



Advertising Kit

Version 151103

Background

This guide is provided for the benefit of organisations wishing to advertise across the three Discover sites represented above. It provides some background on the purpose and nature of the suite of Discover sites as represented above, together with details of advertisement opportunities and file sizes and formats.

The Discover family of sites consists of:

- Discover Your Career: discoveryourcareer.com.au
- Discover Hospitality: discoverhospitality.com.au
- Discover Tourism: discovertourism.com.au

About the Discover sites

The Discover suite of websites were developed and then redeveloped at various times over the last decade. The new Discover sites have been re-launched to leverage the industry status and position of the sites' stakeholders, while utilising the power of the Skills Passport web application, and to take the Discover suite of sites to a position of dominance within the hospitality and tourism sectors. Central to this positioning is the unique and powerful relationships each party has within each industry sector and the consequent ability to drive dynamic content, advertising, job placements, and other opportunities going forward. In addition, the sites are highly integrated with social media channels, emphasising both user-generated content and content from industry partners.

Skills Passport

Of prime importance in driving traffic and building a significant community of frequent users, is the jobs platform within Skills Passport, seamlessly integrated with the Discover suite of sites, allowing individuals to view and apply for jobs, as well as publish online their own professional profile for presentation to potential employers. A compelling feature of this integration is the Skills Passport job search engine with its industry-specific advantages over other job search engines such as Seek. Skills Passport represents a unique set of features and functions, not available to competing websites, and will continue to be leveraged further for the benefit of users, stakeholders, and employers.

Target Audiences

The primary target audience for the Discover suite of sites is 15-25 year olds, typically looking to enter or move about within the hospitality and tourism industries. Other demographics will also find the sites of value but a consistent focus on the primary target audience is our primary purpose in order to maximise the

value of the site to users and advertisers alike. This focus takes two forms: provision of content that is relevant to the audience and delivery of an online user experience that is consistent with the expectations and online habits of that audience.

Secondary target audiences consist of employers and educational institutions that wish to engage with the target audiences above.

Advertisement Display

The three Discover sites display a randomised selection of advertisements on most page views. These advertisements are selected at random from current advertising packages and displayed in a mash-up of content and advertisements, thereby optimising the integration of advertising within compelling content and so maximising the value of relevant advertising to both users and advertisers alike.

Employer and educator advertising packages include display of advertisements on specific pages targeted at these audiences, together with general site display where numbers of other ads allow.

Site Selection

The following site combinations are available for any advertising packages. Advertisers can elect to have their advertisements displayed on:

- Discover Hospitality and Discover Your Career sites; or
- Discover Tourism and Discover Your Career sites; or
- All three Discover sites.

Advertising Package Duration

The standard display period for all advertising packages is three months from initial visibility unless otherwise arranged.

Advertising Package 1: Primary Target Audience

Advertisers can elect to have one or more advertisements randomly placed as priority content on the front and news page mash-ups as well as alongside individual news items, job search, video and image galleries, and other site content. These pages are designed to target individuals who are looking to either enter the relevant industry or move about within that industry. These individuals largely match the demographic profile outlined above.

Two example user stories are included at the end of this media kit to illustrate typical user motivations and desired user journeys for this primary target audience.

Advertising Package 2: Employers and Educators

Advertisements included within this advertising group are primarily displayed on employer and educator resource pages but are, subject to demand, also displayed within the front and news page mash-ups and on other selected pages as considered relevant by the Discover website management team.

File Formats and Sizes

Advertisements should be supplied as jpeg, gif (for animations only typically), or svg. Should you wish to be ready for Discover sites' coming support for retina displays, please double the dimensions below and name your files in the form originalfilename2X.ext where the 2X is inserted into the name as shown.

The standard file size for advertisements across the Discover suite of sites depends on whether the advertisement is landscape, portrait, or square in dimension. To wit, the following maximum, and recommended (where possible to avoid image distortion), dimensions apply (unless otherwise arranged):

- Landscape (width > height): Maximum size is 614 pixels wide, but landscape images can be provided in smaller sizes of 369 pixels and 492 pixels wide.
- Portrait (height > width): Maximum width is 492 pixels wide, but portrait images can be provided in smaller sizes of 246 pixels and 369 pixels wide.
- Square: Maximum width and height is 492 pixels wide, but images can be provided in smaller sizes of 246 pixels and 369 pixels square.

Note that these are preferred sizes. The Discover sites will resize images as appropriate but no responsibility can be taken for loss of quality that may occur if ads are supplied in sizes other than specified above.

Attached, as Attachment One, are some examples of how the ads appear within content in the Discover sites information mashup. To view ads at any time, please visit discoveryyourcareer.com.au

Statistics

Advertisers can, upon request, get details of views and clicks by advertisement. Additional data will become available over time, beyond this core data set.

2015 Rate Card

To encourage take-up by advertisers during the initial Discover re-launch period, there is no cost to advertisers for any package until the end of calendar year 2015. Rates from January 1, 2016 will be published and distributed in November/December 2015.

This kit and applicable rates is available online at any of the Discover sites at, for example, discoveryyourcareer.com.au/advertisers.

User Stories

Sam's Journey

Sam is thinking about next year and what she will do then. She's on the bus home from school and idly checking out Twitter on her phone. She spots a tweet from her friend Jenny about cracking the events industry, thinks that sounds interesting, and clicks the link, landing at Discover Your Career.

