

# THE KATHERINE REGION VISITOR GUIDE

## A GUIDE FOR VISITORS TO THE REGION

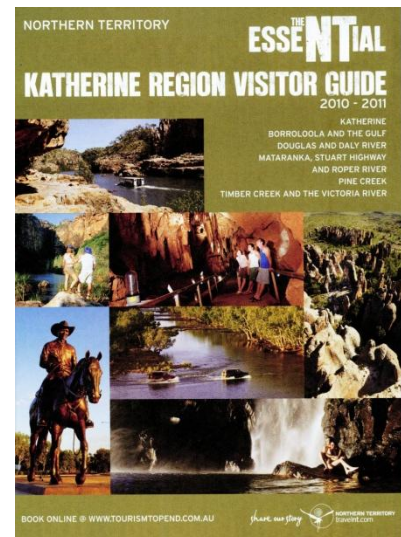


**ADVERTISING – MARCH 2011 TO FEBRUARY 2012**

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The 2011/2012 edition of the Katherine Region Visitor Guide is now in production. This guide is vital component to the marketing of the Katherine Region inclusive of the Borroloola & the Gulf, Douglas & Daly River, Mataranka, Stuart Highway & Roper River, Timber Creek and the Victoria River regions.

A total of 70 000 copies of the guide will be printed and distributed through roadhouses, railway stations and visitor centre's throughout the NT and key gateways in QLD, WA and SA.

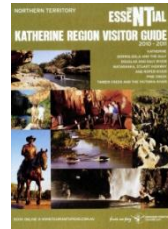


### How to advertise:

1. Complete the attached booking form by entering:
  - Your business name & details
  - Indicating what size advert to book
  - Advising your artwork requirements ie. whether you submit your own, re-run the previous advert (at no additional cost) or require your artwork to be created for you at an additional hourly rate of \$66 per hour including GST.
2. Fax the form to 08 89817346 or email to [marketing@tourismtopend.com.au](mailto:marketing@tourismtopend.com.au) prior to Wednesday 15 December 2010.
3. Submit artwork by Monday 20 December:
  - Submit your own – email to [marketing@tourismtopend.com.au](mailto:marketing@tourismtopend.com.au).
  - Re-run the previous advert – nothing required.
  - Artwork to be created by publisher – wait to be contacted.
4. Receive proof – sign and return

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## ADVERTISING BOOKING FORM 2011/2012



Please complete the details below and fax or email this form back to marketing at Tourism Top End on fax 08 89817346 or [marketing@tourismtopend.com.au](mailto:marketing@tourismtopend.com.au). This form must be returned prior to Wednesday 15 December 2010.

Trading name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Postal address: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please tick which advert 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.

Advert	Dimensions	Price	Tick	Tourism Accredited Price	Tick
Quarter Page	60mm W x 90mm H	\$575	<input type="checkbox"/>	\$545	<input type="checkbox"/>
Half Page	127mm W x 90mm H	\$1,045	<input type="checkbox"/>	\$990	<input type="checkbox"/>
Full Page	129mm W x 180mm H	\$1,740	<input type="checkbox"/>	\$1,650	<input type="checkbox"/>
Full Page with Bleed	154mm W x 216mm H	\$1,740	<input type="checkbox"/>	\$1,650	<input type="checkbox"/>
<b>Prime Positions</b>					
Inside Front Cover	154mm W x 216mm H	\$2,075	<input type="checkbox"/>	\$1,970	<input type="checkbox"/>
Inside Back Cover	154mm W x 216mm H	\$2,075	<input type="checkbox"/>	\$1,970	<input type="checkbox"/>
Back Cover	154mm W x 216mm H	\$2,500	<input type="checkbox"/>	\$2,375	<input type="checkbox"/>



Please note: Tourism accredited prices are for Tourism Businesses who have successfully completed the Tourism Accreditation Program. To check your current status, please contact the NT program manager on 8999 3807.

**ARTWORK** Please indicate how your advert will be prepared prior to Monday 20 December:

- **Submit your own** to [marketing@tourismtopend.com.au](mailto:marketing@tourismtopend.com.au) or delivered/posted directly to Tourism Top End.
- **Re-run the previous advert with no changes** - Previous 2010/2011 advertisers who do not require any changes to the existing advert/s are not required to re-submit artwork.
- **Existing artwork to be created/updated by publisher** – Initial changes to artwork are complimentary, those who require changes after initial advice can do so at an additional hourly charge of \$66 per hour including GST. Additional fees will reflect on final invoice supplied by Tourism Top End.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_