

2010 North West Coast and Western Wilderness Integrated Cooperative Marketing Strategy

Local Tourism Association Participation (LTA) Confirmation and Contract

Local Tourism Association:

Postal Address:

Email:

Contact Person:

Phone Number:

Mobile Number:

Fax Number:

The _____ Tourist Association wish to participate in the 2010 North West Coast 2010 Integrated Cooperative Marketing Strategy, at the following level: (please tick appropriate line(s))

Package	Package Details Holiday Planner and/or Visitor Guide	Package Rate	Tick	Amount Owning
Local Tourism Association Package	Inc Full Page Ad in Holiday Planner	\$7,500.00		
Plus Visitor Guide Ad	1/6 th page Only available with a package above	\$518.00		
Plus Visitor Guide Ad	1/3 rd page Only available with a package above	\$990.00		
Plus Visitor Guide Ad	½ page Only available with a package above	\$1,485.00		
Plus Visitor Guide Ad	Full page Only available with a package above	\$2,795.00		
Holiday Planner Advertising Additional space (Note: Rates apply only to LTA's who have purchased the LTA Package above)	1/9 th page Ad in Holiday Planner Only	\$550.00		
	2/9 th page Ad in Holiday Planner Only	\$1,000.00		
	1/3 rd page Ad in Holiday Planner Only	\$1,500.00		
	Full page Ad in Holiday Planner Only	\$4,500.00		
Total				\$

Booking and Material: Wednesday 25th November

Please complete all the above details and return to CCA by fax 03 6431 7014 or email dmonk@cradlecoast.com

Please indicate below which zone you wish your participation to be aligned to:

The Western Wilderness Zone The North West Coast Zone

LTA's participation in the Holiday Planner will be in the form of Advertorial Yes No

LTA's participation in the Holiday Planner will be in the form of full page Ad Yes No

If participation is in the form of a full page Ad:

Ad will be provided in print ready art - Yes Zone Marketing agency will be required to produce Ad - Yes

LTA's will on sell advertising to local operators Yes No (Ads on sold must conform with approved format)

Payment Options: No Payment is required with this contract – Invoices will be forwarded on receipt of contract and with a second invoice forwarded by the 31st March 2010.

Please indicate if your preference is to pay by 2 separate instalments of 50%: Yes No

Signed on behalf of Advertiser:

Date:

Authorised by Representative Cradle Coast Authority:

Date:

