

Local Government Marketing Package

Local Government Marketing Package – 2010 Holiday Planner

Retail Value of Marketing Package Content \$14,000 plus

Full page editorial /advert in the North West Coast or Western Wilderness 2010 Holiday Planner (editorial preferred option).

- Full rights to review and comment on editorial content for regions and local government areas.*
- Additional full pages will be priced @ \$4,500.00 per page.*

Direct on line links to Cradle Coast Authority Tourism Web-site and landing pages that will be created for the Zone Marketing Groups in 2010.

Shared branding and promotion of Cradle Coast Authority Tourism Training delivered to industry across the region's local Government locations including local media coverage of activities associated with these outcomes.

Shared cost of photo shoot to capture local images for Image Library / Shared copyright to images with Cradle Coast Authority.

Regional participation in the Cradle Coast Authority Visiting Journalist Program as demanded by our marketing needs.

Guaranteed inclusion in Intrastate Examiner Autumn / Winter / Spring Campaign in 2010.

First preference will be given to LTA & Local Government representatives to attend consumer direct travel shows and direct consumer marketing activities.

2 registrations to the 2010 CCA Tourism Forum which will be held in the Central Coast Council municipality.

Local Government Marketing Package Cost \$7,000.00

(Including discounts for Local Government support of the Marketing Coordinators Role) GST Inclusive

Should additional full pages be required in the Holiday Planner of choice (or in a second planner) these pages will be provided as a discounted cost of \$4,500 per page.