

TOURISM WHITSUNDAYS MEMBER ADVERTISING PROSPECTUS

Tourism Whitsundays would like to invite our members to participate in some of the exciting advertising opportunities available through our marketing assets.

The Whitsundays Visitor Information Centre offers lightbox advertising, TV screen advertising and additional brochure spaces, our website allows for digital banner advertising and our partnership with Whitsunday Transit will enable members to advertise on the screens of transfers between Airlie Beach and the Whitsunday Coast Airport. To participate in these opportunities, all you need to do is submit your artwork to the specifications listed below, and return with your booking form.

Brochure display

MEMBERSHIP LEVEL	INCLUSION	PRICE	ADDITIONAL BROCHURES
ULTIMATE	UNLIMITED	NO COST; <i>Included in membership</i>	N/A
PREMIUM	TWO BROCHURES	NO COST; <i>Included in membership</i>	\$89 +GST
ESSENTIAL	ONE BROCHURE	NO COST; <i>Included in membership</i>	\$115.50 +GST
BUSINESS	ONE BROCHURE	NO COST; <i>Included in membership</i>	\$132 +GST
AFFILIATE	ONE BROCHURE	NO COST; <i>Included in membership</i>	\$132 +GST
SUPPORTER	ONE BROCHURE	NO COST; <i>Included in membership</i>	\$132 +GST
NOT FOR PROFIT	ON APPLICATION ONLY		

Brochure display requirements

- ✓ Each brochure display includes an A4, A5, or DL sized brochure in quantities specified above.
- ✓ Additional brochure displays are available upon request and will be approved by the WVIC Manager. Please send through your interest to info@tourismwhitsundays.com.au
- ✓ Please indicate your size brochure in the below application form.
- ✓ Brochure delivery must be made to the centre between business hours 9 am to 4 pm.

Other advertising opportunities

ADVERTISING OPTION	ARTWORK SPECIFICATIONS	COST
TV DISPLAY ADVERTISING:	<p>1 x still slide supplied in high resolution jpeg format, HDTV standard (<i>minimum size 1920 width x 1080 height 16:9 aspect ratio</i>).</p> <p>Keep any relevant text or logos inside the safe margins.</p> <p>All accommodation and tour adverts must not include the product phone number, email addresses, product website or direct booking call to action.</p>	\$350/year
LIGHTBOXES:	<p>A2 skin printed on a lightbox film or similar supplied to the WVIC for install.</p> <p>Important text/image/logo to be kept within 5-10mm of the border.</p> <p><i>2-month booking minimum</i></p>	\$125/month
WHITSUNDAY TRANSIT BUS ADVERTISING:	<p>Members of TW have the opportunity to advertise on the screens of Whitsunday Transit transfers between Airlie Beach and the Whitsunday Coast Airport.</p> <p>Whitsunday Transit transports travellers to and from Whitsunday Coast Airport several times daily, with numbers set to continue growing.</p>	\$490/six months
WEBSITE BANNER ADVERTISING:	<p>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 in the future.</p> <p>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.</p>	\$150/quarter

*All prices above are plus GST

**Artwork production costs are not included, graphic design can be provided at an additional cost

***As per the membership benefits, Essential, Premium and Ultimate receive % discounts based on their level

Terms and 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, and limited spaces are available.
- Offers available for Ultimate, Premium, Essential & Business members.
- Memberships must be paid in full to take part in this opportunity.
- All accommodation and tour advertisements will have the Tourism Whitsundays URL, contact telephone number and 'Book Now' call to action displayed.
- A signed booking form must be returned to secure your booking.
- The full amount of the advertisement will be invoiced to you and must be paid in full before commencing.
- All accommodation and tour adverts must not include:
 - » Product phone number
 - » Email addresses
 - » Product website
 - » Direct booking call to action

Booking form

COMPANY DETAILS

Company Name: _____
Contact Name: _____ Position: _____
Email: _____ Phone: _____

I will be supplying to Tourism Whitsundays the following sized brochure/s:

A4 QTY: _____ A5 QTY: _____ DL QTY: _____

I would like to participate in the following advertising option/s:

6 MONTHS TV SCREEN ADVERTISING		COST: _____
LIGHTBOX ADVERTISEMENT	I would like to advertise my product for _____ months	COST: _____
WHITSUNDAY TRANSIT VIDEO ADVERTISING	I would like to advertise my product for _____ months	COST: _____
WEBSITE BANNER ADVERTISING	I would like to advertise my product for _____ months	COST: _____

Total investment:

INVOICE

CREDIT CARD (MasterCard or VISA only)

NAME: _____ **NUMBER:** _____ **EXP:** _____ **CCV:** _____

I hereby acknowledge that I have read, understood & agree to the Terms and Conditions of the above advertising opportunities.

Print Name: _____

Signature _____ **Date:** _____

Return this completed form to info@tourismwhitsundays.com.au