



SUNSET COAST 2015 HOLIDAY PLANNER

THE PERTH REGION TOURISM ORGANISATION INVITES YOUR PARTICIPATION IN YOUR REGION'S PREMIER TOURIST PUBLICATION.



**BOOKINGS
CLOSE
13 OCTOBER
2014!**

In partnership with the Cities of Stirling Joondalup and Wanneroo, Experience Perth is producing a 20 page Holiday Planner on the Sunset Coast.

60,000 reasons to advertise

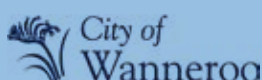
Due for publication in January 2015, the Holiday Planner will have a 12 month shelf life and a targeted distribution of 60,000 copies to consumers and trade located within Australia.

Showcasing extensive information on the entire region, the Holiday Planner is a user-friendly tool for exploring the Sunset Coast and features destination editorial, maps and product listings.

Secure your space now

Advertising space is limited and you will need to confirm your participation quickly to secure inclusion.

BOOKINGS CLOSE 13 OCTOBER 2014.

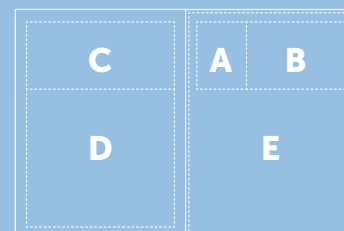


THE SUNSET COAST HOLIDAY PLANNER IS AN EFFECTIVE WAY FOR YOUR BUSINESS TO REACH THE TOURIST MARKET.

ADVERTISING OPPORTUNITIES

There are five advert sizes available as follows:

Advert Size	Dimensions	Format	Price (Inc. Gst)
A 1/9 th Page	58mm (w) x 81mm (h)	Standard Format	\$300.00
B 2/9 th Page	118mm (w) x 81mm (h)	Standard Format	\$600.00
C 1/3 rd Page	178mm (w) x 81mm (h)	Standard Format	\$900.00
D 2/3 rd Page	178mm (w) x 164mm (h)	Optional layout	\$1,700.00
E Full Page	197mm (w) x 267mm (h)	Optional layout	\$2,000.00



Please note: Operator's own artwork is accepted for 2/3rd and Full Page ads only

WHAT'S INCLUDED IN A STANDARD FORMAT ADVERTISEMENT?

1/9th Page (see example right)

1 x photo, 1 x logo (optional), max 45 words

2/9th Page (see example right)

up to 2 photos, 1 x logo (optional), max 100 words

1/3rd Page (see example right)

up to 3 photos, 1 x logo (optional), max 150 words

DEADLINES

Booking 13 October 2014

Artwork Material 27 October 2014

Artwork Approval 21 November 2014

Payment 28 November 2014

Publication Release January 2015

ARTWORK APPROVAL

All advertisers will be required to proof read their advert. Advertisers will be supplied with one draft of their advert so that they can check all of the information is correct. Advertisers will be required to sign off and fax back approval.

Only one round of author's corrections will be inclusive and subsequent alterations will attract a fee of \$180/hour +GST.

ADVERT PAYMENT

Please provide payment on receipt of tax invoice.

Payment must be made before 28 November 2014 to guarantee inclusion.

By Cheque

All cheques should be made payable to Perth Region Tourism Organisation and mailed to PO Box 1198, West Perth WA 6872

By Electronic Funds Transfer (EFT)

Alternatively, payment can be made by EFT to Bankwest Subiaco, 150 Rokeby Road, Subiaco BSB: 306-044 Account No: 034-643-6

CONTACT DETAILS

Experience Perth, PO Box 1198, West Perth WA 6872
Telephone: 08 9381 4900 Facsimile: 08 9381 4989
Email: tourism@experienceperth.com

INSTRUCTIONS FOR SUPPLYING DETAILS FOR STANDARD 1/9TH, 2/9TH, AND 1/3RD PAGE ADS:

The Holiday Planner is produced in InDesign for Macintosh.

Text Typed in a Word file or within email sent to tourism@experienceperth.com

Photos High resolution (minimum 300dpi) as TIFF, or JPG files supplied on CD or emailed if file size is under 4MB.

Logos Illustrator EPS files with all text converted to paths (vector format), High Resolution as TIFF, EPS or JPEG files supplied on CD or emailed if file size is under 4MB.

INSTRUCTIONS FOR SUPPLYING OWN ARTWORK FOR 2/3RD AND FULL PAGE ADS:

Own artwork advertisements will only be accepted in the following formats:

InDesign for Mac

All relevant typefaces, pics and logos used to be collected and supplied along with the final InDesign file. All colours must be CMYK. Pics included to be High Resolution (Minimum 300dpi at size used) as TIFF, EPS or JPEG format. Logos included must be saved in EPS format (vector files with type converted to paths) or TIFF, EPS or JPEG files (Minimum 300 dpi).

Illustrator EPS for Mac

Saved as a vector file with type converted to paths. All pics and logos used to be collected and supplied along with the final illustrator file. No spot colours to be indicated in the document. Pics included to be High Resolution (Minimum 300dpi) as TIFF, EPS or JPEG format. Logos included must be saved in EPS format (vector files with type faces converted to paths) or TIFF, EPS or JPEG files (Minimum 300 dpi).

