



TASMANIA
TRAVEL GUIDES

Prospectus & Booking Form

BOOK TODAY



**Act now to secure
your space.**

*Tasmania's most visible and
widely distributed visitor guide.*

*The most cost effective way to
receive substantial exposure.*

*Distribution guaranteed
for 16 months – to March 2026.*

*Advertisers have guaranteed
access to stocks of visitor guides.*

**EXTRA
4 MONTHS
BONUS
DISTRIBUTION
THIS YEAR**

The **once only opportunity** to lock in your annual advertising
with Tasmania's most highly sought after print publication

Welcome to Tasmania

**BOOKINGS CLOSE
30 September 2024**

Bookings & Enquiries
E: info@tasmaniatravelguides.com.au
Ph: (03) 6234 3905 Mobile: 0417 398 447



YOU WILL GET NOTICED WITH OUR EXTENSIVE DISTRIBUTION

Distribution	Welcome to Tasmania
Access Points into Tasmania	
Spirit of Tasmania – Tourism Onboard	✓
Hobart Airport	✓
Launceston Airport	✓
Devonport Airport	✓
Statewide Visitor Information Centres	
Gateway Yellow i Centres	✓
Southern Yellow i Centres	✓
Northern Yellow i Centres	✓
Regional Yellow i Centres	✓
Local White i Centres	✓
Tourism Brochure Exchange	
Statewide Racks	✓
Southern Region Racks	✓
Northern Region Racks	✓
Other Local Distribution	
Business Events Tasmania & Conference Organisers	✓
Car Rental Companies & Coach Operators	✓
Partner Advertiser Businesses	✓
Cruise Ship Passengers	✓
Group Travel Enquiries	✓
Interstate & Online Distribution	
SE Australia Yellow i Centres	✓
Travel Shows	✓
Retail Travel Agencies	✓
Direct Consumer Requests	✓
www.tasmaniatravelguides.com.au	✓

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Your Easy To Follow Steps To Make A Booking

Please complete and return to: 149 Bathurst Street, Hobart, Tas, 7000
 OR email to info@tasmaniatravelguides.com.au
BY 30 September 2024

Contact Details (will be shown on your listing).

Business Name:

Phone: Email:

Address:

Website:

EXISTING ADVERTISERS Tick here if no changes are required. A proof will be sent for your review. Please also complete contact details above and 'Your Authorisation to Proceed' overleaf.

Please choose your listing size(s) Please see listing examples on next page.

PUBLICATION	SIXTH	THIRD	HALF	FULL	PREMIUM
Welcome to Tasmania	\$700# <input type="checkbox"/>	\$1250# <input type="checkbox"/>	\$1800# <input type="checkbox"/>	\$3300# <input type="checkbox"/>	On Application <i>On a first come first served basis</i> <input type="checkbox"/>

#ALL PRICES ARE + GST

In Welcome to Tasmania Guide please choose the Region in which you wish your advertisement to appear.

- HOBART & SOUTH
 LAUNCESTON & NORTH
 EAST COAST
 WEST & NORTH WEST COAST
 FLINDERS ISLAND
 KING ISLAND

Tourism Accreditation If your business is tourism accredited, please tick this box for the inclusion of the logo on your sixth or third page listings.

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YOUR AUTHORISATION TO PROCEED

Name:

Email:

Billing
Address:

Signature:

Date:

By signing or if returning electronically without a signature, the submitting of this form acts as a binding contract and you acknowledge you are bound by all terms and conditions.

PAYMENT DETAILS

All payments will be processed by 26/10/24 prior to final print.

If a booking has been received without credit card details provided, an invoice will be sent by 30/9/24 and must be paid by 26/10/24 or advertising will not appear.

Details of credit account to be debited

Name of cardholder(s)

Credit card number

Expiry Date

CCV number

Credit Card Type: Visa Mastercard

We authorise and request **Tasmania Travel Guides**, until further notice, to debit our account described above for any amounts become payable listed on our Booking Form.

Customer's signature (s)

Name (please print)

Signature 1

Date

Name (please print)

Signature 2

Date

IMPORTANT – Please ensure that all signatures required on the bank account is included.



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DEADLINE & CONDITIONS

Deadline

The deadline for Advertising is 30 September 2024. Material must be supplied by no later than 14 October. Your assistance in providing all content and approval to proceed within these deadlines is important to ensure material is printed in time for distribution.

