAustralia.com)

**Over 51,000 visitors**



[ExperienceSydneyAustralia.com](http://ExperienceSydneyAustralia.com)

**Over 57,000 visitors**

## Delivering Customers to Your Business

### Results Focused Advertising

Since 1996 Stralia Web has been leading through innovation, delivering customers to local businesses across NSW.

Our regional websites are continually evolving to engage and fully embrace the changing online environment.

More than just a link to your website, your business profile becomes part of an interactive online community whereby you can post announcements, showcase retail products, encourage social connections and visually impress through images and online video.

### Performance Results Include:

- ✓ People choosing to view your **Business Profile**
- ✓ People choosing to click through to your **Website**
- ✓ People choosing to click through to your **online booking or purchase system**
- ✓ People clicking through to your **Facebook** page
- ✓ People clicking through to your **Twitter** page
- ✓ People viewing your **YouTube** video

### Money Back Satisfaction Guarantee

Your satisfaction is important to us.

If within the first 90 days of trialling our regional directory advertising service you are not completely satisfied, simply phone Stralia Web's customer service team on 1300 550 220 during business hours to take advantage of our 100% Money Back Satisfaction Guarantee.

Website &  
Social Links

Large Visual  
Header

Retail  
Products

What's New  
Announcements

YouTube  
Video

Monthly  
Statistics

## Sample Directory Listing Page


A Directory Listing Page is a specific category web page within the regional website listing all businesses suited to the category e.g. *restaurants*.

The appearance and display order of the various profile levels is illustrated below.

Enhanced – Standard – Economy – Basic

Overview Details + PDF Photos Video


**Enhanced Profile**



Sales Catch Phrase Max. 40 Characters

This is an Enhanced Profile. Enhanced Profiles provide top level exposure throughout the directory with a large image displayed on Directory Listing Pages. Enhanced Profiles appear above all other advertising levels on Directory Listing Pages. The full 75 word description is displayed on the Directory Listing Page which can be unique for each directory category. Enhanced Profiles include more tabs/features than other advertising options including 'Photos' (Gallery) and 'Book/Buy Now' links.

Location: Springwood



from \$625 /night Price Details +


Overview Details + PDF Video Products

**Standard Profile**

Sales Catch Phrase Max. 40 Characters

Standard Profiles appear above Economy and Basic Profiles with a medium sized image on Directory Listing Pages. The full 75 word description is displayed on Listing Pages as well as a direct link to your website. Unique 75 word descriptions can be entered for every category where your business is included enabling you to attract specific target markets. Additional features include 'extended text' on your Profile Page, 4 images, Special Offer plus the ability to attach a PDF document.

Location: Springwood




from \$275 /night Price Details +

Overview Details Video

**Economy Profile**

Economy Profiles appear above Basic Profiles on Directory Listing Pages displaying the first 25 words of your 75 word description with a small image. The...

Location: Springwood



from \$150 /night Price Details +

Overview Details

**Basic Profile**

Basic Profiles provide a simple presence. The first 25 words of your 75 word description display on Directory Listing Pages. The full description displays on...

Location: Springwood

**Enhanced Profiles display first offering highest exposure**

## Sample Business Profile Page

A Business Profile Page is your own web page appearing on the regional website dedicated to your business.

### Enhanced Profile



Details



Photo Gallery



Play Video



Enquiry Form



Website



Buy Now



phone



Facebook



Twitter



Google+



Youtube

#### Sales Catch Phrase Max. 40 Characters

This is an Enhanced Profile. Enhanced Profiles provide top level exposure throughout the directory with a large image displayed on Directory Listing Pages. Enhanced Profiles appear above all other advertising levels on Directory Listing Pages. The full 75 word description is displayed on the Directory Listing Page which can be unique for each directory category. Enhanced Profiles include more tabs/features than other advertising options including 'Photos' (Gallery) and 'Book/Buy Now' links.

More information can be entered for inclusion on your business profile page. An Enhanced Profile enables you to fully detail your products and services. Plus you can separate out key points using headings.

#### Documents

- [Describe your attachment here. e.g. View our Brochure & Price List](#)
- [Online Advertising Opportunities \(1.2Mb\)](#)
- [Online Advertising Application Form](#)



from **\$625** /night [Price Details >](#)



**Economy, Standard and Enhanced Profiles  
all include large header image, logo, video and links**



## Advertisement Inclusions

All advertisers receive their own dedicated web page on the regional website.  
 Advertisers have full access to log-in and make changes at any time.  
 Advertisers can also post announcements, showcase products and much more.  
 Paid Advertisers also benefit from random exposure throughout the website via an "In-Content Ad"  
 Actively using the many features available provides bonus exposure throughout the website.

