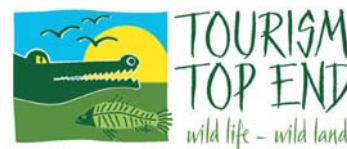


# DESTINATION DARWIN & THE TOP END

## THE TOP END'S OFFICIAL VISITOR GUIDE



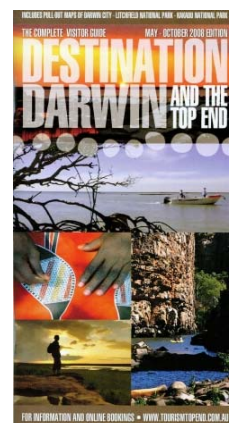
### WET SEASON ADVERTISING- NOVEMBER 2009 TO APRIL 2010

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The Wet Season Destination Darwin & The Top End will be produced and distributed for November 2009 to April 2010.

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 90 000 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 26 June.

#### Diary Dates:

Friday 26 June	Completed reservation form must be submitted
Friday 10 July	All material/artwork must be submitted
Friday 10 July	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: Any subsequent changes to previously approved copy will incur an Author's Correction Charge (Min. \$50).
- 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 – NOV 2009 TO APR 2010

Please complete your details below and fax or email this form to Alana at Tourism Top End on 08 8981 7346 or [marketing@tourismtopend.com.au](mailto:marketing@tourismtopend.com.au).

**This form must be returned prior to C.O.B Friday 26 June to ensure inclusion.**

Trading Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

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	\$7,000	<input type="checkbox"/>	\$6,300	<input type="checkbox"/>
Inside Front Cover*	Bleed: 210mm deep x 115mm wide Trim: 200mm deep x 105mm wide	\$5,000	<input type="checkbox"/>	\$4,500	<input type="checkbox"/>
Full Page Display	170mm deep x 90mm wide	\$3,800	<input type="checkbox"/>	\$3,420	<input type="checkbox"/>
Half Page Display	82mm deep x 90mm wide	\$1,960	<input type="checkbox"/>	\$1,764	<input type="checkbox"/>
Third Page Display	54mm deep x 90mm wide	\$1,270	<input type="checkbox"/>	\$1,143	<input type="checkbox"/>
Quarter Page Display	82mm deep x 43mm wide	\$850	<input type="checkbox"/>	\$765	<input type="checkbox"/>
* Subject to availability					

Product Listings	<i>Business to provide 60-80 words to describe product, contact details (Tel, Fax, Email &amp; 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>	\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Attraction Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Retail Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Tour Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Harbour Cruise Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Restaurant/Café Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Fishing Tour/Charter Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>
Vehicle Hire/Transport Listing		\$400.00	<input type="checkbox"/>	\$360.00	<input type="checkbox"/>

Yes, I have paid my membership subscription for 2009

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

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