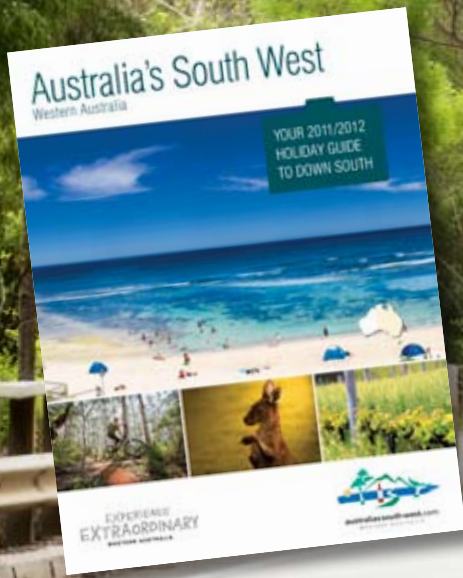


Holiday Planner 2012

Australia's South West

DISTRIBUTION INCLUDES
PERTH, EASTERN STATES,
SINGAPORE, MALAYSIA,
NEW ZEALAND, GERMANY,
UNITED KINGDOM AND MORE!



OVER 360,000 COPIES WILL BE DISTRIBUTED



EXPERIENCE
EXTRAORDINARY
WESTERN AUSTRALIA



australiasouthwest.com
WESTERN AUSTRALIA

Why advertise in the 2012 ASW Holiday Planner

The 2012 edition of the Australia's South West Holiday Planner will be widely distributed into traditional tourism markets both domestically and internationally. In addition to this the Planner will be inserted into the West Australian newspaper on Friday 20 January 2012* and feature as a digital download on domestic and international websites.

Overview

Well recognised by consumers and trade, this publication is a quality full colour document with an extensive distribution of over **360,000 printed copies** and now available and promoted as a digital download. This publication is designed to attract and motivate holiday decision makers to choose Australia's South West as the destination for their next getaway and to stay in the region for longer. It offers readers a variety of information on:

- Things to see and do
- Self-drive itineraries
- Travel distances & maps
- Town information
- Wine touring
- Accommodation
- Local tours and attractions
- Car hire
- Restaurants and cafes

Distribution

The 2012 'Australia's South West' Holiday Planner will be extensively distributed by your Regional Tourism Organisation through intrastate, interstate and international channels. The Planner will also be distributed state-wide through the West Australian on Friday 20 January 2012*.

The print run is over 360,000 – the largest of any regional planner in the state. It will also be added to the homepage of australiassouthwest.com and marketed online as a digital download.

Intrastate

State-wide through West Australian newspaper • Western Australian Visitor Centre • Regional Visitor Centres • Domestic and International Airports • Perth Caravan and Camping Show • Inbound Tour Operators • Major Perth hotels and car hire outlets • Wholesalers • Media • Kings Park • Perth Holiday and Travel Show

Interstate

NSW, VIC, SA and QLD Caravan and Camping Shows • Media • Inbound Tour Operators • Automobile Associations • Key Visitor Centres • Border Visitor Centres • Travel agent training • Famil groups • SA, NSW and VIC Holiday and Travel Shows

International

Malaysian Travel Fairs • Singapore Travel Fairs • Japan Australia Mission • UK & Europe Roadshow (UK & Europe travel agent training) • South East Asia Roadshow • Famil Groups • Tourism WA and Destination Australia offices incl. UK, Germany, Singapore, China, Japan, USA and New Zealand • Extraordinary Tourism Exchange • Australian Tourism Exchange • WA Specialist Travel Agents • Media and more

Business Tourism

Pre and post touring • Sales leads • Delegate kits • Media

Artwork Specifications

We will coordinate the design of your Half, One or Two Unit advertisement in the **standard layout** at no extra cost (Please see standard layout specifications on next page).

Please email material to: artwork@matrixgraphicdesign.com.au.

High quality photos should be provided at a **minimum of 300 dpi** at actual size they will be used.

Three Unit advertisements and above may be supplied as **finished artwork or will be set out in the standard layout**.

Finished Artwork

- All advertisements are colour.
- All finished artwork should be supplied digitally on CD or emailed to artwork@matrixgraphicdesign.com.au. Full page ads must include bleed. Please provide a colour copy of the artwork for visual reference.
- Finished artwork must be supplied as a **Press Optimised PDF**, High Resolution JPEG or as an Adobe InDesign file (with links and fonts supplied).
- All imagery (photos/logos) must be a **minimum 300 dpi** at actual size.

