



### What Enterprise Dunedin will provide:

- A featured carousel banner advertisement created for you on the DunedinNZ.com visit homepage
- Design a landing page for your organisation's campaign (if required)
- A featured article in Enterprise Dunedin's consumer newsletter
- Mentions on Enterprise Dunedin's Twitter feed
- Tracking codes to ensure all clicks can be analysed
- A post-campaign report

### Stats:

- DunedinNZ homepage views - **28,000 per month**
- Enterprise Dunedin consumer newsletter recipients - **23,000**
- Dunedin NZ Twitter followers - **6,000+**

### What you need to supply:

- A selection of high resolution imagery/logos
- Text regarding company/promotion
- A URL for your website or specific campaign page
- 5 working days notice before campaign launch

### Cost Per Thousand Impressions (CPM\*):

**Homepage Banner** - \$25

\*CPM (cost per mille (thousand)) is the industry standard (or currency) for online advertising and how we price online advertising

**Minimum Investment:** \$500  
e.g. \$500 = 20,000 impressions

### Contact:

For further details about advertising on the DunedinNZ.com visit homepage please contact:

Justin Cashell  
*Branding and Marketing*  
DDI: 64 3 471 8832  
Mobile: 64 27 489 8879  
Email: justin.cashell@dcc.govt.nz