

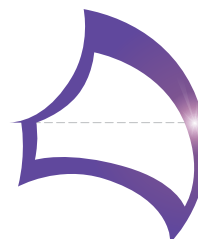
SOUTHERN GREAT BARRIER REEF | QUEENSLAND

Capricorn Coast

OFFICIAL LIFESTYLE & VISITOR GUIDE 2019/20
:: ADVERTISING PROSPECTUS ::



For advertising bookings contact:
Krista Brown or Janelle Kerr
P: 07 49272055
E: janellekerr@capricornenterprise.com.au



A marketing initiative by

**CAPRICORN
ENTERPRISE**
Region of Innovation



ABOUT THE GUIDE

The Capricorn Coast Lifestyle & Visitor Guide (A5) is one of the primary pieces of marketing collateral produced by Capricorn Enterprise. This guide compliments the Southern Great Barrier Reef Touring Guide (A4) and is part of our coordinated campaign for the broader Southern Great Barrier Reef region. This guide represents all of the Capricorn Coast precincts and is intended for tactical use to disperse visitors/customers throughout our region and increase their length of stay.

WHAT'S NEW IN 2020?

→ *User Generated Content (UGC)!*

Capturing the attention of today's savvy travelers requires a more dynamic and personalized approach. The 2019/20 edition of the Capricorn Coast Visitor and Lifestyle guide will showcase imagery that is almost entirely (top quality) User Generated Content (i.e. images from Instagram, etc). We believe this will be the first travel brochure of its kind for a Queensland destination. Embracing UGC will allow visitors to see the beauty of our destination through the eyes of other travelers.

→ *Bigger print run + more content*

Due to the popularity of the 2018/19 guide we are increasing the 2019/20 print run by an additional 10,000 copies! The guide will also have more pages, which means more exciting content. The new content will include **Food Tips, Must See Art, Most Sharable Photo Spots**, and more.

WHY SHOULD I ADVERTISE?

- ✓ 40,000 copies printed (this is 10,000 more than in 2018/19)
- ✓ Publication displayed in all accredited information centres across Central Queensland
- ✓ Available to view and read online or download as an e-mag on visitcapricorn.com.au, southerngreatbarrierreef.com.au, and Queensland.com
- ✓ Link to your website from online guide on visitcapricorn.com.au
- ✓ Distributed to households in targeted Central Queensland locations
- ✓ Distributed to accommodation houses, tourist attractions and local businesses
- ✓ Included in all Information Packs mailed out by Capricorn Coast Information Centre
- ✓ Included in all regional Relocation/Welcome Packs

ADVERTISING SPECIFICATIONS (Form 1)

CHOOSE YOUR AD SIZE

*Formatted adverts are required to adhere to a set layout/design – no changes are permitted.
All pricing includes GST

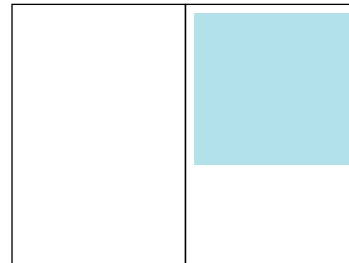
FULL PAGE DISPLAY AD **\$1550**



Trim Size:
148mm (W) x 210mm (H)
Type area:
128mm (W) x 190mm (H)
Bleed:
158mm (W) x 220mm (H)

- I will provide my own professional artwork
- OR Please design my ad **+ \$200**
- I would like a premium placement **+ \$400**

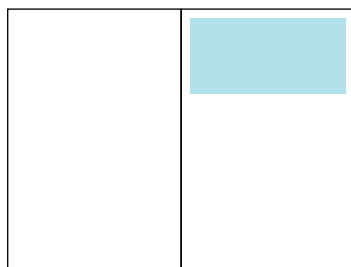
2/3 PAGE FORMATTED AD **\$1100**



2/3 PAGE
138mm (W) x 124mm (H)

Includes artwork, formatted* style only
(3 x Images, Contact Details, 130 -140 words text)

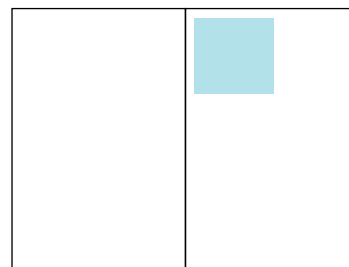
1/3 PAGE FORMATTED AD **\$560**



1/3 PAGE
138mm (W) x 60mm (H)

Includes artwork, formatted* style only
(1 x Image, Contact Details, 60-70 words text)

1/6 PAGE FORMATTED AD **\$295**



1/6 PAGE
66.5mm (W) x 60mm (H)

Includes artwork, formatted* style only
(1 x Image, Contact Details, 35 words text)

ADVERTISER'S ACCEPTANCE POLICY

The contract is subject to the following conditions:

- * The "Publisher" means Capricorn Enterprise, its servants or agents. The "Advertiser" means the Advertiser referred to above.
- * The "Publication" means the 2019/20 Capricorn Coast Lifestyle & Visitor Guides.
- * No order will be accepted and no contract will be entered into for advertising in any publication of the Publisher except on these conditions.
- * The Advertiser warrants that publication will not give rise to any rights against or liabilities in the Publisher, its servants or agents and agrees to indemnify and keep indemnified the Publisher, its servants and agents against all liability, claims, proceedings for loss or damages whatsoever arising from the publication of an advertisement on behalf of the Advertiser.
- * The Publisher in its absolute discretion and without notice may withdraw or refuse to publish any advertisement and no liability for claims, damages or compensation whatsoever in respect thereof will be made or held against the Publisher.
- * The Advertiser shall pay the Publisher the price specified in the Schedule of Advertising rates. The Advertiser will supply advertising material by the deadline date specified.
- * Any cancellation received after the deadline date will not be accepted and the Advertiser will be liable to pay the full applicable amount of advertising space booked.
- * The Publisher may determine the position of any advertising in the publication at its absolute discretion.
- * The Publisher will attempt to publish advertisements as ordered but will not accept liability for misplacement of, error, omission or failure to publish any advertising material, including action or omission by the Publisher, its servants or agents. If full payment is not made on supply of proof, the Publisher has the right to withhold the said advertisement from publication and the Advertiser will be liable to pay the full amount for the advertising space booked.

By signing and submitting this form you acknowledge and agree that you have the authority to enter into this contract and are bound by and have read the Advertiser's Acceptance Policy and Payment Terms.

Signature

Date

COMPLETE YOUR DETAILS:

Booking Deadline: Friday 11th October
Material Deadline: Friday 18th October

Company Name _____
ABN _____
Address _____
City _____ Postcode _____
Phone _____ Fax _____
Mobile _____
Email _____
Address _____
Contact _____ Position _____

Are you a **member of Capricorn Enterprise?** Y N

PLEASE NOTE: If you are not a member of Capricorn Enterprise you will incur a 30% surcharge added to the full rates listed below.

PAYMENT METHOD

CREDIT CARD

Card Type Card No.
Card Holder's Name
Expiry Date CCV No. Amount
Signature

DIRECT DEPOSIT OR CHEQUE

DIRECT DEPOSIT

Bank: CBA
BSB: 064-710 Account No. 105 74 383
Please use your business name as your payment reference.

CHEQUE

Payable to: **Capricorn Tourism & Economic Development Ltd**
Send with this form to: PO Box 1313
ROCKHAMPTON QLD 4700