



TASMANIAN TRAVEL AND INFORMATION CENTRE
DAVEY STREET
ADVERTISING PROSPECTUS
POST COVID-19 RECOVERY

January to June 2021



TASMANIAN
TRAVEL AND
INFORMATION
CENTRE



Credit: Kathryn Leahy

We know how hard it has been during 2020 and we want to help you get back on your feet.

Our January to June 2021 advertising prospectus gives you essential exposure to visitors through Tasmania's only visitor information centre providing a statewide booking service.

We operate six days a week, Monday to Friday 9 am to 3 pm and Saturday 10 am to 2 pm.

Our rates have been heavily discounted to reflect our state of recovery. And because we are in uncertain times, we are taking advertising bookings on a per quarter basis.

SECURE YOUR BOOKING

To secure your advertising booking, please email advertising@hobarttravelcentre.com.au, or call 03 6238 4222.

Due to the limited availability for certain advertising spaces, we recommend discussing your preferences with Tracey Heffernan or Maria Shelverton.

Email: advertising@hobarttravelcentre.com.au

Phone: 03 6238 4222

Facsimile: 03 6224 0289

Street address

20 Davey Street, Hobart

Mailing address

P.O. Box 1665, Hobart, 7001

GENERAL BROCHURE DISPLAY

Brochures are one of the most direct and cost effective forms of advertising. We also provide a complimentary mail out service.



For non TICT-accredited businesses

Brochures are displayed under regional and/or interest categories.

DL \$75 per quarter

A4/A5 \$100 per quarter



For TICT-accredited businesses



DL \$50 per quarter

A4/A5 \$90 per quarter

(This pricing is also applied to restaurants and retail businesses)

PILLAR POSTER DISPLAY

Pillar displays are visible and stand out from the crowded brochure display.



Pillar-end poster display

Your A2 poster is displayed at the end of our special interest pillars in the centre of building.

\$120 per quarter
3 spots only



A2 Pillar-end poster package

On the pillar facing the information counter from the door, we offer space for an A2 poster with 3 x DL or 2 x A4 brochure slots underneath. Exclusive for 1 advertiser only.

\$140 per quarter
1 spot only



A3 Pillar poster package

The pillar poster package is great for special interest operators, wanting to catch the eye of the browsing visitor. An A3 poster is packaged with three of your DL brochures on the main face of the pillar, which makes it an exceptional focal point for your business.

\$160 per quarter
18 spots available

LIGHTBOXES



Internal lightboxes

Running the length of the customer service area, above the regional brochure displays are our A1 lightboxes. Use great imagery coupled with your unique selling points to capture the imagination of the visitor. You can secure a spot above or near your local region.

\$150 per quarter

14 spots only



Lightboxes with Brochure Units

Stand out from the crowd and showcase your product near our phone charging and seated area inside the centre. Coupled with either four DL or two A4 brochure racks underneath, these large lightboxes will maximise your promotional efforts.

\$250 per quarter

6 spots only

We print the artwork provided by you for your lightbox display and we will invoice you for the printing cost.

SMART SCREEN AND VIDEO DISPLAY



Exclusive Advertising Screen with Brochures

These screens come with an added brochure presence included and are allocated to only one advertiser each. 40-inch, high definition LED smart screens featuring your business exclusively and packaged with six of your DL or three A4 brochures definitely pack a punch.

Videos should be a maximum of 30 seconds, high resolution (700dpi or above) and supplied in mp4 and without sound (captions are fine).

\$250 per quarter

2 spots only



Exclusive Advertising Screen

We have 2 advertising screen available for flexible quarterly subscription. These 40-inch, high-definition LED smart screens are open to all businesses.

Videos should be a maximum of 30 seconds, high resolution (700dpi or above) and supplied in mp4 and without sound (captions are fine).

\$200 per quarter

2 spots only

CENTRE HIGHLIGHTS

These week long options put your business (literally) right in front of the customer and are placed at the entrance to the TTIC. These are highly successful and very popular with our operators as they're great for promoting weekly and seasonal specials, product launches, reminders, events... and basically everything!



Specials Board

Inside and facing the TTIC entrance, the specials board is lovingly hand drawn by one of our artistic travel advisors, giving a personalised overview of your product for our customers. The authenticity of the board is a feature of the centre and often converts business thanks to the conversations that it sparks.

\$50 per week



Featured Business of the Week

A great standalone option that promotes your business to every single customer that walks through our door, but also often used in tandem with the specials board. The Featured Business stand faces the front entrance, is filled to the brim with your brochures, and is supported by an A4 display. You choose if you provide A4 artwork, or if we put something together for you.

\$50 per week

Weekly specials boards are promoted on social media too, providing additional, valuable exposure to your business.

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Information Centre**

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