Important Details

- **Booking Deadline**
Monday 7 November 2011 or until sold out
- **Advertising Material Deadline**
Monday 7 November 2011
- **ASW Publication Release**
January 2012
- **Supplied Material**
Friday 11 November 2011
- **Advertising Approval**
Monday 5 December 2011

Advertising Contacts

Sales Contact: PrintLogic, Allison Cormack

Phone: 9388 1366

Fax: 9388 1866

Email: allison@printlogic.com.au

Postal Address: PO Box 8093, Subiaco East WA 6008

Artwork Contact: Matrix Graphic Design

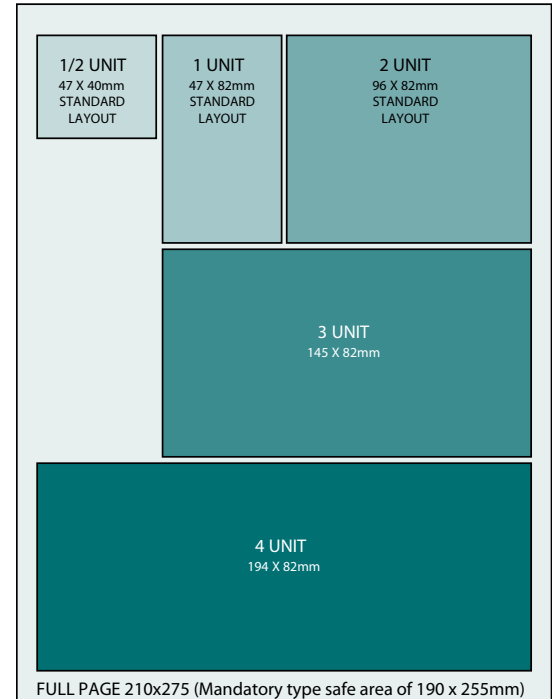
Phone: 9381 8857

Email: artwork@matrixgraphicdesign.com.au

Advertising Rates & Information

Advert Specifications

Type	Description & Dimensions
1/2 Unit	Standard Format - 47mm x 40mm Company name, phone, email, website, logo/accreditation (only if space permits), 35 words, town.
1 Unit	Standard Format - 47mm x 82mm Company name, small photo, phone, email, website, logo/accreditation (only if space permits), 50 words, town.
2 Unit	Standard Format - 96mm x 82mm Company name, large photo, or two or three small photos, phone, email, website, logo/accreditation, 85 words, town.
3 Unit	Optional Design Layout (Horiz.) - 145mm x 82mm
4 Unit	Optional Design Layout (Horiz.) - 194mm x 82mm
Full Page	Optional Design Layout - 210mm x 275mm (Plus 5mm bleed)



Full Page Specifications

Full Page Ad size is 210x275mm. Please supply finished artwork with 5mm Bleed all round and **no trim marks**. Please ensure all text is at least within **10mm** of page size.

1/2 Unit Ad

TOWN LOCATION 📍 📞 🌐 AAA★

Business Name

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Tel: (08)
Email:
Website:

1 Unit Ad



TOWN LOCATION 📍 📞 🌐 AAA★

Business Name

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Tel: (08)
Email:
Website:

2 Unit Ad



TOWN LOCATION 📍 📞 🌐 AAA★

Business Name

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Tel: (08)
Email:
Website:



AUSTRALIA'S SOUTH WEST

Standard Layouts

The standard format layouts and size are only a visual guide and may change slightly without notification. **Artwork proofs will be emailed to advertisers for approval prior to printing.**

The colour band with the town location (as shown) will change according to which region you are situated in. Photo depth of 37mm (for One unit ads), or 37mm or 82mm (for 2 unit ads) cannot be altered.

Three and Four unit ads have the option to supply completed artwork (see finished artwork specifications on previous page). If not, Martix will create ad in similar layout to the Standard Format. Additional design fees may apply if requesting artwork other than Standard Format.

If there are any questions regarding layout please call Matrix.

Layout options for 2 Unit Ad | Only suitable for ads with less copy



TOWN LOCATION 📍 📞 🌐 AAA★

Business Name

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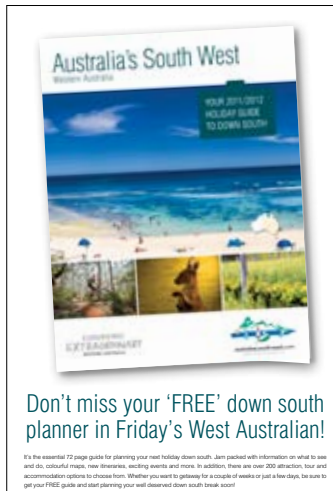
TOWN LOCATION 📍 📞 🌐 AAA★

Business Name

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Tel: (08)
Email:
Website:

Some highlights of last year's 2011 Holiday Planner distribution:



• Distributed in Friday's West Australian 21 January 2011.

