

UMINA BEACH VILLAGEcom.au

uminabeachvillage.com.au
ADVERTISINGRATECARD
2009



Justified Type – Design & Advertising Production

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E: enquiries@uminabeachvillage.com.au



WWW.UMINABEACHVILLAGE.COM.AU IS NOW ONLINE!

Dear Umina Beach area local business,

Uminabeachvillage.com.au is a boutique-style website that solely concentrates on promoting the local Umina Beach area and it's surrounding suburbs.

The aim of the website is to promote the Umina Beach Village area and peninsula in a high-quality and highly attractive way to encourage tourism spending and spending on local businesses, whilst also promoting some of the local resources available to the community.

By presenting the local area online, we hope to promote the area to locals and visitors whom may not be currently aware of all the great things the area has to offer.

Through greater awareness of the area, via the website, it is hoped to encourage greater employment-opportunities, improved services and create more entertainment options, events and attractions for residents and visitors to the area.

The new website will show-off and promote all the great things about the Umina Beach area and will retain a high visual standard to ensure the area is presented as it should be.

The site will not go beyond promoting further than the immediate local area, so will only be about local businesses and not become a listing of many thousands of businesses.

Initiated from within the Umina Beach community, revenue from advertising, will be re-invested into advertising the site and new listings about current local and youth initiatives, as well as any new local opportunities further promote the area.

If your business would like to become a part of the website and the ongoing promotion of the local area, a number of advertising packages are available to local enterprises, small businesses and sole-traders.

Full colour annual advertising packages cost from only \$1.95 – \$6.75 per week! Free plain text business listings are also available for local businesses.

ANNUAL ADVERTISING RATE

Large Ad – \$350.00

Medium Ad – \$175.00

Small Ad – \$100.00

– See over for ad-size examples

HALF-YEARLY RATE

Large Ad – \$200.00

Medium Ad – \$100.00

Small Ad – \$75.00

QUARTERLY RATE

Medium Ad – \$75.00

Small Ad – \$50.00

Feel free to contact me if you would like to become involved in advertising the local area or if you have any ideas for the website – Get in before the peak-season hits!



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AD PLACEMENT: Ads will be placed on web pages relevant to business or industry

Example: An Apartment ad listing will appear on 'Apartments' with a right-side ad on 'Accommodation'

LARGE AD SPACE SAMPLE

Text – Up to 650 text characters **Image Size** – 200 x 125 pixel image

Contact Details – Telephone, Address, Email Link & Website Link (image is hyper-link)

BONUS i) image at top – Feature image & name in main image slideshow at top of page

Ad Example (Screen-shot, see site for visual size) **BONUS ii)** – Large right-side listing image



Umina Beach - Central Coast Holidays

The Central Coast is little more than an hour's drive from Sydney and Newcastle, so come and check out this undiscovered atmosphere and character with Central Coast Holidays.

Central Coast Holidays provide the best holiday experience - enjoy sunrise to sunset right over the world's best beaches, near to town, with everything you want from the best of holiday accommodation.

E onthesea@bigpond.net.au M 0414 803 888 T 4363 1378

MEDIUM AD SPACE SAMPLE

Text – Up to 325 text characters **Image Size** – 120 x 90 pixel image

Contact Details – Telephone, Address, Email Link & Website Link (image is hyper-link)

Ad Example (Screen-shot, see site for visual size) **BONUS ii)** – Medium right-side listing



GCK Financial Group

At GCK Financial Group we provide quality advice in financial planning and general insurance. Our culture is based on core values of integrity, respect, commitment and teamwork. We understand that little things count for so much.

W gckfinancialgroup.com.au T 4341 8440

SMALL AD SPACE SAMPLE

Text – Up to 250 text characters **Image Size** – 120 x 65 pixel image

Contact Details – Telephone, Address, Email Link & Website Link (image is hyper-link)

Ad Example (Screen-shot, see site for visual size)



Drop Your Pants - Dry Cleaners, Ettalong & Woy Woy

Professional dry-cleaning, overnight services, after-hours drop-off & pick-up. Call Rex or Marianna about current specials & commercial contracts.

