



*Defining The Guest Experience*

**PRAISE<sup>®</sup> RATING SYSTEM**  
Road Testing Australia's Hotel Accommodation



EXCELLENT

VERY GOOD

GOOD

SATISFACTORY

POOR

## ADVERTISING RATE CARD

### STATIC OR INTERACTIVE BANNER ADS

#### Banner Specifications:

Dimensions 468w X 60h pixels

File Size 15K maximum

Format gif

### PAGE LOCATION

#### HOME PAGE

Top Position (Above Map of Australia) = \$500.00 (AUD) per month.

Bottom Position (Bottom of Page) = \$200.00 (AUD) per month.

Space is restricted for both positions to 10 or less advertisers per month.

#### CITY PAGES (Sydney, Melbourne, Brisbane, Adelaide, Canberra, Hobart or Launceston)

Hotel Banner = \$150.00 (AUD) per month per hotel.

Each hotel space is only available for the exclusive use of the hotel featured.

#### HOTEL PAGE

Top Position only = \$150.00 (AUD) per month.

Space is only available for the exclusive use of the hotel featured.

#### PRAISE<sup>®</sup> CONCIERGE PAGE

Top Position (Top of Page) = \$300.00 (AUD) per month.

Link Category Positions (End of each link category) = \$150.00 (AUD) per month.

Bottom Position (Bottom of Page) = \$100.00 (AUD) per month.

Space is restricted for all positions to 10 or less advertisers per month.

Advertisers in our Link Category Positions are restricted to ads that are relevant to the specific category.

**PRAISE<sup>®</sup> PONDERINGS PAGE** Top Position (Top of Page) = \$150.00 (AUD) per month.

Bottom Position (Bottom of Page) = \$100.00 (AUD) per month.

Space is restricted for both positions to 10 or less advertisers per month.

#### VALUE for MONEY INDEX (VMI) PAGE

Top Position only (Top of Page) = \$300.00 (AUD) per month.

Space is restricted to 10 or less advertisers per month.



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## **STATIC OR INTERACTIVE SKYSCRAPER ADS**

### **Skyscraper Specifications:**

**Dimensions 160w X 600h pixels**

**File Size 50K maximum**

**Format gif**

### **PAGE LOCATION**

#### **HOME PAGE**

Far Right Position (Right of photo collage) = \$1500.00 (AUD) per month.

Space is restricted to 5 or less advertisers per month.

#### **CITY PAGES (Sydney, Melbourne, Brisbane, Adelaide, Canberra, Hobart or Launceston)**

Far Right Position (One only per city) = \$500.00 (AUD) per month.

Space is restricted to 5 or less advertisers per city page, per month.

#### **HOTEL PAGE**

Far Right Position (Top of Page) = \$500.00 (AUD) per month.

Space is only available for the exclusive use of the hotel featured.

#### **PRAISE<sup>®</sup> CONCIERGE PAGE**

Top Far Right Position (Position 1) = \$500.00 (AUD) per month.

Far Right Position (Position 2 second from top) = \$300.00 per month.

Far Right Position (Position 3 third from top) = \$300.00 per month.

Far Right Position (Position 4 fourth from top) = \$300.00 per month.

Far Right Position (Position 5 fifth from top) = \$300.00 per month.

Far Right Position (Position 6 sixth from top) = \$300.00 per month.

Far Right Position (Position 7 seventh from top) = \$300.00 per month.

Far Right Position (Position 8 eighth from top) = \$300.00 per month.

Far Right Position (Position 9 ninth from top) = \$300.00 per month.

Far Right Position (Position 10 tenth from top) = \$300.00 per month.

Far Right Position (Position 11 eleventh from top) = \$300.00 per month.

Bottom Far Right Position (Position 12) = \$300.00 per month.

Space is restricted to 5 or less advertisers per position, per month.

#### **PRAISE<sup>®</sup> PONDERINGS PAGE**

Far Right Position (Top of Page) = \$300.00 (AUD) per month.

Space is restricted to 5 or less advertisers per month.

#### **VALUE for MONEY INDEX (VMI) PAGE**

Top Position only (Top of Page) = \$500.00 (AUD) per month.

Space is restricted to 5 or less advertisers per month.

Please note that all prices quoted above are **exclusive** of Goods and Services Tax (GST).

To arrange an ad or if you would like us to give you a call, please e-mail your details to:

[advertising@praiserating.com.au](mailto:advertising@praiserating.com.au)