• Pre and post promotion included full & half page print adverts in the West Australian, Mix 94.5 and 96FM radio campaign, TV and online social media.

• Available on australiassouthwest.com as a digital download all year round. It is featured on the home page as well as internal pages.



• Industry training at trade events included New Zealand Roadshow, Australian Tourism Exchange (ATE), Discover Corroboree, Corroboree USA, Japan Mission and Extraordinary Tourism Exchange (ETE).



• All familiarisation participants receive a holiday planner in a welcome pack on arrival into the region.



• Distribution at international consumer shows. MATTA Travel Fair in Kuala Lumpur and NATAS Travel Fair in Singapore.



• Distributed at a number of domestic consumer shows including Perth, NSW, VIC, SA and QLD Caravan and Camping Shows, Kings Park, and the SA, NSW and VIC Holiday and Travel Shows.

EXPERIENCE
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Booking Form

PLEASE COMPLETE A SEPARATE FORM FOR EACH AD REQUIRED

PLEASE PRINT CLEARLY

Complete your details and return by 7 November 2011 to book your advertisement.

Advertiser (Business Name)

Contact Name/s

Postal Address

Postcode

Telephone

Fax

Email

Mobile

Signature

Rate Schedule (All rates are inclusive of GST)

Size (Please tick)	Dimensions	Australia's South West Members			Non-Members
		Bronze	Silver & Gold	Platinum & Kryptonite	
<input type="checkbox"/> Half Unit		\$370	FREE	FREE	\$475
<input type="checkbox"/> 1 unit	47mm x 82mm	\$764	\$394	\$54	\$955
<input type="checkbox"/> 2 units	96mm x 82mm	\$1516	\$1146	\$806	\$1895
<input type="checkbox"/> 3 units	145mm x 82mm	\$2268	\$1898	\$1558	\$2835
<input type="checkbox"/> 4 units	194mm x 82mm	\$2954	\$2584	\$2244	\$3692
<input type="checkbox"/> Full Page	210mm x 275mm*	\$8838	\$8468	\$8128	\$11047

Australia's South West Membership number:

Section to be listed under (Note - Property must be located within the sub-region selected)

Geographe	Blackwood River Valley	Margaret River Wine Region	Southern Forests	Great Southern
<input type="checkbox"/> Bunbury	<input type="checkbox"/> Balingup	<input type="checkbox"/> Busselton	<input type="checkbox"/> Manjimup	<input type="checkbox"/> Denmark
<input type="checkbox"/> Boyanup	<input type="checkbox"/> Nannup	<input type="checkbox"/> Dunsborough	<input type="checkbox"/> Pemberton	<input type="checkbox"/> Albany
<input type="checkbox"/> Capel	<input type="checkbox"/> Bridgetown	<input type="checkbox"/> Yallingup	<input type="checkbox"/> Walpole	<input type="checkbox"/> Torbay
<input type="checkbox"/> Collie	<input type="checkbox"/> Boyup Brook	<input type="checkbox"/> Margaret River	<input type="checkbox"/> Northcliffe	<input type="checkbox"/> Mt Barker
<input type="checkbox"/> Dardanup		<input type="checkbox"/> Cowaramup		<input type="checkbox"/> Porongurup
<input type="checkbox"/> Donnybrook		<input type="checkbox"/> Augusta		<input type="checkbox"/> Cranbrook
<input type="checkbox"/> Harvey				<input type="checkbox"/> Frankland
<input type="checkbox"/> Other Please Specify	<input type="text"/>			<input type="checkbox"/> Katanning
				<input type="checkbox"/> Kojonup
				<input type="checkbox"/> Bremer Bay
				<input type="checkbox"/> Jerramungup

Tours and Services

If not regional please list under: Car Hire Tour Operator General

Advertisement Requirements (tick one option)

- Please re-run my 2011 advert with **no changes**.
- Please re-run my 2011 advert with the following minor changes as outlined on supplied **advertising sheet**.
- New advert, fill in supplied **advertising sheet**.
- Finished Advertising material supplied. CD / Email (please circle)

Please ensure that your text and photos are supplied at the same time as booking form.

