

WESTERN AUSTRALIA

VISITOR CENTRE

Operated by SQT Partners trading as
THE TOURISM GROUP



VIDEO ADVERTISING KIT
WA VISITOR CENTRE PERTH



Enquiries & Bookings
E: troy@wavisitorcentre.com.au

Video Advertising -

The new **Western Australia Visitor Centre** – operated by The Tourism Group – provides advertising packages for WA tourism operators.

Our new Visitor Centre is centrally located in the heart of Perth's CBD at Perth Train Station. The Visitor Centre includes vertical screens both inside and facing externally. Our advertising packages includes display on all three screens during their rotating programs.

SCREENS: Our Visitor Centre has 3 vertical screens – 2 are inside the centre – one at the entrance and another in the brochure lounge. The third is outward facing, operating 24/7.



1. **External Facing:** 164cm High x 93cm Wide – operates 24hrs, 7 days per week
2. **Internal Entry Foyer:** 164cm High x 93cm Wide – operates M-F: 9.00 – 17.00; S/S: 9.30 – 16.00pm)
3. **Internal Brochure Lounge:** 145cm High x 83cm Wide – operates M-F: 9.00 – 17.00; S/S: 9.30 – 16.00)

FORMAT: Optimal Screen Specs 1920px x 1080px

SHARE OF VOICE – ROTATION

The screens each operate with a repeating loop of TWA video promotions plus 10 x 15 second slots for WA tourism advertisers. Slots can be purchased as 15 or 30 seconds.

- **External Facing:** 3-minute rotation / 24 hours / 480 displays minimum per 24 hrs
- **Internal Entry Foyer:** 3.25-minute rotation / weekdays 147 displays / Sat & Sun 120 displays per day
- **Internal Brochure Lounge:** 4 min. rotation / weekdays 120 displays / Sat & Sun 97 displays per day

Total Daily Displays Across 3 Screens: 747 weekdays to 697 on weekends

CONTENT

Advertising slots of 15 or 30 seconds are available for either slide or video content. The Visitor Centre screen advertising will be included on a loop that includes Tourism WA promotional videos. Advertisers are responsible for supplying suitable screen-ready content made available for approval. TTG is happy to work with advertisers to ensure content meets requirements.



Western Australia VISITOR CENTRE

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Screen Advertising Rates

Rates Ex GST

ADVERTISING BOOKING FORM

For bookings and enquiries please contact The Tourism Group: troy@wavisitorcentre.com.au

Company Name: _____

Your Company ABN: _____ Purchase Order: _____

Period for Display: (Month / Quarter / 6 Months / Annual): _____

Date of Commencement of Display: _____ Date of Cessation of Display: _____

Contact Name: _____

Business Title: _____

Address: _____

Town/City: _____ Postcode: _____

Tel/Mob: _____ Email: _____

PLEASE TICK PREFERRED OPTION ~ RATES ex GST

OPTIONS	TYPE	Monthly	Quarterly	6 Months	Annual
15 Second 1 slot x 3 screens	Video	\$400	\$1,080	\$1,980	\$3,600
	Slide	\$400	\$1,080	\$1,980	\$3,600
30 Second 1 slot x 3 screens	Video	\$750	\$2,160	\$3,960	\$7,200
	Slide	\$750	\$2,160	\$3,960	\$7,200
TOTALS:	Ex GST				

Sub Total: _____ + 10% GST _____ Total Cost: _____

Advertising with the WA Visitor Centre is subject to our Terms and Conditions as listed below. It includes our policy and terms for Cancellations. We ask that you kindly refer to the Terms and Conditions as signing this contract is on the understanding and approval of our Terms and Conditions.

Authorised by: _____ Title: _____

Signature: _____ Date: _____



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Terms and Conditions for Advertising Packages

These terms and Conditions govern the purchase and display of advertising packages with The Tourism Group. By purchasing an advertising package, the Advertiser agrees to the following terms:

1. Payment Terms

All advertising packages must be paid in full in advance. Payment must be received prior to the commencement or display of advertising material. The Tourism Group reserves the right to withhold advertising services until full payment is confirmed.

2. Suspension for Non-Payment

Failure to make payment prior to the contract start date will result in the immediate removal of all advertising from display. The Advertiser remains responsible for full payment, regardless of whether materials are displayed.

3. Approval of Advertising Materials

Advertisers are required to submit all advertising materials for review and approval by The Tourism Group prior to any display. We reserve the right to reject any materials that are deemed inappropriate, misleading or offensive.

4. Display Schedule

Any delays in submission of approved advertising materials will affect the scheduled display period without compensation from The Tourism Group. Failure to supply advertising material will forfeit the time frame your brochures are not on display.

5. Cancellations

Advertisers must notify The Tourism Group in writing of their intention to cancel their advertising package at least 31 days prior to the renewal date of their contract (typically the beginning of a new contract year). Cancellations received less than 31 days before the renewal date will incur a 100% cancellation fee, and no refunds will be issued. The cancellation date is considered the date on which written notice is received by The Tourism Group.

6. Display and Exposure

Advertising your product at our Visitor Information Centres does not guarantee sales. Advertising guarantees exposure only, not customer engagement, sales or bookings.

7. Delivery & Supply

Advertisers are responsible for the supply of their displays to the WA Visitor Centre at their own costs.

8. Commission on Bookings

Visitor Information Centre staff are permitted to make bookings on behalf of visitors. All Direct booking made by staff will incur a commission fee payable by the advertiser. If the Advertiser does not pay a commission, then WA Visitor Centre staff will charge a \$20 booking fee.

9. Acknowledgement

By submitting payment or continuing with advertising services, the advertiser confirms they have read, understood and agreed to these Terms and Conditions.