

LIMITED SPACE  
AVAILABLE!

# AMAZING ALBANY 2015 HOLIDAY PLANNER GUIDE

ADVERTISING PROSPECTUS :: ALBANY'S PRINCIPAL ADVERTISING TOOL FOR 2015



BOOKING DEADLINE / FRIDAY 5TH SEPTEMBER // PUBLICATION DATE / NOVEMBER 2014

WE INVITE YOUR PARTICIPATION IN THE 2015 AMAZING ALBANY VISITOR GUIDE

# VISITOR GUIDE DISTRIBUTION

The Albany Visitors Guide will be the primary marketing brochure for the Albany Visitor Centre & benefits from the widespread, targeted distribution channels of the Regional Tourism Organisation and Visitor Centre Outlets. With the production of 65,000 copies, the Guide will be distributed through:

• [www.amazingalbany.com](http://www.amazingalbany.com)

## INTRASTATE

- Targeted marketing & promotional campaigns
- Famil (media & industry) Groups

- Western Australia Visitor Centre
- Regional Visitor Centres
- Domestic Airports
- Perth Caravan & Camping Show
- Media
- Perth Holiday & Travel Show
- Famil (media & industry) Groups
- Targeted marketing & promotional campaigns
- Wildflower Festival

## INTERSTATE + INTERNATIONAL

6

## HOW TO BOOK AND PAY?

**BOOKING DEADLINE is Friday 5th September 2014**

**PAYMENT REQUIRED no later than Friday 19th September 2014.**

**Any advertisement not paid in full by this date will be removed from the Guide.**

### DIRECT DEPOSIT PAYMENTS:

Bank: CBA Albany; BSB: 066 500; ACCOUNT NUMBER: 10162796

*Please quote your business name as advertised in the guide as reference.*

If you choose to pay by EFT please notify of your payment by emailing [advertising@amazingalbany.com](mailto:advertising@amazingalbany.com)

**CHEQUES:** Made payable to Albany Visitor Centre & mailed to PO Box 484 Albany WA 6331

**CREDIT CARD:** Complete the payment slip following and fax to (08) 9842 1490 or emailing [advertising@amazingalbany.com](mailto:advertising@amazingalbany.com)

### CONTACT DETAILS

P: (08) 9841 9377

E: [advertising@amazingalbany.com](mailto:advertising@amazingalbany.com)



# FULL PAGE

Supplied Artwork  
210 mm x 297 mm (plus 3 mm bleed)  
\$2950 gst inc



Business Name

OR  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, dolor in reprehenderit in voluptate dest laborum.

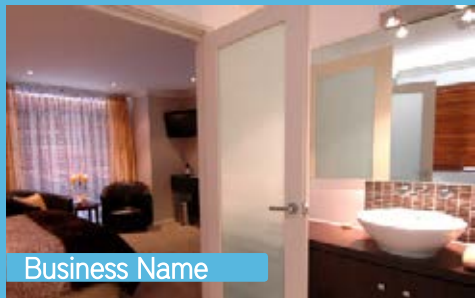
Address, Albany  
Tel: (08) 9842 5969  
email goes here  
www.thewebsite.com.au



Business Name

OR  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, dolor in reprehenderit in voluptate dest laborum.

Address, Albany  
Tel: (08) 9842 5969  
email goes here  
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Business Name

OR  
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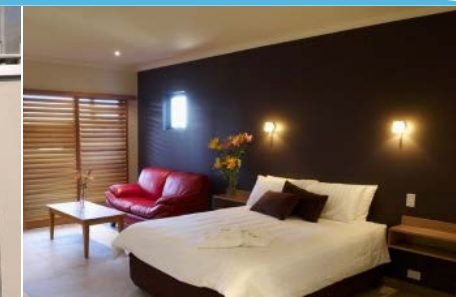
Address, Albany  
Tel: (08) 9842 5969  
email goes here  
www.thewebsite.com.au



Business Name

OR  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, dolor in reprehenderit in voluptate dest laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, dolor in reprehenderit in voluptate dest laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, dolor in reprehenderit in voluptate dest laborum.

