

Tourism Central Australia Cooperative Marketing Opportunity 2020

Magazine Advertising

Tourism Central Australia are currently developing a full-page advertisement for leading tourism magazine – *Caravanning Australia*. The aim of this cooperative marketing campaign is to promote the #RedCentreNT as a destination, expand visitation and give exposure to your business.

Caravanning Australia: Australia's leading caravanning magazine will showcase the Northern Territory's spectacular ancient regions, top things to see and do and places to stay.

The TCA space will include display ads for members which will be supported with a full page of editorial, one tower advert on the publications [website](#) and one E-Newsletter strip advert. Deadline is Friday January 24th, 2020. This issue will run through February, March and April.

The layout of the advertisement will be similar to the image on the right. You will need to supply us with an image of your own and short description of your business.

The cost for the space is \$575 (Inc GST). The advert will feature in *Caravanning Australia* with an advertising space of approx. 85mm wide x 70mm high.



VOLUME 23 | NUMBER 2 | WINTER 2019

CARAVANNING AUSTRALIA

Delve into
Australia's outback

www.caravanningoz.com.au

#RedCentreNT
The Adventure Capital of Australia

ERLDINDA ROADHOUSE
GATEWAY TO THE RED CENTRE

Situated just 200km South of Alice Springs and 268km East of Uluru and Kata Tjuta, Eri Linda Roadhouse is the perfect base for a Red Centre adventure. Complete with native wildlife, award-winning restaurant, grassy campgrounds, swimming pool, BBQ and more! Offering Day Trips to Uluru departing Monday, Wednesday, Friday and Saturday.
P: 08 8956 0984
E: erlinda@erlinda.com.au
W: www.erlindaroadhouse.com

BIG 4 MACDONELL RANGE HOLIDAY PARK
HOLIDAY JEWEL IN THE CENTRE

Enjoy warm outback hospitality and first-class facilities - heated pools, water slides, gymnasium, jumping pillows, go kart hire, camp kitchens and more. And don't forget the free nightly entertainment from April to September and best of all the free pancake breakfast every Sunday morning, all year round!
P: 1800 808 373
E: macrange@macrange.com.au
W: www.macrange.com.au

HENLEY ON TODD REGATTA
THE OLDEST AND CRAZIEST EVENT IN THE TERRITORY

The Henley Henley on Todd Regatta is a fun, quirky and exciting 'boat' race held annually on the dry sandy bed of the Todd River in Alice Springs and is the only dry river boating Regatta in the world.
P: 0487 864 085
E: alicesprings@henleyventures.com.au
W: www.henleyontodd.com.au

HEMMANSBURG HISTORIC PRECINCT
HEMMANSBURG - BIRTHPLACE OF ALBERT NIIMATJIRA

In 1877 Hermannsburg was established by Lutheran missionaries on the bank of the Finke River. Visitors are welcome to explore the buildings and immerse themselves in the fascinating history and culture of this place. While here most can't resist trying the famous apple strudel or the scones with jam and cream.
P: 08 8956 7402
E: info@hermannsburg.com.au
W: www.hermannsburg.com.au

FINKE RIVER ADVENTURES
TRAVEL THE OLDEST RIVER IN THE WORLD

A truly unique way to experience the rugged beauty of Central Australia. Finke River Adventures use 4x4 vehicles and work with local Aboriginal guides (when available) to travel through the Finke Gorge National Park with tours to Palm Valley and beyond. Our tours are designed as a low-speed lay along beside the leader's experience and "yes" you do have the opportunity to drive one of our Cam-ems 4x4's!
P: 0488 136640
E: helen@finkeveradventures.com.au
W: www.finkeveradventures.com.au

ALICE SPRINGS VISITOR INFORMATION CENTRE
Corner of Todd Mall & Parsons Street
Bookings: 1800 645 199 or info@discoverca.com.au
www.discovercentralaustralia.com

Do the RED CENTRE
discovercentralaustralia.com

#RedCentreNT | /VisitCentralAustralia | @visitcentralaus

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Prices & Agreement

Please complete this form and return to marketing@discoverca.com.au by 12 noon on Friday 24th January 2020.

COMPANY NAME: _____

CONTACT PERSON: _____

PHONE: _____

EMAIL: _____

Yes, I would like to participate in the Caravanning Australia cooperative advertising campaign for \$575 (Inc GST).

Yes, I will provide TCA with artwork as per the specification supplied by TCA.

o Full colour imagery. Please ensure there is a good contrast in any image used.

o Image must be 'landscape' (it will be cropped to ratio approx. 2.3:1)

o Your business' logo;

o Hi Res, (min 300dpi) file in CMYK;

o A short tagline (max 5 words);

o 40 words of text (**please do not exceed word limit**);

o Business phone, email & web address;

o Deadline for artwork is 12 noon on Friday 24th of January 2020.

SIGNED: _____

DATE: _____