



Discover the power of online content marketing with **FEATURED EDITORIAL SECTION** on SydneyVisitorGuide.com.au

Now you can have your own **PREMIUM CONTENT** within sydneyvisitorsguide.com.au with an **FEATURED EDITORIAL SECTION**

The power of online **CONTENT MARKETING for the tourism and visitor market**

The most successful marketers in the world use content marketing as one of their primary weapons. Placing your content in the right environment will help you to generate increased visits to your website, build social media conversations, provide leads, and create sales.

Where you should place your marketing content?

The Sydney Visitor Guide online is the perfect vehicle for you to **increase your impact** on Sydney's tourism and visitor market.

SydneyVisitorGuide.com.au is the **premier website** providing tourists and visitors with up-to-date and interesting information about visiting Sydney.

It is the **starting point** for people to obtain details about what to see and do, where to stay, where to eat and what to expect. It is the big picture about a big city.

SydneyVisitorGuide.com.au is where people discover where they want to go and what they want to do.

Google is great if you know what to search for. SydneyVisitorGuide.com.au tells people about local precincts, regions and attractions. It is a **channel of information** provided by editorial content.

The Sydney Visitor Guide's great success and demand is driven by providing **current and specific information** for people planning to visit Greater Sydney.

We do this in **partnership with local and regional tourism bodies** by aggregating pertinent and valuable local knowledge into a unified source of information.

Join us to get your content in front of Sydney's tourists and visitors.

What you'll get:

- Special **featured editorial section** within **sydneyvisitorguide.com.au**
- **Exclusive use** of the featured section for your content
- Your feature **included in main site menu** on all pages under 'Editorial Features'
- Your feature highlighted and **promoted on front page**
- Your feature designed and styled to include **your branding**
- Use **your content**, photos and text
- Opportunity to **involve local partners** in your content and share the costs
- Opportunity to **on-sell display advertising** spaces within your section
- **Regular updates** included so your feature is always up-to-date
- **Links to your website**
- **Links to your social media sites**
- **Links to your feature** from other sections in sydneyvisitorguide.com.au
- Button for visitors to **email your feature**
- **Contact form** for email response direct to your office
- Interactive **location map**
- Button for visitors to create their own **ebook or PDF of your feature**
- Button for visitors to easily and **quickly print your feature**
- **Internal navigation** links within your feature for easy navigation
- **Clean modern design**, easy to read and quick loading on any device
- Content can be up to the equivalent of **four A4 pages**
- **No production costs or setup fees**
- **Responsive site design** to enable perfect adaption for viewing on any device
- **Search Engine Optimisation (SEO)** of your feature
- **Bonus display advertising** across sydneyvisitorguide.com.au

Four 'Silver' display ads rotated across sydneyvisitorguide.com.au including production and links to your feaure or your website.

The cost - \$110 a week

An exclusive Editorial Feature with your content in SydneyVisitorGuide.com.au is yours for just \$110 a week. (inc. GST)

This includes all of the advantages listed above.

There are no setup fees. We will do all the work for you. All you will need to do is approve all our work before it goes live.

You can pay every 3 months in advance or annually in advance.

The annual cost is \$5,720.00

A 10% discount applies to annual payments in advance. This will save you \$572.00

The annual cost would then be \$5,148.00