

2010 North West Coast/Western Wilderness Integrated Cooperative Marketing Strategy

Local Government Participation Confirmation and Contract

Local Government:

Postal Address:

Email:

Contact Person:

Phone Number:

Mobile Number:

Fax Number:

The _____ Council 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 Owing
Local Government Package	Inc Full Page Ad in Holiday Planner	\$7,000.00		
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 <u>Only</u> (Note: Rates apply only to Local Governments who have purchased the Local Government Package as 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

Councils participation in the Holiday Planner will be in the form of Advertorial

Councils participation in the Holiday Planner will be in the form of full page Ad

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

Ad will be provided in print ready art

Zone Marketing creative agency will be required to produce the Ad

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 _____