

PROMOTIONAL VOUCHER BOOKLET 2017/18

Coolum Business & Tourism are pleased to again offer the opportunity to advertise in the Little Book of Vouchers. Entering its sixth year, this unique promotional opportunity has been embraced by both locals and tourists alike.

The promotional voucher booklet is A5 size with cut-out vouchers, full-colour advertising opportunities, an events calendar and activities directory.

The voucher booklet has proved a very successful marketing model which offers businesses a tool to showcase an offer or discount on one of the vouchers, directing potential customers straight through the door.

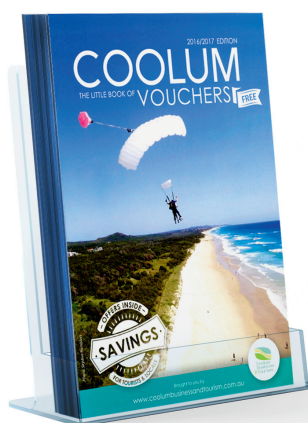
With many of last year's advertisers again supporting the booklet as well as new advertisers and increased editorial, the booklet promises to provide a great overview of what Coolum has on offer.

The booklets will be included in promotional visitor packs for key signature events and also be dropped to brochure displays from Caloundra and Mooloolaba, encouraging people to journey to the Coolum region.

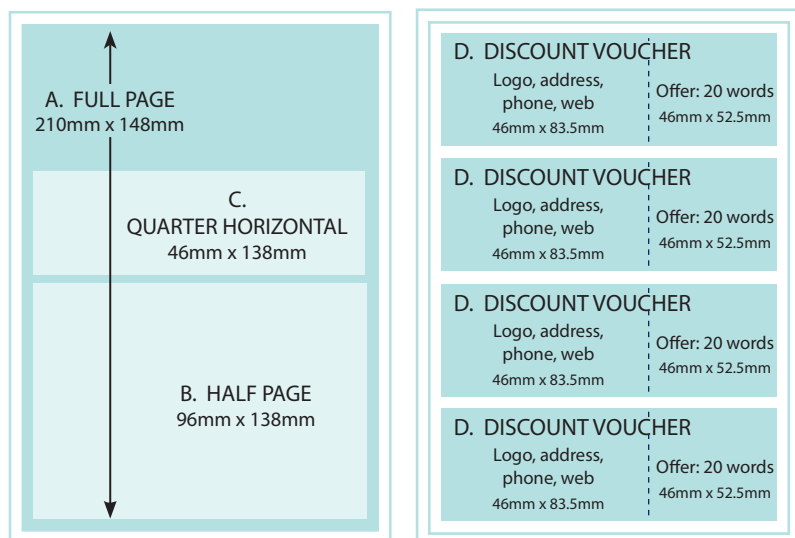
For the first time, we will be inserting the booklet in to the Coolum & North Shore News, ensuring it gets in to homes of over 12,000 readers.

WHAT'S ON OFFER

- 25,000 voucher booklets will be distributed throughout Coolum, through Visitor Information Centres prominent visitor display racks along the coast and inserted in to the Coolum & North Shore News on Friday September 1st, reaching over 12,000 households from Coolum down to Twin Waters.
- Distribution is anticipated to be at the end of August 2017.
- Useful information such as things to do in the area and beyond, a 12-month events calendar, activities listings and emergency numbers are included to increase the longevity of the booklet.
- Advertisers will receive a free listing in the back of the booklet to reference the page number of your voucher or advertisement. Your business will also be referenced on the map.
- If you take a voucher, you can choose what your offer will be – whether it's a discount, buy one get one free or a free add-on. The choice is yours!
- Vouchers must be valid for a 12-month period from September 2017 - end August 2018.



ADVERTISING OPTIONS AND SPECIFICATIONS



All artwork to be provided as high resolution pdfs.

