



Trails WA

TRAILS WA ADVERTISING PROSPECTUS 2024





Image credit: The Eco Therapist

WE CAN HELP YOU GET IN FRONT OF THE RIGHT AUDIENCE

Trails WA is the home to the largest amount of sanctioned trails in Western Australia. We have a huge social media following and a growing subscriber list.

Get your business in front of 70,000 Western Australian trail users every month.

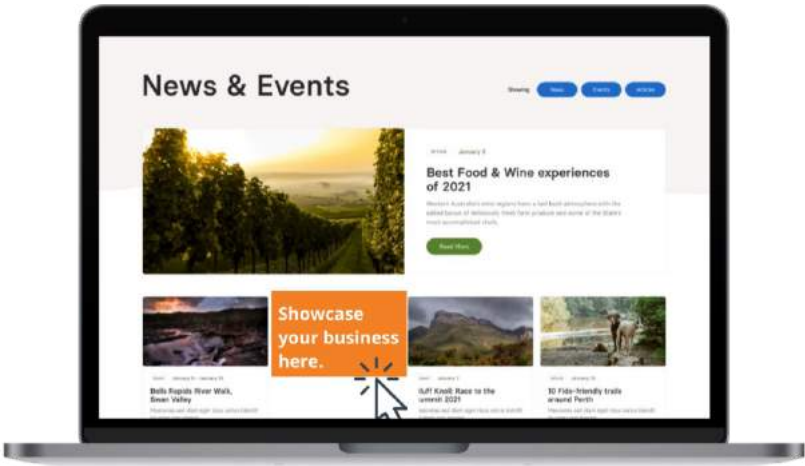
70K+ MONTHLY WEBSITE VISITS

83K+ FACEBOOK GROUP MEMBERS

23K+ FACEBOOK FOLLOWERS

7K+ INSTAGRAM FOLLOWERS

7K+ SUBSCRIBERS

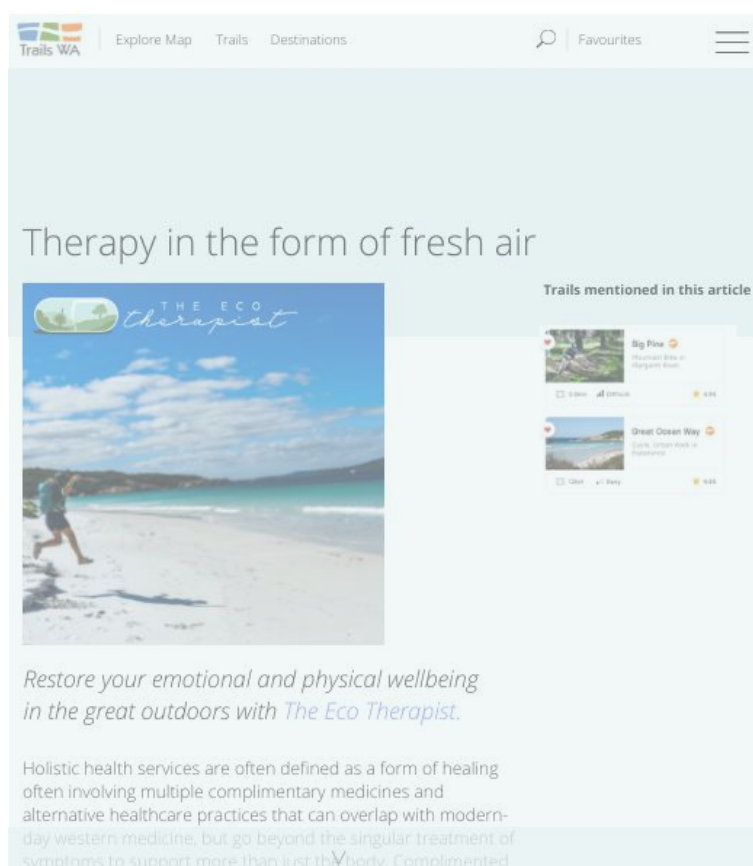


WHAT WE'RE OFFERING

TFB MEMBERS ONLY

FEATURED BLOG POST (TRAILSWA.COM.AU)

Have your own personalised blog post about your business and/or services for our news/blog/events page on trails.wa.com.au. This includes a link to your website or any chosen url, links to social media and mentions of feature products or services you wish to highlight. Just send us the content and we'll build it for you.



STEPS

1 PROVIDE IMAGES

- 3+ Images
- high res (at least 1000 x 1000px)
- jpg or png format.

2 PROVIDE CONTENT INFO

- Any taglines or content unique to your business 'voice'.
- chosen URL(s)
- social hashtags/handles
- specific promotional content.

*please understand that links to alternate **trail** websites will not be allowed.

WHAT WE'RE OFFERING

TFB MEMBERS ONLY

SOCIAL MEDIA MONTHLY PROMOS (FACEBOOK GROUP)

TFB Businesses can gain access to our growing audience in our [Trails WA Group page](#) (83,000+ members) with two promotional posts per annum. These posts may include relevant and current business promotions, businesses advertising or upcoming events.



