



beechworth.com  
VICTORIA AUSTRALIA

PO Box 593 Beechworth, VIC 3747  
9A Billson Street, Beechworth, VIC 3747  
03 5728 3389 • 0419 527 705  
www.wwwart.com.au



# 2018 Prospectus

Looking to drive more traffic to your website?

Beechworth.com offers extra exposure for your business



## Beechworth.com will:

- ✔ **Build** your brand and product awareness.
- ✔ Drive high **performing traffic** to your website.
- ✔ Increase your **exposure** to new customers.

## Beechworth.com offers:

- ✔ **Affordable** effective business exposure.
- ✔ Proven **reliable** advertising.
- ✔ Increased search **exposure**.

### VALUE PACKAGE

#### Connect with your Customers

Make it easy for your customers to get in touch by calling, visiting your website or getting turn-by-turn directions to your door.

### DELUXE PACKAGE

#### Build your Brand Awareness

Appear in search results for multiple keywords. Increase your business exposure with banner advertising, social media profiles and Facebook inclusion.

### PREMIUM PACKAGE

#### Stand out from the Crowd

Your business will appear on every pages of Beechworth.com! Boost your bottom line with banner advertising, partner site inclusion and direct online bookings.

Beechworth.com supporting Beechworth tourism, business and community since 1998

VALUE	PREMIUM	DELUXE
250 Word Description	250 Word Description	250 Word Description
Contact Details	Contact Details	Contact Details
Website Link	Website Link	Website Link
3 Photographs	3 Photographs	3 Photographs
Google Map Link	Google Map Link	Google Map Link
1 Social Media Profile	Multiple Social Media Profiles	Multiple Social Media Profiles
	Entire Website Banner Advertising	Multiple Social Media Profiles
	Footer Featured Business	Category Banner Advertising
	Facebook Boost	Footer Featured Business
	Direct Online Bookings	Promoted on Beechworth.com. Facebook
	Business Visitation Data	
	Promotional Bookmarks	
<b>\$299</b> 1 CATEGORY - PER YEAR	<b>\$1200</b> 1 CATEGORY - PER YEAR	<b>\$645</b> 1 CATEGORY - PER YEAR
<b>\$377</b> 2 CATEGORIES - PER YEAR	<b>\$1278</b> 2 CATEGORIES - PER YEAR	<b>\$723</b> 2 CATEGORIES - PER YEAR

## COMMUNITY GROUPS

Three images, a 250 word description, all contact details, website link, Google Map link and a social media link.

**\$49.50** PER YEAR

## FESTIVALS & EVENTS

A webpage dedicated to the event with up to three images, a 500 word description, all contact details and a website link.

**\$49.50** PER YEAR

## TO PARTICIPATE

1. Choose your package **VALUE**, **DELUXE** or **PREMIUM**
2. Choose your category, see Beechworth.com. or discuss with Fiona on 03 5728 3389.
3. Forward you content as per package to admin@beechworth.com.
4. Annual listing year is 1 July until 30 June.

### Included with all listings:

Beechworth.com visitation data Oct, Feb & June • Special Offers Page • An Annual Review • Search results via accommodationbeechworthvictoria.com.au • Generic Promotional Bookmarks for collection.

\*Category pages include Shopping, Food & Wine, Accommodation, Health, Business and Community.