

DESTINATION DARWIN & THE TOP END

THE TOP END'S OFFICIAL VISITOR GUIDE

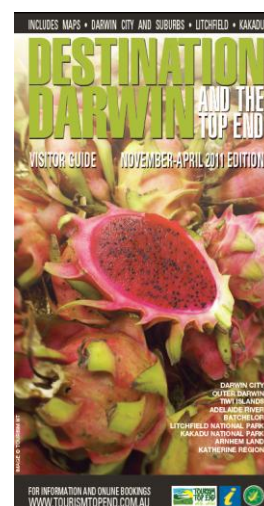


DRY SEASON ADVERTISING- MAY 2011 TO OCTOBER 2011

The Dry Season Destination Darwin & The Top End will be produced and distributed for May 2011 to October 2011.

This publication is utilised by Tourism Top End and members to provide essential maps and information for visitors who arrive to Darwin and the Top End region. A total of 110 000 copies will be produced and distributed through the following outlets:

- The Darwin Railway Terminal
- Darwin International Airport
- Darwin Cruise Ship Terminal
- Darwin, Katherine, Tennant & Alice Springs Visitor Centres
- Other Visitor Centres incl. Kununurra, Mt Isa, Broome
- Conference delegates
- Event organisers
- Travel agencies
- Tourism businesses incl. hotels, tour desks & caravan parks
- On request



The opportunity to advertise in the next edition is available to all Tourism Top End members and to reserve your space you must complete the application form by C.O.B. Friday 4 February 2011.

Diary Dates:

Friday 4 February	Completed reservation form must be submitted
Monday 14 February	All material/artwork must be submitted
Monday 14 February	Cancellation of an advertising application must be submitted in writing and received

Reservations, Cancellations & Author's Corrections

- To guarantee inclusion, the Reservation Form is to be completed and returned by the deadline.
- Artwork for display advertisements and information for listings must be received by the deadline.
- Cancellation of an advertising contract must be made in writing and received by the deadline.
- Display artwork supplied must conform to the format and specification. We reserve the right to refuse to accept any artwork supplied which does not comply with the Artwork Specification provided. (eg. Low res. scans, word documents, images supplied as RGB etc).
- Advertisers will be supplied with a proof copy of their entry for final approval prior to printing. NOTE REGARDING PROOF: In the first instance, changes or amendments to previous artwork will not incur a fee. Any subsequent changes will incur an Author's Correction Hourly Charge at \$66 per hour and advertisers will be invoiced.
- Specific advertising positions within the publication cannot be guaranteed except inside front and back pages.
- Although every effort is made to ensure accuracy, Tourism Top End cannot be held liable for any mistakes or omissions made.

DESTINATION DARWIN & THE TOP END

THE TOP END'S OFFICIAL VISITOR GUIDE

ADVERTISING RESERVATION FORM – MAY 2011 TO OCT 2011

Please complete your details below and fax or email this form to Tourism Top End on 08 8981 7346 or marketing@tourismtopend.com.au.

This form must be returned prior to C.O.B Friday 4 February 2011 to ensure inclusion.

Trading Name: _____

Contact Name: _____

Postal Address: _____

Contact Phone: _____ Date: _____ / _____ /2011

Email: _____

Please indicate which advert/s you would like to book and sign below. Those who wish to advertise more than one business are required to complete a separate form each time.

Display Advertisements	Dimensions/Material Required	Standard Rate		Tourism Accredited Members Rate	
Back Cover*	Bleed: 210mm deep x 115mm wide Trim: 200mm deep x 105mm wide	\$7,350	<input type="checkbox"/>	\$6,610	<input type="checkbox"/>
Inside Front Cover*	Bleed: 210mm deep x 115mm wide Trim: 200mm deep x 105mm wide	\$5,250	<input type="checkbox"/>	\$4,720	<input type="checkbox"/>
Full Page Display	170mm deep x 90mm wide	\$3,990	<input type="checkbox"/>	\$3,590	<input type="checkbox"/>
Half Page Display	82mm deep x 90mm wide	\$2,050	<input type="checkbox"/>	\$1,850	<input type="checkbox"/>
Third Page Display	54mm deep x 90mm wide	\$1,270	<input type="checkbox"/>	\$1,200	<input type="checkbox"/>
Quarter Page Display	82mm deep x 43mm wide or 90mm wide 32mm deep	\$890	<input type="checkbox"/>	\$780	<input type="checkbox"/>

* Subject to availability

Product Listings	<i>Business to provide a maximum of 60-80 words to describe product, contact details (Tel, Fax, Email & Web), Logo and/or Image for product listings</i>				
Accommodation Listing	<i>If more than one listing please insert the number of listings in the box</i>	\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Attraction Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Retail Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Tour Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Harbour Cruise Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Restaurant/Café Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Fishing Tour/Charter Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>
Vehicle Hire/Transport Listing		\$420.00	<input type="checkbox"/>	\$375.00	<input type="checkbox"/>

Please note: Members must be financial members to be eligible to advertise at the time of booking. Members are entitled to provide changes to existing artwork only once without incurring an additional correction charge of \$66 per hour. Additional costs to amend artwork will reflect in the invoice for advertising sent after the advert has been finalised.

Please tick:

Supply own artwork by 14.02.2011

Designer to create/update artwork at \$66 per hour
(initial amendments to existing artwork free)

Signature: _____ Print Name: _____