

2020 DESTINATION PERTH HOLIDAY PLANNER

Advertising Prospectus



Perth Region Tourism Organisation Inc. invites you to participate in the region's premier tourist publication, the 2020 Destination Perth Holiday Planner.

Now into its 16th edition and always well received by travel trade and visitors alike, the Destination Perth Holiday Planner is Western Australia's premier publication promoting the destination of Perth and surrounds. With a print run of 100,000 and a strong national and global distribution throughout the year, we give you the opportunity to broaden your product reach and be a part of an extensive suite of editorial and product listings that represent our region. Get a strong start to 2020 and secure a placement in the Destination Perth Holiday Planner now. Advertising space is limited and registrations close 16 August 2019.

DESTINATION **Perth**

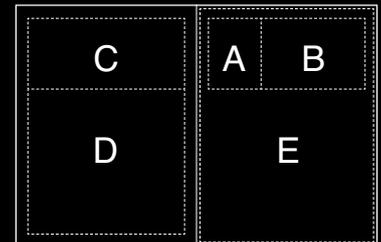


ADVERTISING OPPORTUNITIES

There are five advertisement sizes available as follows:

Advert Size	Dimensions	Format	Price (Inc. GST)
A 1/9th Page	58mm (w) x 81mm (h)	Standard Format	\$975
B 2/9th Page	118mm (w) x 81mm (h)	Standard Format	\$1,950
C 1/3rd Page	178mm (w) x 81mm (h)	Standard Format	\$2,900
D 2/3rd Page	178mm (w) x 164mm (h)	Optional layout	\$5,500
E Full Page	197mm (w) x 267mm (h)	Optional layout	\$6,500

Please note: Operator's own artwork is accepted for 2/3rd and Full Page ads only



What's included in a Standard Format Advertisement?

1/9th Page (see example right)

Up to 1 x images, 1 x logo (optional), contact details and a max 45 words description of your product/business.

2/9th Page (see example right)

Up to 2 x images, 1 x logo (optional), contact details and a max 100 words description of your product/business.

1/3rd Page (see example right)

Up to 3 x images, 1 x logo (optional), contact details and a max 150 words description of your product/business.

Deadlines

Booking	16 August 2019
Artwork Material	13 September 2019
Artwork Approval	4 October 2019
Payment	1 November 2019
Publication Release	January 2020

Artwork Approval

All advertisers will be required to proof read their advertisement and provide final approval for use of artwork. Advertisers will be supplied one advertisement draft to check all copy, contact details and use of images and logos, of which one round of author's corrections will be inclusive in the advertising rate and subsequent alterations will attract a fee of \$180/hour +GST.

Advertisement payment

Please provide payment on receipt of tax invoice. Payment must be made before before 1 November 2019 to guarantee inclusion into the Holiday Planner.

By Cheque

Cheques should be made payable to Perth Region Tourism Organisation Inc. and mailed to PO Box 1198, West Perth WA 6872

By Electronic Funds Transfer (EFT)

Alternatively, payment can be made by EFT to Bankwest Subiaco, 150 Rokeby Road, Subiaco BSB: 306-044 Account No: 034-643-6

Contact Details

Destination Perth, PO Box 1198, West Perth WA 6872
Telephone: (08) 9321 9120
Email: info@experienceperth.com

Instructions for supplying details for Standard 1/9th, 2/9th, and 1/3rd Page advertisements

The Holiday Planner is produced in InDesign for Macintosh.

Copy Provide in a word document or as text within email.

Images High resolution (minimum 300 dpi) as TIFF, or JPEG files.

Logos Illustrator EPS files with all text converted to paths (vector format). Provide as high resolution as TIFF, EPS or JPEG files.

Instructions for supplying own artwork for 2/3rd Page and Full Page advertisements

Own artwork advertisements will only be accepted in the following formats:

InDesign for Mac

Provide relevant typefaces, images and logos plus the final InDesign file. All colours must be CMYK.

Images High Resolution (minimum 300 dpi) as TIFF, EPS or JPEG format.

Logos Save in EPS format (vector files with type converted to paths) or TIFF, EPS or JPEG files (minimum 300 dpi).

Illustrator EPS for Mac

Saved as a vector file with type converted to paths. All images and logos used to be collected and supplied along with the final Illustrator file. No spot colours to be indicated in the document.

Images High Resolution (minimum 300 dpi) as TIFF, EPS or JPEG format.

Logos Save in EPS format (vector files with type faces converted to paths) or TIFF, EPS or JPEG files (minimum 300 dpi).

PDF Files

High Resolution, CMYK, print ready PDF file with outlined fonts, and embedded images and logos will only be accepted.

File transfers to Destination Perth

Email your artwork components (copy, images and logo) or final artwork file (if applicable) to Destination Perth at info@experienceperth.com

If required, artwork may be supplied via FTP file transfer or delivered on USB.



