

Tourism Whitsundays Advertising Opportunity

Website Advertising 2019/20

Opportunity – Get your product noticed!

Tourism Whitsundays would like to invite our members to participate in an exciting digital advertising opportunity through banner ads on our website www.tourismwhitsundays.com.au.

Tourismwhitsundays.com.au receives over 500,000 page views per year. The website is fully interactive, mobile friendly and easy for consumers to navigate. As a result we predict website visitation to continue to increase into the future.

To participate all you need to do is submit your banner advertisement which will be displayed on the website, linking directly to your product page. Take advantage of this opportunity to increase your bookings and maximise your online exposure.

Below is a great example of a website banner ad. Please ensure your imagery is up-to-date, simple and high quality. You can incorporate your logo and tagline onto your advertisement; we recommend using an appropriate coloured text so it stands out.



Pricing Information

\$150 + GST per month for all members, with no limits on how long you can advertise for. Preference will be given to platinum, gold and silver members.

An additional \$150 if you would like to have your advertisement designed by a graphic artist
*must be able to provide 4 images and logo at 300dpi.

Terms & Conditions

Tourism Whitsundays has the right to:

- Refuse advertisements that do not meet the participation terms and conditions
- Refuse advertisements that are in breach of the ACCC guidelines for travel
- Ensure there is an adequate mix of operators featured
- Invoice the operator for the full investment cost should material not be supplied by the due date

By returning your signed booking form, you agree to Tourism Whitsundays Terms and Conditions:

- Bookings are accepted on a first in first served basis
- Preference will be given to platinum, gold and silver members
- Bronze, Associate, Supporter and Restaurant members are only able to book on a month-by-month basis which will be reviewed by Tourism Whitsundays
- A signed booking form must be returned to secure your booking
- Payment is \$150 + GST per month per advertisement must be paid prior to your ad being loaded
- \$150 graphic design fee includes useable artwork file and 2 amendments. Additional requirements are to be confirmed and paid for directly with the designer
- Ad specifications – size of the ad provided must be 1920px x 500px
- Adverts must not include:
 - Product phone number
 - Email addresses
 - Product website
 - Direct booking call to action

All artwork is to be submitted to membership@tourismwhitsundays.com.au by the 20th of the month prior to your advertisement commencing.

Booking Form

Return form to membership@tourismwhitsundays.com.au

Business Name:

Contact Name:

Phone:

Email:

Number of Advertisements:

Duration of Advertisement(s):

I require graphic design for my advertisement at an additional cost (\$150): YES NO

Total Investment (\$150 + GST p/mth p/advertisement / plus \$150 for graphic design if required) =
\$

Purchase order number:

Credit Card (VISA or MasterCard only)

Name:

Number: | | |

Expiry: |

CCV: |

I agree to the terms and conditions: YES NO

Signature:

Date: | |

For each advertisement booked, your artwork will appear in one category on the Tourism Whitsundays website. Please tick the category you would like your advertisement to appear in from the table below:

- | | |
|---|---|
| <input type="checkbox"/> Tours By Land | <input type="checkbox"/> Conferences with accommodation (Business Events) |
| <input type="checkbox"/> Self-contained Accommodation | <input type="checkbox"/> Eco Tours |
| <input type="checkbox"/> Getting Here | <input type="checkbox"/> Backpackers & Hostels |
| <input type="checkbox"/> Wedding Venues | <input type="checkbox"/> What's On |
| <input type="checkbox"/> Tours By Water | <input type="checkbox"/> Unique Venues (Business Events) |
| <input type="checkbox"/> Hotels, Motels, Resorts | <input type="checkbox"/> Bareboating |
| <input type="checkbox"/> Getting Around | <input type="checkbox"/> Apartments |
| <input type="checkbox"/> Wedding Suppliers | <input type="checkbox"/> Restaurants (Business Events) |
| <input type="checkbox"/> Tours By Air | <input type="checkbox"/> Tours & Activities (Business Events) |
| <input type="checkbox"/> Caravan & Camping | <input type="checkbox"/> Transport (Business Events) |
| <input type="checkbox"/> Where To Eat | <input type="checkbox"/> Event Suppliers (Business Events) |