

Local Tourism Associations Advertising Package

Local Tourism Association Advertising Package – 2010 Holiday Planner

Retail Value of 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 Local Tourism Association and 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.

Training opportunities: An invitation to participate in all Tourism/business training programs run or supported by the CCA and/or zone groups will be extended to all LTA's

Invitation to participate in Regional LTA meetings

Opportunity to produce one enews letter per annum for distribution to CCA Consumer Data base (7,000 and growing)

Opportunity to contribute to CCA Industry Enews on a monthly basis

Local Tourism Association Integrated Marketing Package Cost \$7,500.00

(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.