## Business Profile Web Page

	Basic	Economy	Standard	Enhanced
Business Name	✓	✓	✓	✓
Header Image	-	✓	✓	✓
Profile Images	1	1	4	4
Logo	✓	✓	✓	✓
Location & Contact Details	✓	✓	✓	✓
Description (75 words)	✓	✓	✓	✓
Google Map	✓	✓	✓	✓
Direct Enquiry Form	✓	✓	✓	✓
Direct "Visit Website" Link		✓	✓	✓
YouTube Video Embedded		✓	✓	✓
Facebook & Other Social Links		✓	✓	✓
Random Display on Basic Profiles		✓	✓	✓
Showcase Retail Products		6	12	24
Can Post New Announcement		Once every 3 weeks	Fortnightly	Weekly
Additional Text			✓	✓
Random Display on Economy Profiles			✓	✓
How To Get Here Text			✓	✓
Document Attachment (s)			1	5
Special Offer & Photo			✓	✓
Book Now / Buy Now Link				✓
Photo Gallery				✓

## FREE Add-Ons: Industry Specific Inclusions

	Basic	Economy	Standard	Enhanced
Properties Database For Sale / Rent (Real Estate)		✓	✓	✓
Dining Availability & Booking Facility		✓	✓	✓
Price From (Accommodation)		✓	✓	✓
Accommodation Availability Calendar			✓	✓

## Business Directory

A primary way visitors find your business is to browse categories within the regional website's business directory. For each category, businesses which offer products or services appropriate to that category are displayed. Various features are included on category listing pages depending on your Business Profile advertising level.

## Listing Page Inclusions

	Basic	Economy	Standard	Enhanced
Display Order	Entry Level	Above Basic	Above Economy	Top Level
Large Listing Header Image				✓
Business Name	✓	✓	✓	✓
Full Details Link	✓	✓	✓	✓
Description (words displayed)	25	25	75	75
Listing Image		Small	✓	✓
Video Link		✓	✓	✓
Alternate Category Descriptions			✓	✓
Sales Catch Phrase			✓	✓
Special Offer Link			✓	✓
Accommodation Availability Link			✓	✓
Alternate Listing Image per Category				✓
Image on Search Results Page				✓

Whilst all business profile features are included on smartphones within your own business profile, when using smartphones, the category listing page presents a clutter free experience for visitors.

## Mobile Site Listing Page Inclusions

	Basic	Economy	Standard	Enhanced
Display Order	Entry Level	Above Basic	Above Economy	Top Level
Business Name	✓	✓	✓	✓
Full Details Link	✓	✓	✓	✓
Description (words displayed)	25	25	75	75
Listing Image		Small	Medium	Large
Sales Catch Phrase			✓	✓
Alternate Category Descriptions			✓	✓
Alternate Listing Image per Category				✓
Image on Search Results Page				✓

## Monthly Advertising Rates

Note: Pricing effective from 1st October 2019

Region	Basic	Economy	Standard	Enhanced
Blue Mountains	FREE Conditions Apply	<b>\$16.28</b> \$162.75 / year	<b>\$40.43</b> \$404.25 / year	<b>\$56.18</b> \$561.75 / year
Albury Wodonga Central Coast Hawkesbury Manly & Northern Beaches Oberon Penrith Sutherland Shire Experience Sydney Australia Wagga Wagga	FREE Conditions Apply	<b>\$16.28</b> \$162.75 / year	<b>\$27.30</b> \$273 / year	<b>\$43.05</b> \$430.50 / year
Blacktown Sydney Hills	FREE Conditions Apply	<b>\$16.28</b> \$162.75 / year	<b>\$20.48</b> \$204.75 / year	<b>\$36.75</b> \$367.50 / year

### Exposure Level Overview

Basic Listing & Profile	<b>Simple Presence</b> A simple presence with your logo and contact details.
Economy Listing & Profile	<b>Entry Level Exposure with Links</b> Announcement facility, website link, Facebook link, Twitter link & YouTube video. An Economy Profile is ideal for gaining SEO benefit through a quality inbound link to your website.
Standard Listing & Profile	<b>Higher Profile Exposure</b> More information, more images, access to advanced features, promote specials.
Enhanced Listing & Profile	<b>Top Level Exposure</b> Stand out with maximum features including listing image, photo gallery, Book Now/Buy Now feature.

**2 Months Free**  
when paying  
annually in advance

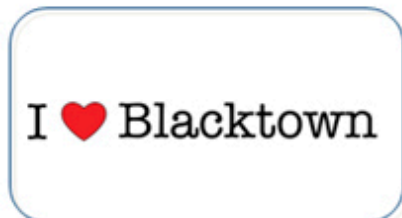
#### How Many Categories Can My Business Appear Under?

\* Advertisers are included in all appropriate categories, with the exception of 'Special Categories', for the one advertising fee.  
\* **Restrictions Apply** for Profiles which promote Landing Page websites (for multiple business entities) and Directory Websites.

#### Special Categories

\* **Romantic & Honeymoon Retreats** – Inclusion in this category is available for an extra \$57.75 per year  
\* **Yulefest** – Inclusion in this category is available for an extra \$57.75 per year

## Stralia Web's Regional Websites



Developed by Stralia Web:

- BlueMountainsAustralia.com
- ManlyAustralia.com
- CentralCoastAustralia.com
- SutherlandShireAustralia.com
- PenrithAustralia.com
- HawkesburyAustralia.com
- AlburyWodongaAustralia.com
- SydneyHillsAustralia.com
- ExperienceSydneyAustralia.com
- WaggaWaggaAustralia.com
- BlacktownAustralia.com – Blacktown City Council (Partnership)
- OberonAustralia.com

*FREE Basic Profiles available in selected regions for businesses within the LGA, members of selected tourism associations or chambers of commerce. Call Stralia Web for Free Basic Profile Advertising eligibility and details. Excludes ExperienceSydneyAustralia.com. Advertising on selected regional websites may be subject to approval based on eligibility criteria.*

**To Advertise Your Business, Phone Stralia Web on 1300 550 212**