As part of our commitment to our partners, Tasmania Travel Guides will send you updates throughout the year. Should you wish not to receive these updates, please unsubscribe by contacting us at info@tasmaniatravelguides.com.au

Terms & Conditions

1. Every advertisement must comply with the technical specifications, material requirements and other guidelines contained in this prospectus, subject to the laws in force in Australia at the time of publication.
2. Whilst every care will be taken to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss by omission, alteration or misplacement.
3. Sandy Point Pty Ltd, the registered owners of Tasmania Travel Guides reserves the right to amend or reject any booking order or advertisement which it considers unsuitable.
4. The positioning of advertisements, except where arrangements have been made for payment of the appropriate loading, will be at the discretion of Tasmania Travel Guides.
5. Acceptance of advertising orders does not guarantee insertion of advertisements in the publication or editorial support.
6. Tasmania Travel Guides will not be held liable for any loss or damage arising in relation to or in conjunction with any materials supplied for an advertisement.
7. Advertising orders cancelled after the closing date for participation in any guide will be subject to cancellation fee of 100%.
8. Sandy Point Pty Ltd reserves the right to charge interest on overdue accounts and/or pass on any additional costs incurred in collecting late payments.

Warranty

The advertiser and/or agent upon and by lodging material with any Tasmania Travel Guide publication and in authorising or approving the same for publication: warrants that the material contains no defamatory matter or slander of title, does not infringe trademarks and does not constitute an invasion of privacy, breach of copyright, unfair competition or breach of any law of the Commonwealth of Australia; Warrants that its publication will not give rise to any rights against or liabilities in Tasmania Travel Guide publications, its servants or agents, and that Tasmania Travel Guides may rely on the above warranty that the material has been duly examined; indemnifies Tasmania Travel Guides, its servants and agents against all liability, actions, proceedings, claims, demands whatsoever that they may be brought by any person or persons arising from publication or circulation of the material.



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Details for Sixth and Third Page Listings

Sixth Page Listings

Example is shown at 100%

WHAT IS REQUIRED FOR YOUR LISTING:

Business Descriptor: **Max 235 characters** (including spaces and punctuation) **Note:** Paragraph breaks are equal to 80 characters
 Bonus offer: **Max 70 characters** (including spaces and punctuation)
 1 landscape image.



PROPERTY NAME

156 Address Street, Suburb
 (03) 1234 6778 or 1800 000 000 | www.websiteaddress.com.au
 info@emailaddress.com.au | Map: Pg 16, C5

Centrally located, the hotel is stylish and welcoming. Refurbished rooms include luxury pillow top beds and free Wi-Fi. Car parking available. Embers bar-pizza-grill offers the best wood-fired pizzas in town.

Bonus: Lorem ipsum dolor sit amet, adipiscing elit.

Third Page Listings

Example is shown at 100%

WHAT IS REQUIRED FOR YOUR LISTING:

Business Descriptor: **Max 825 characters** (including spaces and punctuation) **Note:** Paragraph breaks are equal to 80 characters
 Bonus offer: **Max 140 characters** (including spaces and punctuation)
 2 landscape images
OR
 1 portrait image.
 Your logo or QR code (optional)

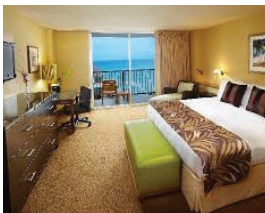


PROPERTY NAME

156 Address Street, Suburb
 (03) 1234 6778 or 1800 000 000 | www.websiteaddress.com.au
 info@emailaddress.com.au | Map: Pg 16, C5

Logo placeholder: LOGO

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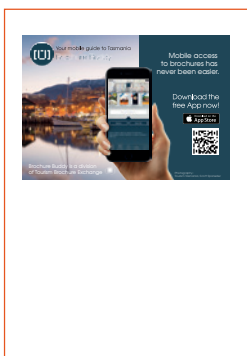
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Bonus: Lorem ipsum dolor sit amet, adipiscing elit.

Details for Artwork Ready Listings

HALF PAGE LISTING

129mm x 90mm
NO bleed required
NO trim/crop marks



FULL PAGE LISTING

148mm x 210mm
 3mm bleed required
NO trim/crop marks

PREMIUM LISTING

148mm x 210mm
 3mm bleed required
NO trim/crop marks

Locations: Inside front, inside back & back covers.



Artwork / Image Requirements for all ad sizes

Please forward completed artwork and all content for smaller listings to info@tasmaniatravelguides.com.au (must be less than 7mb) or send by **WeTransfer** [wetransfer.com] a **FREE** digital delivery service to ads@tasmaniatravelguides.com.au **no later than 16 April 2024**. Photos supplied must be **high resolution**. It is preferable that they are **at least 1mb in file size**. Logos are also required at high resolution and preferably as one of the following vector file types: .eps, .pdf, .ai.

DESIGN SERVICE: If you require graphic design assistance with your half or full page artwork ready listings, please contact our office for a competitive quote on this service.

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