PDF Files

High Resolution, CMYK, Print Ready PDF file with outlined fonts, and embedded pics and logos will only be accepted.

Transfer

Adverts are preferably accepted as a compressed file via email. Emailed files must be under 5MB per email. Email your artwork to tourism@experienceperth.com. If required, artwork may be supplied to us on USB or CD.

See the back page of this brochure for details on our new design service for 2/3rd and Full Page ads!

WHERE YOUR AD WILL TRAVEL..

CONSUMER DISTRIBUTION

- Holiday & Travel Expos - NZ, SYD, MEL
- Visitor Centres nationally
- City of Joondalup - council offices
- City of Stirling - council offices
- City of Wanneroo - council offices
- Perth based Hotels, Apartments & Backpackers
- Car hire outlets
- Sunset Coast Libraries
- Sunset Coast Community Centres

TRAVEL TRADE DISTRIBUTION

- Travel Agencies nationally
- Visiting trade and media famils



SAMPLE ADS (SHOWN AT ACTUAL SIZE)

2/9th page - 118mm(w) x 81mm(h)



Joondalup Resort

Country Club Boulevard
 Connolly WA 6027
 T: (61 8) 9400 8888
 E: info@joondalupresort.com.au



Nestled in natural bushland, 25 minutes drive north of Perth CBD and minutes from the white sandy beaches of the Sunset Coast, Joondalup Resort invites you to experience luxurious accommodation and a variety of recreational facilities set amongst 'Australia's No. 1 Resort Golf Course'.

Challenge yourself to a round of golf, unwind with a beverage and mouth-watering meal at our award winning restaurant or simply relax on your private balcony or verandah and enjoy the tranquil setting.

Joondalup Resort offers you the perfect venue to work, rest and play.

1/9th page - 58mm(w) x 81mm(h)



Mindarie Marina Hotel

Ocean Falls Boulevard
 Mindarie WA 6030
 T: (61 8)9305 9305
 E: info@mindariemarina.com.au
 www.mindariemarina.com.au



- Accommodation with stunning ocean views
- Variety of restaurants, bars & cafes
- Indian Ocean Microbrewery
- Beautiful beaches & water activities
- Live entertainment weekends
- Weddings & function facilities
- Day spa onsite

1/3rd page - 178mm (w) x 81mm (h)



Rendezvous Grand Hotel Perth Scarborough

The Esplanade
 Scarborough WA 6019
 T: 08 9245 1000
 E: reservations.perth@rendezvoushotels.com
 www.rendezvoushotels.com/perth



Rendezvous Grand Hotel Perth Scarborough is the essential beachside destination overlooking the sparkling blue Indian Ocean and beautiful white sand of Scarborough Beach. Only 30 minutes from the airport and 20 minutes from Perth's central business district, you have the beach at your doorstep and easy access to the area's main attractions. Enjoy one of the 336 luxuriously renovated rooms and suites featuring smart design and modern technology.

Our first-rate facilities include world class dining and quality leisure facilities including a heated pool, fully equipped gymnasium and day spa. If you are planning an event, Rendezvous Grand Hotel Perth Scarborough provides tailor-made packages to suit any occasion, supported by a dedicated conference and events team.

SUNSET COAST 2015 HOLIDAY PLANNER BOOKING FORM

EXPERIENCE PERTH ADVERTISING CONTRACT

The publishers reserve the right to refuse or withdraw advertisements. Advertisements accepted for publication cannot be cancelled without the publishers express consent. Although every care is taken the publishers shall not be liable for clerical or printer's errors or their consequences, however caused. No responsibility will be accepted where publication is delayed or prevented by factors beyond the control of the publishers

CONTACT DETAILS

Business Name:

Contact Person: Position:

Postal Address:

Suburb: Postcode:

Telephone: Facsimile:

Email:

Signature:

By signing the above, I agree to pay in full by 28 November 2014 for this advert booking

LOCATION (tick one only)

- City of Joondalup City of Stirling City of Wanneroo Other

ADVERT SIZE (tick one only)

- Standard 1/9th Page (\$300) Standard 2/9th Page (\$600) Standard 1/3rd Page (\$900)
 2/3rd Page (\$1,700) Full Page (\$2,000) Back Cover (\$2,500)

- Please repeat my previous 2014 advertisement with no changes to the image and copy as per the attached sheet.
 Please repeat my previous 2014 advertisement with minor changes to the image and copy as per the attached sheet.
 Please produce a new advertisement.
 Yes, I am an Australian Accredited Tourism Business and require the Tourism Accreditation Tick on my advertisement.
My TCWA Accreditation number is:

REPLY INSTRUCTIONS

Mail to The Marketing Executive
Experience Perth
PO Box 1198
West Perth WA 6872

Fax to (08) 9381 4989

Email tourism@experienceperth.com

ENQUIRIES

Tel (08) 9381 4900

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CLOSE
13 OCTOBER
2014!**

NEED HELP WITH YOUR AD?

Ensure your advertising dollar makes the best impact with a professionally designed advertisement.

Individual advertisements can be designed for full page and 2/3rd page ad placements.

If you don't have your own designers and require assistance with artwork, Experience Perth's designers, Firstnature Design, can assist. Please call our office on 9381 4900 for more information.