



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.

TOURISM CENTRAL AUSTRALIA

MARKETING PACKAGES



Tourism Central Australia are *excited* to announce the introduction of two brand-new cooperative marketing packages for our members.

Each package is designed to give members the freedom to choose the marketing opportunities that best appeal to their organisation. Offering a wide variety of advertising platforms, including print publications, digital and online, members will be able to select the package best suited to promote their business.

TOURISM CENTRAL AUSTRALIA MARKETING PACKAGES

	PACKAGE 1	PACKAGE 2
Outdoor Magazine	●	
Caravanning Australia		●
FB Carousels	●	●
Cup Carnival Program		●
Finke Desert Race Program	●	●
Website Banner Ad (discovercentralaustralia.com)	●	
Big Screen Advertising (Visitor Information Centre)	●	●
The Central Explorer Members Newsletter	●	
Individual Price	\$4,995.00	\$3,012.00
Savings per Package	\$1,000.00	\$517.00
Total Price per Package	\$3,995.00	\$2,495.00

PACKAGE 1

Package 1 offers members a superior selection of print publications, online and digital platforms showcasing their business throughout and beyond the region. Featuring prime print advertising opportunities in premier adventure magazine *Outdoor* magazine, Australia's *Finke Desert Race* program and TCA's semi-annual print publication, *The Central Explorer*. Members can promote their business through the official *Visit Central Australia* Facebook page and headline on the Discover Central Australia website, highlighting the wonders of the Red Centre.

What's Included in Package 1:

Outdoor Magazine

- Advertise your business in both the March/April 2020 and May/June 2020 edition of *Outdoor* magazine.

Facebook Carousels

- Choose from any two months between February 2020 and June 2020. Themes for each month are:
 - February – Attractions and Experiences
 - March – Events
 - April – Attractions and Experiences
 - May – Adventure Capital of Australia
 - June – Food and Culture

Finke Desert Race Program

- Feature in the annual *Finke Desert Race* program published in June 2020.

Website Banner Ad on discovercentralaustralia.com

- See your business spotlight the discovercentralaustralia.com website, featuring on the rotating banner for three months.

Big Screen in Visitor Information Centre

- Advertise in the Alice Springs Visitor Information Centre, which welcomes 385 visitors on average per day. See your business take the Big Screen, running for three months of your choosing.

The Central Explorer Members Newsletter

- Feature your business in TCA's new print publication, *The Central Explorer*. Receive a quarter page in the April 2020 edition, best representing your organisation.

PRICE = \$3,995.00 SAVE \$1,000.00

PACKAGE 2

Package 2 is the perfect choice for members wanting to grow their reach across the region. With incredible opportunities to feature in publications including *Caravanning Australia*, *Cup Carnival* program and *Finke Desert Race* program. As well as displaying on the official *Visit Central Australia* Facebook page and Alice Springs Visitor Information Centre, members can ensure their business is widely recognised across the region.

What's Included in Package 2:

Caravanning Australia

- Advertise in the widely recognised travel publication, *Caravanning Australia*, read by Australian travellers and holidaymakers alike.

Facebook Carousels

- Choose from any two months between February 2020 and June 2020. Themes for each month are:
 - February – Attractions and Experiences
 - March – Events
 - April – Attractions and Experiences
 - May – Adventure Capital of Australia
 - June – Food and Culture

Cup Carnival Program

- Secure your position in the official *Cup Carnival* Program in April 2020.

Finke Desert Race Program

- Feature in the annual *Finke Desert Race* Program published in June 2020.

Big Screen in Visitor Information Centre

- Advertise in the Alice Springs Visitor Information Centre, which welcomes 385 visitors on average per day. See your business take the Big Screen, running for three months of your choosing.

PRICE = \$2,495.00 SAVE \$517.00

Tourism Central Australia Cooperative Marketing Application Form

COOPERATIVE MARKETING PACKAGES

Please complete this form and return to Bianca Pinheiro via email bianca.pinheiro@discoverca.com.au

COMPANY NAME:

CONTACT PERSON:

PHONE:

EMAIL:

Yes, I would like to book the following Cooperative Marketing Package

Package 1

\$3,995 (ex GST)

Package 2

\$2,495 (ex GST)

You will be contacted at the relevant time for required material

Signed:

Date: / /

*You will be invoiced upon confirmation of details.