

**thewest.com.au**

**Christmas Retail Opportunity**



# Christmas opportunity

**Make sure you're reaching your audience during the busiest time on the retail calendar!**

Combining thewest.com.au homepage sponsorship, run of site activity and newsletters you will be sure your brand/business is top of mind for shoppers searching for ideas.

Own the homepage 100% any weekend in December, but be sure to get in fast, as it is first-in, best-dressed.

Choose dates for your high impact homepage sponsorships along with the demographic you are looking to target across run of site activity on thewest.com.au.



# Homepage example

Homepage sponsorship includes all four premium, above the fold placements. You will be the exclusive advertiser across these placements for the duration of the weekend.

The screenshot shows the homepage of thewest.com.au with several premium advertising placements highlighted by blue arrows and labels:

- Gutters:** Two vertical placements on the left and right sides of the page, each featuring the text "From RAGS TO ROYALTY" and "Win \$1500 to dress happily ever after...".
- NT1:** A horizontal placement in the center of the page, featuring the text "and dress happily ever after... Enter Now" and the forrestchase logo.
- Medium Rectangle:** A large rectangular placement in the center of the page, featuring the text "Win \$1500" and the forrestchase logo.

The page content includes the thewest.com.au logo, navigation menu, search bar, and various news articles such as "Radical plan to ease traffic", "Bishop defends India wedding claim", and "It's Ginia v Bianca".

Forrest Chase: October 2013



# thewest.com.au ROS activity

All ROS activity is premium, above the fold placements

The screenshot shows the homepage of thewest.com.au. At the top, there is a navigation bar with links for Sign In or Sign Up, Yahoo! Mail, Classifieds, Newsletters, Home Delivery, WestRewards, Place an Ad, Events, and Competitions. Below this is the thewest.com.au logo and a search bar. A large banner at the top features a woman's face, the word 'VIN' in large letters, and a car, with a 'Click here for more info' button. Below the banner is a navigation menu with categories like HOME, SPORT, BUSINESS, LIFE + STYLE, ENTERTAINMENT, TRAVEL, MOTORING, REGIONAL, REAL ESTATE, JOBS, and WEATHER. A secondary menu includes Food + Drink, Fashion, Health + Wellbeing, Home + Garden, Wedding Guide, and Magazines. A search bar and a 'Place an ad' button are also present. A large promotional banner for 'PLUS 7 WIN A SHARE OF \$50,000 WATCH AND WIN' is displayed. The main content area shows a date 'Monday, November 4th, 2013' and a weather widget for Osborne Park. A featured article titled 'Girl power in the Kimberley' is shown with a photo of a woman. Below this is a 'Food + Drink' section with an article 'Gen Y rewrite Perth's menu' and a list of restaurant events. A 'designdirect' advertisement is also visible, featuring a sofa and a 'CLICK HERE' button. At the bottom, there are 'Most Viewed' and 'Breaking' buttons.

← Leaderboard

← Medium Rectangle



# 2013 Christmas opportunity

## Sponsorship will include:

- “ **100% full weekend Homepage sponsorship**, including medium rectangle, NT1 and static gutters
- “ **643,600 MREC and leaderboard impressions** across thewest.com.au. Choose the demographic you wish to target
- “ **1x send Daily News e-newsletter** – static MREC to over 13,000 subscribers
- “ **eCPM = \$5.76**



Value	Investment
\$28,468	\$13,000



# Christmas Schedule

Date: 04-November-2013  
 WAN Rep:  
 Account Number:  
 Advertiser: TBA  
 Campaign: Christmas Offer  
 Billing Contact:  
 Company:  
 Address:  
 Phone:  
 Email:



West Australian Newspapers  
 Newspaper House 50 Hasler Road, Osborne Park, WA, 6017.

Property	Section	Format	Targeting/Notes	Start	Finish	Planned	Market CPM	Market Value	Client CPM	Client investment
thewest.com.au	ROS	MREC	Saturday/Sunday	Weekend sponsorship		1,600,000	Sponsorship	\$14,400	Sponsorship	\$7,200
thewest.com.au	ROS	MREC	WA only (Choose demographic)	01-Dec-13	24-Dec-13	323,600	\$25.87	\$8,372	\$11.00	\$3,560
thewest.com.au	ROS	Leaderboard	WA only (Choose demographic)	01-Dec-13	24-Dec-13	320,000	\$20.70	\$6,624	\$7.00	\$2,240
WAN Newsletter	Daily News	MREC	-	1x send		13,000	Sponsorship	\$700	Added Value	\$0
						2,256,600		\$30,096		\$13,000

Summary	
Total value	\$ 30,096
Total investment	\$ 13,000
Total saving	\$ 17,096
Campaign discount	57%
eCPM	\$ 5.76