THE DESTINATION PERTH HOLIDAY PLANNER IS DISTRIBUTED THROUGH:

Consumer based events and channels

- Caravan & Camping Shows - ADE, SYD, MEL, BNE
- SE Asia Travel Fairs - Malaysia & Singapore, twice yearly
- Visitor Centres & Travel Agencies across Australia
- Hotels, apartments & backpackers throughout Perth
- Car hire outlets throughout Perth
- Cruise Ship transit passengers
- Visiting conference delegates

Trade based events and channels

- Tourism Australia and Tourism WA offices in Australia and throughout their international offices

- Tourism Australia events within USA, Japan, China, Indonesia and India
- Tourism WA events within UK, Europe, USA, Japan, NZ, China and SE Asia
- Tourism WA Ni Hao event – China market
- Tourism WA WATEX event – SE Asia markets
- Australian Tourism Exchange
- ATEC roadshow across Australia and NZ
- WA Cruise Exchange
- Aussie Specialists and Travel Agents worldwide
- Domestic & international Wholesalers worldwide
- Inbound Tour Operators throughout Australia
- Visiting trade, industry & media
- Distribution may occur to other trade & events

SAMPLE ADS (SHOWN AS ACTUAL SIZE)

2/9th Page - 118mm(w) x 81mm(h)



Citadines St Georges Terrace Perth

185 St Georges Terrace, Perth
 Reservations: 1800 183 251 (AUS toll-free)
 T: +61 8 9226 3355
 E: citadines.australia@the-ascott.com
 W: citadines.com

citadines
 APART'HOTEL

Perth offers some of the country's finest cultural, sporting, shopping and culinary experiences; with so much to keep you busy, Citadines St Georges Terrace, is an excellent spot to base yourself during a busy weekend of activities or a relaxing getaway in town.

Citadines offers a choice of contemporary studio and studio-spa apartments, each with separate living and dining areas, modern amenities and complimentary Wi-Fi. With the Perth Exhibition and Convention Centre, King's Park and Botanical Gardens, the Museum of Perth, the boutiques of Hay Street Mall, the picturesque Swan River as well as scenic ferries to Rottnest Island and the South Perth Precinct all within a short stroll of the property, there really is something for everyone at Citadines Apart'hotel Perth.

1/9th Page - 58mm(w) x 81mm(h)



Wanneroo Botanic Gardens Mini Golf

25 Drivers Place, Wanneroo
 T: +61 8 9405 1475
 W: wanneroobotanicgardens.com.au

Wanneroo Botanic Gardens
 MINI GOLF • SINCE 1981

The iconic Wanneroo Botanic Gardens has been a must visit in Perth's northern suburbs since 1981. Enjoy a meal at the onsite restaurant Leapfrogs or experience the Gardens as you play 36-holes of Mini Golf. Terrific fun for the whole family!

1/3rd Page - 178mm (w) x 81mm (h)



Northam Visitor Centre

Heritage, Commerce and Lifestyle

2 Grey Street, Northam
 T: +61 8 9622 2100
 E: tourist@northam.wa.gov.au
 W: northam.wa.gov.au | facebook.com/visitnortham | instagram.com/visitnortham

Located in the heart of the picturesque Avon Valley, Northam is home to a diverse range of tourist and heritage attractions. Attractions include hot air ballooning, wildflowers, tours & trails, historic buildings, horse racing, white swans, and our newest attraction; Bilya Koort Boodja: Centre for Nyoongar Culture and Environmental Knowledge. Northam is home to a multitude of historical, cultural, and modern attractions, ranging from the second largest collection of historically significant buildings in WA to exciting new public art pieces. Alongside a vibrant calendar of regular events, Northam often also hosts larger scale external events such as the National Ballooning Championships.

The Northam Visitor Centre staff are on hand to provide advice on places to see, stay and eat while you are in the area, information on activities, a wide range of local produce and artwork, and a great selection of souvenirs and gifts.

#VISITNORTHAM

2020 DESTINATION PERTH HOLIDAY PLANNER REGISTRATION FORM

ADVERTISING CONTRACT

The publisher reserves the right to refuse or withdraw advertisements. Advertisements accepted for publication cannot be cancelled without the publishers express consent. Although every care is taken the publishers shall not be liable for clerical or printer's errors or their consequences, however caused. No responsibility will be accepted where publication is delayed or prevented by factors beyond the control of the publishers.

Contact details

Business Name: _____

Contact Person: _____ Position: _____

Postal Address: _____

Suburb: _____ Postcode: _____

Telephone: _____

Email: _____ Signature: _____

By signing the advertising contract, I agree to pay in full by 1 November 2019 for this advertisement booking Location (tick one only)

<input type="checkbox"/> Perth	<input type="checkbox"/> Fremantle	<input type="checkbox"/> Rottnest Island
<input type="checkbox"/> Sunset Coast	<input type="checkbox"/> Rockingham	<input type="checkbox"/> Mandurah and Peel
<input type="checkbox"/> Avon Valley	<input type="checkbox"/> Swan Valley	<input type="checkbox"/> Perth Hills

Advertisement size (tick one only)

<input type="checkbox"/> Standard 1/9th Page (\$975)	<input type="checkbox"/> Standard 2/9th Page (\$1,950)	<input type="checkbox"/> Standard 1/3rd Page (\$2,900)
<input type="checkbox"/> 2/3rd Page (\$5,500)	<input type="checkbox"/> Full Page (\$6,500)	Note: Full Page and 2/3rd Page advertisements can be provided as final artwork.

Please repeat my previous 2019 advertisement with no changes to the image and copy

Please repeat my previous 2019 advertisement with minor changes to the image and copy

Please produce a new advertisement

Yes, I am an Australian Accredited Tourism Business and require the Tourism Accreditation Tick on my advertisement.

My TCWA Accreditation number is: _____

Reply Instructions

Mail to:
Destination Perth
Attn: Marketing
PO Box 1198
West Perth WA 6872
Email: info@experienceperth.com

Enquiries

Email: info@experienceperth.com
Telephone: (08) 9321 9120

**BOOKINGS
CLOSE
16 AUGUST
2019**

NEED HELP WITH YOUR AD?

Ensure your advertising dollar makes the best impact with a professionally designed advertisement.

Full Page and 2/3rd Page advertisements can be provided as final artwork. If you require assistance to develop artwork for final ads in these sizes, Destination Perth can put you in touch with designer Barbitta Group who will develop the advertisement for you. For further information, please contact Destination Perth direct on (08) 9321 9120.