A. FULL COLOUR FULL PAGE

LIVE ART AREA 198mm x 138mm
TRIM SIZE 210mm x 148mm
BLEED 220mm x 158mm

B. QUARTER PAGE HORIZONTAL

46mm x 138mm
Only available with the purchase of a Discount Voucher.

C. FULL COLOUR HALF PAGE

96mm x 138mm

D. DISCOUNT VOUCHER

Single Colour and Perforated
46mm x 138mm

Please provide black and white high res logo, address, phone and website and 20 word offer.

Standard terms and conditions on the back of the voucher will read as follows: Voucher offer expires at midnight on 31 August 2018. This voucher can not be used in conjunction with any other offer. Information correct at time of going to print, Coolum Business & Tourism takes no responsibility for errors or omissions.

ADVERTISING RATES Please indicate how many you would like to book	Member		Non-Member	
	Early Bird	Full Price	Early Bird	Full Price
Multiple Vouchers If you would like to book more than one voucher or you are a community not-for-profit there is a discounted rate	\$270 <input type="text"/>	\$295 <input type="text"/>	\$325 <input type="text"/>	\$360 <input type="text"/>
Discount Voucher	\$325 <input type="text"/>	\$360 <input type="text"/>	\$385 <input type="text"/>	\$425 <input type="text"/>
Quarter Page BONUS OFFER Comes with 1 free voucher	\$655 <input type="text"/>	\$720 <input type="text"/>	\$765 <input type="text"/>	\$840 <input type="text"/>
Half page ad - back half of booklet BONUS OFFER Comes with 1 x free vouchers	\$965 <input type="text"/>	\$1,060 <input type="text"/>	\$1,155 <input type="text"/>	\$1,270 <input type="text"/>
Half page ad - front half of booklet BONUS OFFER Comes with 1 x free voucher	\$1,095 <input type="text"/>	\$1,200 <input type="text"/>	\$1,385 <input type="text"/>	\$1,525 <input type="text"/>
Full page ad - internal BONUS OFFER Comes with 2 x free vouchers	\$1,735 <input type="text"/>	\$1,900 <input type="text"/>	\$2,080 <input type="text"/>	\$2,290 <input type="text"/>
Back cover full page BONUS OFFER Comes with 2 x free vouchers	\$2,695 <input type="text"/>	\$2,965 <input type="text"/>	\$3,245 <input type="text"/>	\$3,570 <input type="text"/>

DEADLINES

Early Bird Booking Deadline

Friday 21st July, 2017

Final Booking Deadline

Friday 4th August, 2017

Artwork Deadline

Friday 11th August, 2017

Launch Date

Monday 28th August, 2017

*All prices include GST. Placements will be scheduled on a first-in basis and Coolum Business & Tourism will determine partner combinations.

Business Name

Contact Name

Phone Number

Email Address

Signature

Please scan and send the completed form to louisa.kneller@scnews.com.au

Terms & Conditions:

1. Claims in advertising must not be false; misleading, deceptive or exaggerated; or negative about another member's product or service.
2. Coolum Business & Tourism takes no responsibility for the content or execution of offers in this publication.
3. We encourage operators to be descriptive to make the deal as attractive as possible.
4. Without prejudice to our other rights, failure by you to comply with any of these content requirements may result in the refusal of permission to advertise in this publication.
5. Coolum Business & Tourism has full editorial control over the content of this publication.
6. Advertisers will pay the amount for inclusion in this publication by 21st July for Early Bird and 4th August for final bookings. Please note payment secures your booking. If payment is not made by these dates your advert will not be included in booklet.
7. Voucher must be valid for a 12 month period from 1st September 2017 to 31st August 2018.

Disclaimer: Components of this Coolum Business & Tourism publication are subject to change and advertising placements may vary. Coolum Business & Tourism takes no responsibility for errors or omissions. This campaign is subject to operator participation.

CoolumNews
& NORTH SHORE

CONTACT For more information, please contact Louisa Kneller at the Coolum & North Shore News on 5440 8007.