



## Advertisement options at Wonderful Malaysia



*This document describes the advertisement options at Wonderful Malaysia. If you have any questions related to the content, do not hesitate to contact us at [enquiries@wonderfulmalaysia.com](mailto:enquiries@wonderfulmalaysia.com)*

## General

We value our visitors and we assume you value them too. Advertising at Wonderful Malaysia is based on good relationships with our partners, but more importantly our relationship with our daily visitors. We only expose our visitors to highly relevant ads. We only promote our advertisers on highly relevant pages. Advertisers know that they will get only relevant traffic, with high conversion rates.

Our visitors are usually highly educated, earn an above average income, travel numerous times a year and are well familiar with buying and spending online.

## Advertising options

- Text links
- Advertorials
- Newsletter ads
- Direct mailings
- Special rebates for our subscribers
- Banner campaigns (300x250, 468x60, 120x600, 160x600 and [more formats](#))

## What we offer our advertisers

- Strong branding
- Relevant traffic
- High conversion rates

Interested in advertising on Wonderful Malaysia? [Contact us](#) directly!

## What's the duration

Ads are placed either for a specific time frame or renewed on a monthly basis. When an arrangement lasts a year or longer, we will agree on a basic contract up front which Wonderful Malaysia will write up. When a spot is currently already taken, we will let you know when that location will be available again so you can buy up front.

## How much does it cost?

Costs will be determined based on the 'weight' of the page (in terms of popularity) where the advertisement is placed, the exact location of the advertisement on the



page, the type of advertisement and the duration of the arrangement. There are no fixed prices, though we can offer a price based on the views of the particular page (CPM; Cost per thousand views). As we do not have our own tracking system in place yet, we cannot offer CPC (Cost per click) arrangements. We offer discounts when you decide to advertise on multiple locations.

## **Travel Organisations**

Travel organisations are welcome to advertise on Wonderful Malaysia. We offer great converting traffic to your business.

## **B&B, hostel and small resort owners**

If you run a Bed & Breakfast, a hostel, or a small resort in Malaysia you'll find it great to hear that we offer many advertising options to promote your business on Wonderful Malaysia. Our website has many pages that attract relevant visitors to your business. For example; a B&B owner in Malacca would do great on our page about Malacca!

## **Holiday home owners**

Wonderful Malaysia is also the perfect place to promote holiday homes. Many home owners in Malaysia are always on the lookout for places where they can list their holiday homes. Wonderful Malaysia is currently building a 'Holiday Home Rental' section. In the meanwhile we can place the holiday homes at specific relevant pages at the website.

## **Restaurant & Bar owners**

Tourists eat out on a daily basis. They tend to explore areas for nice places to enjoy a great dinner. As hotels and resorts often offer only breakfast within the hotel rates, they will need to know where to go to when they fancy a great meal. Wonderful Malaysia has a "Restaurants, Dining & Bars" section where you can have your restaurant listed. We can also write up an article about your establishment. If you allow us to try out the menu, we will in return write our review free of charge.

## **Other business owners**

Other business owners are more than welcome to advertise on Wonderful Malaysia; though proposed ads must be relevant to our website.



## Payment options

Payment can be done the following ways:

- Paypal
- Bank transfer (CIMB)
- International transfer (ABN-AMRO NL)
- In cash during a cup of coffee somewhere in KL

## Contact us

[Contact us](#) for more information about advertising on Wonderful Malaysia.