

## **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.*