STEPS

1 JOIN US

- Join the group page [here](#) using your business account



2 PROVIDE IMAGES

- 2-3 Images
- high res (at least 1000 x 1000px)
- jpg or png format.

3 PROVIDE CONTENT INFO

- Any taglines or content unique to your business 'voice'.
- chosen URL(s)
- social hashtags/ handles
- specific promotional content.

WHAT WE'RE OFFERING

MEMBERS AND NON-MEMBERS

ADVERTISING IN OUR MONTHLY NEWSLETTER

Our monthly newsletter goes out to a growing audience of 7,600 industry and trail user subscribers. You can choose to have your banner as landscape or portrait. Just send us the content and we'll build it for you.

LANDSCAPE



PORTRAIT



STEPS

1 CHOOSE YOUR SIZE

- Landscape or portrait.

2 PROVIDE IMAGES

- 2-3 Images
- high res (at least 1000 x 1000px)
- jpg or png format.

3 PROVIDE CONTENT INFO

- Any taglines or content unique to your business 'voice'.
- chosen URL(s)
- social hashtags/handles
- specific promotional content.

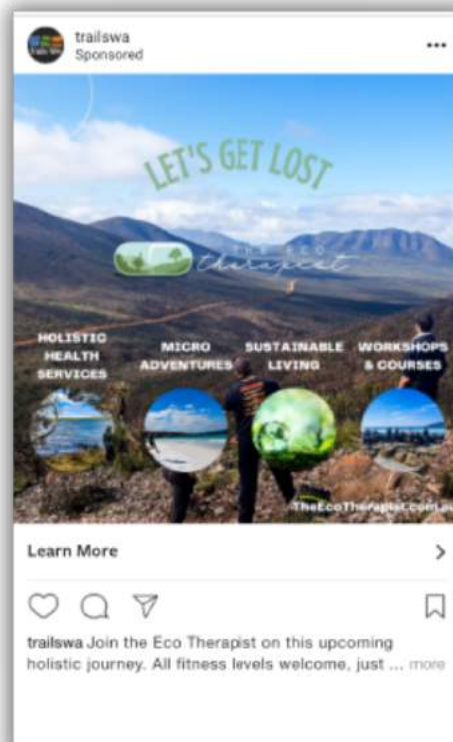
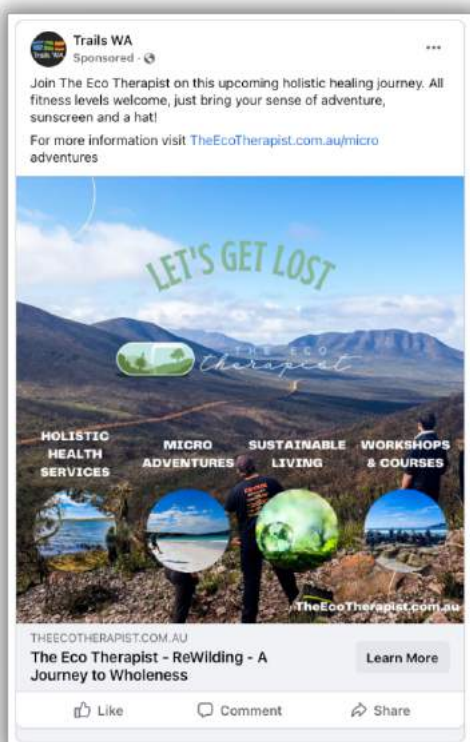
WHAT WE'RE OFFERING

MEMBERS AND NON-MEMBERS

SOCIAL MEDIA KIT

Our social media kit includes 2 x social media posts on your chosen platform (Facebook or Instagram) per year. This can include a link to your website or any chosen url. Just provide the content and we'll build your post.

Please note: This does not include access to the Trails WA Group Page.



STEPS

1

CHOOSE YOUR PLATFORMS

- Choose between Facebook, Insta or a mix of both.

2

PROVIDE IMAGES

- 2-3 Images
- high res (at least 1000 x 1000px)
- jpg or png format.

3

PROVIDE CONTENT INFO

- Any taglines or content unique to your business 'voice'.
- chosen URL(s)
- social hashtags/ handles
- specific promotional content.

PRICING



Image credit: Tourism WA

FEATURE ARTICLE/ BLOG

FEATURED BLOG ARTICLE

- Feature article all about your business, upcoming events and/or highlights on TrailsWA.com.au
- Follow up promotion on social media
- ***Created by us, in collaboration with you.***

TFB MEMBER \$200

E-NEWSLETTER BANNER ADVERT

- 600px X 600px
- ***Created by us, in collaboration with you.***

TFB MEMBER \$170
NON-MEMBER \$350

SOCIAL MEDIA KIT

- 2 x social media posts on your chosen platform (Facebook or Instagram) per year.
- ***Created by us, in collaboration with you.***
- This **does not** include access to the Trails WA Group Page.

TFB MEMBER \$150 P.A
NON-MEMBER \$350 P.A

Please note, these rates are applicable to small to medium sized trail-related businesses only. Corporate rates are available on request. Rates are valid until 1st April 2024

To advertise with us, you can get in touch or simply purchase using the secure form below.

PURCHASE NOW

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