

# OnOffer.au – Advertising Cost Sheet

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## 1. Overview

This cost sheet outlines advertising options available on OnOffer.au, including placements, formats, durations, and pricing. All rates are in AUD and include GST.

## 2. Advertising Options & Pricing

### A. Website Display Advertising

Placement	Description	Format	Visibility	Rate (Weekly)	Rate (Monthly)
Homepage Hero Banner	Premium top-of-page banner	1920×600	Highest traffic	\$450	\$1,500
Homepage Mid-Section Banner	Mid-scroll placement	1200×400	High	\$250	\$850
Category Page Banner	Appears on category pages (Beer, Wine, Spirits)	1200×300	Medium-High	\$180	\$650
Product Page Sidebar Ad	Shown beside product listings	300×600	Medium	\$120	\$400
Footer Banner	Site-wide footer	1200×250	Medium	\$80	\$280

### B. Sponsored Content

Type	Description	Rate
Featured Brand Spotlight	Dedicated article + homepage feature for 7 days	\$600
Sponsored Product Review	Professionally written review + category placement	\$350
Recipe / Cocktail Feature	Branded cocktail recipe with product links	\$250
Email Newsletter Feature	Featured placement in weekly email	\$300

### C. Social Media Advertising (Optional Add-On)

Platform	Format	Rate
Instagram	1 static post + 1 story	\$250

## D. Promotional Packages

Package	Includes	Price
Starter Pack	Category banner + 1 social post	\$350
Growth Pack	Homepage mid banner + sponsored article	\$900
Premium Brand Takeover	Hero banner + article + newsletter + social bundle	\$2,200

## 4. Terms & Conditions

- All artwork must comply with Australian alcohol advertising regulations and ABAC standards.
- Payment required upfront for new advertisers.
- Discounts available for 3-month and 6-month commitments.
- Cancellation requires 7 days' notice.
- OnOffer.au reserves the right to decline ads that conflict with brand values or legal requirements.