Address, Albany  
Tel: (08) 9842 5969  
email goes here  
www.thewebsite.com.au



## 1 UNIT

Standard Format 80 mm x 55 mm  
Company name, 1-2 images,  
30 words, contact  
\$350 gst inc

## 2 UNIT

Standard Format 80mm x 120 mm  
Company name, 1-2 images,  
50 words, contact  
\$695 gst inc

## 3 UNIT

Standard Format 180mm x 80 mm  
Company name, 1 large image or  
up to 4 images, 90 words, contact  
use of own colours  
\$995 gst inc

\*NOTE Layout and size of formats may change without notification. Colours are for example purposes only.

# SPECIFICATIONS

## STANDARD LAYOUT

We will coordinate the design of your One, Two or Three Unit advertisement in the standard layout at no extra cost. \*\*Please note only ONE free change.

(please see standard layout specifications previous to this page).

Please provide via email;

### LOGO

We will only accept print resolution ai, eps, jpeg or PDF format.

### PHOTOS

High quality photos should be provided at a minimum of 300 dpi at actual size or larger than they will be used. JPG, TIFF, PNG are acceptable formats.

### TEXT

Please see standard specifications previous to this page. Contact details to include street address, telephone, email and web address.

## FINISHED ARTWORK (SUPPLIED)

If you choose to supply your own finished advert for your three unit ad or you are supplying a full page advertisement, the following artwork specifications apply:

- All finished artwork should be supplied via email.
- Full page artwork must include 3mm bleeds
- All artwork must be supplied in a print resolution pdf format only.
- All imagery (photos/logos) must be a minimum 300 dpi at actual size or larger

## HOW TO SUPPLY YOUR AD?

Please email your finished artwork or company name, images, text and contact details to:

[advertising@amazingalbany.com](mailto:advertising@amazingalbany.com)

### CONTACT DETAILS

P: (08) 9841 9377

E: [advertising@amazingalbany.com](mailto:advertising@amazingalbany.com)

# BOOKING CONFIRMATION & TAX INVOICE

PLEASE COMPLETE, SIGN & EMAIL TO  
ADVERTISING@AMAZINGALBANY.COM  
OR FAX (08) 9842 1490

Upon payment, this  
form is considered a  
TAX INVOICE  
ABN 94717875167

Date \_\_\_\_\_ Company Name \_\_\_\_\_

Street Address \_\_\_\_\_ P/Code \_\_\_\_\_

Postal Address \_\_\_\_\_ P/Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Which heading/section will you be located? (tick one only)

Accom

Things to see  
and do

Food & Wine

Retail

Advertisement size to be booked:

1 Unit  
\$350 gst inc

2 Units  
\$695 gst inc

3 Units  
\$995 gst inc

Full Page  
\$2950gst inc



Do you have the Accredited Tourism tick for  
2015? Please tick yes or no:

Yes

No

## CONDITIONS

One proof only will be sent to the client for corrections.  
Extra costs will be charged if additional changes are  
requested.

- Advertisements to conform to the standard layouts outlined.
- Advertisers who wish to supply their own artwork must purchase 3 or more units of advertising space.

Full material specifications available. Please contact  
advertising@amazingalbany.com  
or phone (08) 9841 9377

## BOOKING DEADLINE

Friday 5th September 2014

## MATERIAL DEADLINE

Friday 12th September 2014

## PAYMENT DEADLINE

Friday 19th September 2014

## PAYMENT

Note: to ensure publication of your  
advertisement your payment must be  
received and processed by:  
19th September 2014

Cash accounts can be settled via Direct  
Transfer (below), credit card, or cheque.

I/We would like to confirm my/our booking in the 2015 Amazing Albany Holiday Planner Guide:

## PAYMENT METHOD

Cheque

Mail to:

ALBANY VISITOR CENTRE  
P.O. Box 484 Albany WA 6331

Direct Deposit

BSB: 066-500 Acct: 10162796

Acct Name: ALBANY VISITOR CENTRE

Reference: Your business name as advertised in the guide

Fax transaction report to: (08) 9842 1490

Credit Card

Bankcard

Mastercard

Visa

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

PLEASE SIGN & EMAIL TO ADVERTISING@AMAZINGALBANY.COM OR FAX (08) 9842 1490

\* All rates include GST. Bookings cannot be confirmed until booking form has been signed and faxed/emailed.

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

