

2018 Travel Planner Advertising Prospectus

LONGREACH REGION



ADVERTISING SALES ARE NOW OPEN

A4 PLANNER | PRINT RUN: 20,000 PLANNERS

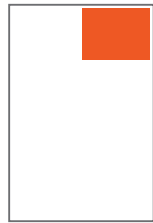
Michael Vink from interactivink will be contacting operators regarding their advertising needs – if you have any questions please contact Michael

E: michael@interactivink.com.au

P: 07 3334 8000



ADVERTISING SIZES



1/8 PAGE (Formatted)

Price: \$275

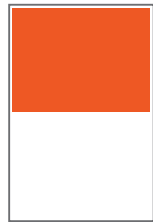
Type size: 89mm (W) x 64mm (H)



1/4 PAGE (Formatted)

Price: \$550

Type size: 89mm (W) x 132mm (H)



1/2 PAGE (Display)

Price: \$1100

Type size: 182mm (W) x 132mm (H)



**FULL PAGE/INSIDE FRONT
COVER/ BACK COVER** (Display)

PRICE: \$1900 (full page within Planner)

PRICE: \$2200 (Inside Front Cover/Back Cover)

Trim size: 210mm (W) x 297mm (H)

Type size: 190mm (W) x 277mm (H)

Bleed size: 220mm (W) x 307mm (H)

PLEASE NOTE

- Prices include both print and online editions.
- Formatted advert prices include artwork and one set of author's corrections. Corrections thereafter \$50 per set of changes. Formatted ads are required to adhere to a set format – no design changes permitted. The Publisher reserves the right to alter the standard format prior to print.
- All display ads to be supplied as finished art.
(If required, interactivink can design your display ad for an additional cost of \$90 per hour).
- We require finished artwork (for display ads) to be submitted as a press ready high resolution PDF file - PDF version 1.4 or later.
- All images must be CMYK and a minimum of 300dpi at 100%.

FORMATTED ADVERTISING REQUIREMENTS



1/8 PAGE FORMATTED REQUIREMENTS:

1 Image | 60 word description | Contact Details
Facebook/Instagram icons

1/4 PAGE FORMATTED REQUIREMENTS:

1 Image | 100 word description
Contact Details | Logo
Facebook/Instagram icons



ADVERTISER ACCEPTANCE POLICY

The contract is subject to the following conditions:

The "Publisher" means Longreach Regional Tourism Association, its servants or agents. Nominated servants or agents have the right to sell advertising space and collect funds on behalf of the Publisher. The "Advertiser" means the Advertiser referred to on this page. The "Publication" means the publication referred to in this document, produced by the Publisher.

No order will be accepted and no contract will be entered into for advertising in any publication of the Publisher except on these conditions.

The Advertiser warrants that publication will not give rise to any rights against or liabilities in the Publisher, its servants or agents and agrees to indemnify and keep indemnified the Publisher, its servants and agents against all liability, claims, proceedings, loss or damages whatsoever arising from the publication of an advertisement on behalf of the Advertiser.

The Publisher in its absolute discretion and without notice may withdraw or refuse to publish any advertisement and no liability for claims, damages or compensation whatsoever in respect thereof will be made or held against the Publisher.

The Advertiser shall pay the Publisher the price specified in the Schedule of Advertising rates. The Advertiser will supply advertising material by the deadline date specified.

Any cancellation received after the deadline date will not be accepted and the Advertiser will be liable to pay the full rate applicable for the amount of advertising space booked.

The Publisher will not be liable for failing to comply with any telephone or oral instructions which are not confirmed in writing within 72 hours from the date of oral communication.

The Publisher may determine the position of any advertising in the publication at its absolute discretion unless an express written agreement to the contrary has been entered into.

The Publisher will attempt to publish advertisements as ordered but will not accept liability for misplacement of, error, omission or failure to publish any advertising material, including action or omission by the Publisher, its servants or agents.

If full payment is not made on supply of proof, the Publisher has the right to withhold the said advertisement from publication and the Advertiser will be liable to pay the full amount for the advertising space booked.

TO BOOK:

Complete and send this form with your material to:

Michael Vink

E: michael@interactivink.com.au

P: (07) 3334 8000

Upon receipt of this booking form you will be issued with an invoice for payment from interactivink. Payment will be required on approval of advertising proof.

Please refer to the Advertiser Acceptance Policy for full terms and conditions.

BOOKING FORM (PRICES INCLUDE GST)

ADVERT SIZE	ADVERTISING RATE
1/8 PAGE (Formatted – adverts must adhere to a set format)	<input type="checkbox"/> \$275
1/4 PAGE (Formatted – adverts must adhere to a set format)	<input type="checkbox"/> \$550
1/2 PAGE (Display – adverts can use any design)	<input type="checkbox"/> \$1100
FULL PAGE (Display – adverts can use any design)	<input type="checkbox"/> \$1900
INSIDE FRONT COVER/BACK COVER FULL PAGE (Display – adverts can use any design)	<input type="checkbox"/> \$2200

BOOKING & MATERIAL DEADLINE
4th December 2017
RELEASE DATE
January 2018

NAME OF ADVERTISER:

ADDRESS:

STATE: POSTCODE:

PHONE: EMAIL ADDRESS:

I agree to the Advertiser Acceptance Policy.

AUTHORISED BY: POSITION:

(Full name of Owner/Partner/Director)

(Owner/Partner/Director)

SIGNATURE:

Payment Details

CARD TYPE: Mastercard Visa

NAME ON CARD: SIGNATURE:

CARD NUMBER:

EXPIRY DATE: AMOUNT: \$