T Ettalong - 4341 1957 T Woy Woy - 4341 3565

FREE AD LISTING

Text – Business Name **Image Size** – No image **Contact Details** – Address, Telephone & Email Link



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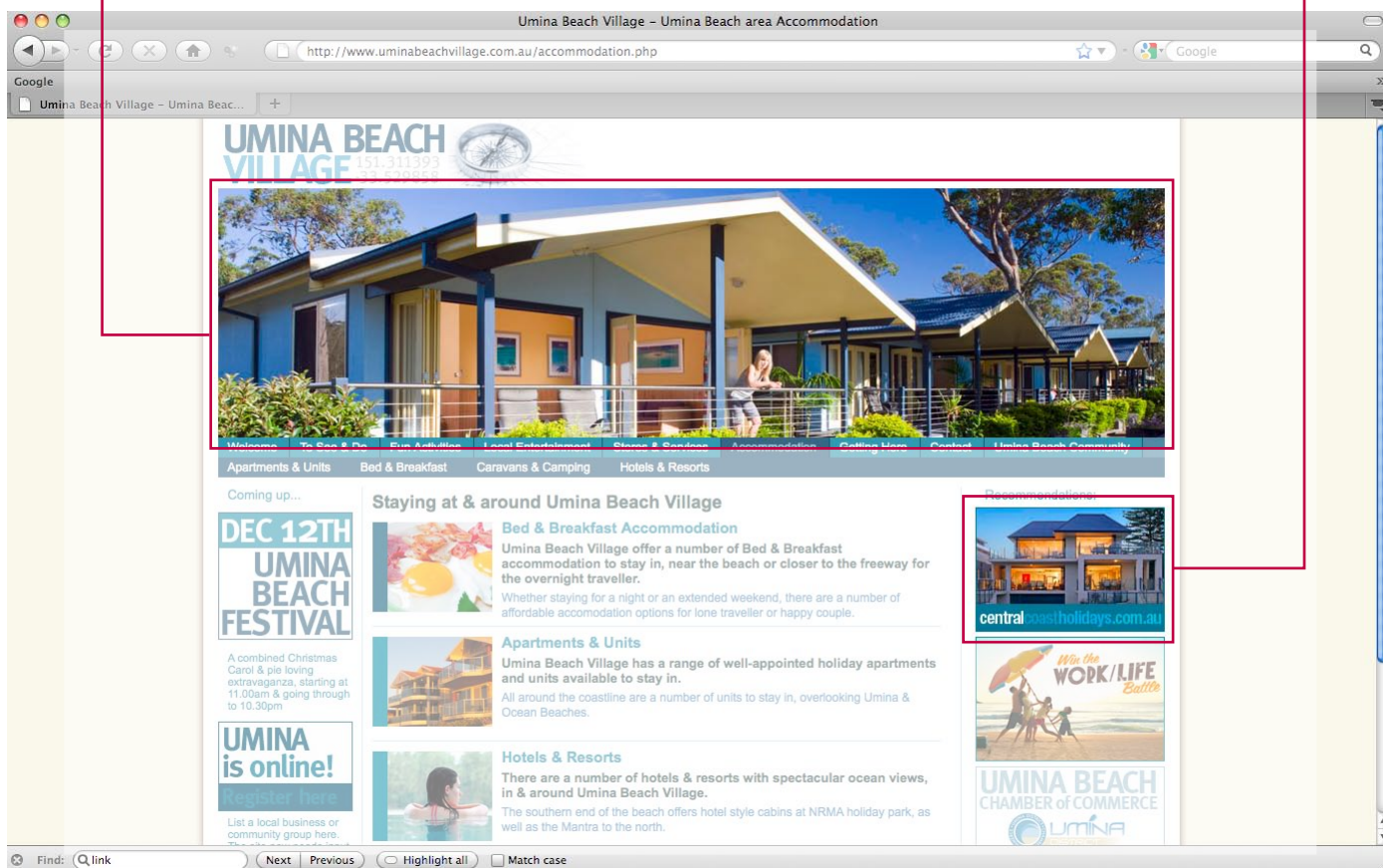
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BONUS AD SPACES SAMPLE

BONUS AD i) image at top – Feature image & name in main image slideshow at top of page

BONUS AD ii) – Large right-side listing image



WEBSITE SUCCESS MONITORING

Web Traffic Monitoring – On-demand site-traffic monitoring and analysis to identify peak times, key performance indicators to improve relevant information and data

Search-engine Analysis – Search-engine analysis and upgrading for greater hit-rate success and to improve the site with relevant keywords



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