

Why Advertise with Globalmoorings.com...

Globalmoorings.com is a marine travel website providing boat owners with a fully automated, fast and reliable system for casual mooring and marina berth booking. The website is secure, user friendly and available 24 hours per day, 7 days a week.

The Globalmoorings.com online booking system will be utilised by the Rottnest Island Authority this boating season to assist in improving customer service when booking one of the island's rental moorings or jetty pen facilities. This innovative web-service will also feature selected locations at marinas and yacht clubs around WA creating the world's first real-time online marine travel booking network.

Globalmoorings.com has been designed along the familiar lines of a hotel, rental car or airline ticket booking web-service. Specifically tailored to the boating industry, Globalmoorings.com makes the booking and payment of casual mooring or docking at the boat owner's favourite boating destination easy. For marinas or marine park management authorities, Globalmoorings.com assists with improving customer service delivery and enhancing utilisation or access at popular marine destinations.

After the initial booking site launch of Globalmoorings.com feature content will be included such as:

- Local boating news/events, e-newsletters and boating forum
- Local weather information
- Marine market place featuring boats and boating equipment for-sale

How does the advertising work?

The Globalmoorings.com Western Australian homepage features a mix of ad formats displayed exclusively to net users that have a WA IP address.

When a WA based advertiser chooses a space they are essentially buying that class of ad/space exclusively for 1/12th of WA home and results page views over our advertising year (starting November 1st 2008).

Overall there will be a guaranteed maximum of 12 WA advertisers sold a specific advertising space/class in a year and their ad(s) will feature on home and results pages 1/12th of the time. An advertiser can purchase as many spaces as desired and may choose to purchase more than 1/12th of the page views.

Are premium packages available?

Yes, premium advertisers will receive the benefit of ad displays, articles and product reviews across feature content pages. These packages will be tailored to the client's business profile/requirements and pricing is on application.

[See over-leaf for further price details.](#)

Home page



Results page



Results page



For more information on this exciting prospect please contact:

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What will it cost to get involved?

Exclusive advertising options and costs are outlined below. These include ad placements on both the home and results pages on the WA booking website:

The screenshot shows the globalmoorings.com website interface. Several callout boxes point to specific advertising locations:

- Leader Board:** Located at the top of the page, above the navigation menu.
- MPU Rectangle:** Located in the main content area, next to a featured article about a Sony Ericsson W910i.
- Skyscraper:** Located on the right side of the page, next to a classifieds listing.
- MPU Rectangle:** Located at the bottom of the page, next to a classifieds listing for Gold Coast to Auckland.
- Tile:** Located in the bottom left corner of the page, near the footer.

Leader Board
728 x 90 Pixels
Flash animation or flat image
Price: \$500pa +GST

MPU Rectangle
300 x 250 Pixels
Flash animation or flat image
Price: \$750pa +GST

Skyscraper
90 x 728 Pixels
Flash animation or flat image
Price: \$500pa +GST

MPU Rectangle
300 x 250 Pixels
Flash animation or flat image
Price: \$750pa +GST

Tile
150 x 150 Pixels
Flash animation or flat image
Price: \$250pa +GST

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