The site displays perfectly on her new iPhone 6, immediately striking her as modern, obvious, and confident. She immediately hits play on a video, the still of which shows a chef in action and she's thinking

of herself on MasterChef, cooking up a storm. She watches for a bit. That looks okay, but she's not sure she wants to be a chef right now so she hits pause and scrolls down, taking in some headlines, scanning the content...She spies a job ad for bar staff in Mulgrave, thinks that's just a suburb away, and notices another ad for wait staff in St Kilda. She clicks into the Mulgrave job ad, checks out the detail of the job in a light box, closes it, and spots a full-width ad for a certified course in responsible service of alcohol. Perfect! She clicks on the ad, lands at a training provider's site and finds she can get her RSA in four weeks for just under a grand. She thinks about what her mum said about paying for a course or something and shares the course details with her mum via Facebook. She then gets distracted on Facebook and thinks nothing more about it for now.

Later that evening, Sam's mum is on the couch, nursing her iPad while the TV drones on. She's Skype-chatting with a friend in the UK but also keeping an eye on Facebook, doing a little stalking of what her kids are up to. She sees the incoming message, follows the link to Discover Your Career and checks out the job ad her daughter sent her. She gets excited on her daughter's behalf and starts to explore the site's content. Taking a little more time than Sam did, she finds herself half an hour later, exploring hospitality in more detail at Discover Hospitality, noting some job opportunities, and waking her dozing husband to discuss the possibility of funding the daughter in a course or something. Next morning over coffee and toast, Sam and her mother discuss what they've discovered, submit an online enquiry about the RSA course and within three days she's enrolled and ready to start her career in hospitality.

Umrit's Journey

Umrit is sick of Hobart weather and is sick of his job in retail. He googles 'tourism careers' and follows the first Google link to Discover Tourism. Front and centre as the site appears (ever so quickly) is a video still, captioned with "Tourism is your future" and he hits play. That beach looks so good to Umrit, stuck in cold Hobart, and he quickly learns that he can find job and training opportunities on the site, and that his people skills are just what tourism employers want. He watches to the end and then clicks on the 'your career path' link that appears just under the video when the girl in the video mentions it. He explores the types of jobs available in tourism, thinks of himself, looking smooth, being witty, as he organises a day trip for a bunch of beautiful European tourists at some fancy hotel in Cairns.

Umrit sits back and thinks for a bit then clicks the jobs link and is presented with event management and similar roles, available now! He reads some of the ads and starts to get a picture of what he might need to do to get a job like that. Dammit, oh well, he was thinking he had to do some training to get a better job anyway. He thinks he must check out those courses tomorrow, bookmarks the Discover Tourism site, and sits back again to dream of his new career.

His journey of discovery has begun...

Attachment One

Shown below are just three screenshots from the Discover sites to demonstrate the integration of ads and content as well as give an idea of presentation. Of course, ads can be viewed at any time at discoveryourcareer.com.au.

View more videos at our [Discover Channel](#).

Apply for a career of a lifetime
[Starwoodhotels.jobs >>](#)

CAREERS
New Resort and Hotel Management degree launched

William Anglies Institute has launched a new *Bachelor of Resort and Hotel Management* to help students prepare for an exciting career in one of the fastest growing industries in Asia Pacific, the international resorts and hotel industry.

Commencing in February 2016, this new course takes three years of full-time

00:00 / 01:00

The Queensland Hospitality and Tourism Industry of choice, a Qualification with COTAH gives you the skills that Industry want and the Industry contacts that you need to launch yourself into a successful international career.

View more videos at our [Discover Channel](#).

ASK US ABOUT BULLA GASTRONORM
- the new norm -

FOR MORE INFORMATION OR TO PLACE AN ORDER CONTACT BULLA ON 1800 961 132

CAREERS
Be inspired by award winning chef Ben Willis

After nine years of working around the world, Ben returned to Canberra where he and his wife took over Auberghine, in the Canberra suburb of Griffith. Auberghine has consistently received high praise, including two SMH Chef Hats for the last four years.

[Read more...](#)

11 SHARES Topics: awards, Canberra, careers, chef, inspiration

END INDIGENOUS DISPARITY
GENERATION ONE

JOBS

Australian Tourism Awards
30th Anniversary

RESTAURANT AUSTRALIA
COMING SOON

DISCOVER STAFF
Restaurant Australia Television Series

TV UPDATE: Tourism Australia has partnered with The Precinct Studios to create 'Restaurant Australia', an original three-part television series showcasing modern Australian cuisine to the world. The series follows renowned chefs, Neil Perry, Ben Shewry, and Peter Gilmore as they come together to create a uniquely Australian menu that is set to impress some of the world's toughest critics. Watch the trailer [#restaurantaustralia #savouraus](#)

Topics: media, television

DISCOVER STAFF
San Churro raises \$38K for Beyond Blue

San Churro and its customers have raised \$38,178.05 for Beyond Blue. Read more here: <http://buff.ly/1KTOg> To find your local San Churro store, visit <http://buff.ly/1eL0u8t> or for more information about Beyond Blue, visit <http://buff.ly/1eL0u8w>.

46 SHARES Topics: Beyond Blue, charity, San Churro

DISCOVER STAFF
Noma to open in Australia

Industry prepares for next phase of 'Restaurant Australia' campaign. As part of an exciting collaboration between Tourism Australia and Lendlease, Noma will close in Copenhagen, Denmark to open its doors at Barangaroo on the Sydney Harbour from January 2016. Read more: <http://buff.ly/1DctPRd>

28 SHARES Topics: business, restaurant, Sydney

FAIR WORK COMMISSION
AUSTRALIA'S NATIONAL WORKPLACE RELATIONS TRIBUNAL