



# Advertising Prospectus

PARKS VISITOR GUIDE 2017-18

*including 60 Great Short Walks*





# Your invitation to advertise with Parks

Tasmania Parks and Wildlife Service (PWS) is combining its very popular booklets **Visitor Guide to Tasmania's National Parks and Reserves** and **60 Great Short Walks** into one new visitor guide. The guide is aimed at attracting visitors to Tasmania's world-renowned national parks and reserves.

A limited number of advertising spaces is available in this prime publication and we are seeking expressions of interest from a range of businesses. This includes those licensed to operate in parks and reserves, and others whose businesses cater for park visitors. Selected businesses will have an opportunity to promote their services and to highlight their association with parks and reserves.

This is a great opportunity for advertisers to reach a growing eco-tourism audience. In 2016, some 62 percent of holiday visitors to Tasmania went to a national park (Source: Tourism Tasmania).

The visitor guide is to be printed in September/October 2017, will be 112 pages, A5 size, perfect bound (magazine style) and printed full colour throughout on eco-friendly paper. The print run is 100,000 copies which we estimate will be in circulation for at least 12 months.

The guide will be available for purchase for a low \$4.95 at all TVIN information centres, Service Tasmania outlets, on board the Spirit of Tasmania I & II, and all national park visitor centres and major offices. It will be distributed free of charge to all annual Park Pass holders and will also be available online at [www.parks.tas.gov.au](http://www.parks.tas.gov.au) for free access and download in PDF format.

## Ad options

Three sizes of advertisements are being offered:

Full page	\$1790 ex GST
Half page horizontal	\$990 ex GST
Quarter page horizontal	\$550 ex GST

## To apply

- Fill out the interactive PDF booking form attached, save to your computer desktop and email to: [Stella.Rodriguez@parks.tas.gov.au](mailto:Stella.Rodriguez@parks.tas.gov.au)

OR

- Print and fill out the PDF booking form attached, scan and email to: [Stella.Rodriguez@parks.tas.gov.au](mailto:Stella.Rodriguez@parks.tas.gov.au)

Following submission and acceptance of your application, an invoice for the total cost will be issued. To secure your placement in the publication, payment in full will be due within 30 days of invoice.

## Contact

Should you require additional information or assistance, please contact PWS Marketing and Events Officer, Stella Rodriguez:

Phone: 6777 2181

Mobile: 0427 291 437

Email: [Stella.Rodriguez@parks.tas.gov.au](mailto:Stella.Rodriguez@parks.tas.gov.au)

## Deadlines

**Booking cut-off date:** 5pm Friday 4 August 2017

**Text & photo cut-off date:** 5pm Friday 11 August 2017  
(for quarter & half page ads prepared in-house)

**Artwork cut-off date:** 5pm Friday 25 August 2017  
(for professional ad artwork supplied by an agency or designer)

**Approval cut-off date:** 5pm Tuesday 5 September 2017

## Ad artwork

### SUPPLYING AD ARTWORK

**Sending:** Digital files under 20MB can be emailed to: [Dixie.Makro@parks.tas.gov.au](mailto:Dixie.Makro@parks.tas.gov.au). Files over 20MB can be sent electronically via Dropbox, Hightail or similar delivery services, or on a PC compatible USB drive, CD or DVD.

**Preferred format:** CMYK press resolution PDF.

We recommend all text converted to outlines. Include bleeds and crop marks where required.

**Photographs:** CMYK or greyscale only. Image resolution 300dpi at final size.

**Note: No changes will be made to artwork supplied.**

**Please make sure you send final approved artwork**

### ARTWORK SIZES

**Full page:** 148 mm x 210mm + bleed (5 mm), portrait format only.

**Half page:** 128mm x 90mm, landscape format only.

**Quarter page:** 128mm x 42.5mm landscape format only.

## In-house ad design

Half page and quarter page ads can be formatted free of charge by our in-house graphic designer. In-house ads will follow the templates below and will **not** feature a business logo. If utilising this service, please supply photos, proof-read, final text and contact details. Photos must be supplied as high

resolution (no less than 1MB, no larger than 5MB). Text must be 50 words or less (not including contact details). Email the photos, together with a copy of your completed booking form, to PWS Publications Officer:  
Dixie.Makro@parks.tas.gov.au

### QUARTER PAGE AD



Photo

#### Cradle Mountain Huts Walk

Experience the iconic Overland Track with Cradle Mountain Huts guided walk. Each evening enjoy our private hut accommodation with hot showers, twin accommodation and sumptuous three course meals.

P 03 6392 2211 F 03 6392 2277  
bookings@cradlehuts.com.au www.cradlehuts.com.au  
PO Box 1879 Launceston 7250

**Text**  
45-50 words max.

**Contact details**  
Phone, mobile, fax, email, web, street address.

### HALF PAGE AD



Main photo

#### Cradle Mountain Canyons

The most thrilling experience you will have in Tasmania.

Choose between the adrenaline-packed Dove Canyon – waterfall jumps, natural water slides and abseiling – and the more relaxed Lost World Canyon (available to families with children eight years and up).



2 x smaller photos

Find us next to the Cradle Mountain Visitor Information Centre  
P 1300 032 384  
info@cradlemountaincanyons.com.au  
www.cradlemountaincanyons.com.au

**Text**  
45-50 words max.

**Contact details**  
Phone, mobile, fax, email, web, street address.

## **Our terms and conditions**

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- Booking and artwork needs to be received by PWS Publication Officer Dixie Makro on or before the above cut-off dates. No exceptions.
- Your completed advertisement will be emailed to you as a PDF for approval to proceed. Please reply via email by the approval cut-off date above. Your non-response will be taken as approval to go to press.
- Once your Booking Form has been received, you are required to cover the cost of the advertisement placement. Even if you sell your business prior to publication, you remain responsible for payment.
- No liability will be accepted for any verbal instructions, alterations or cancellations.
- Editorial control remains with Tasmania Parks and Wildlife Service (PWS).
- No liability will be accepted for any loss occasioned by the failure of the advertisement or any part thereof to appear, or from an error in the advertisement.
- There are no discounts for multiple advertisements.
- Advertising orders cancelled after the closing date for participation will be subject to a cancellation fee of 100%.
- Your submission of a completed Booking Form and image is taken as your acceptance:
  - of these terms and conditions
  - that you will take full responsibility for the validity of the content and image in your advertisement.
- PWS reserves the right to close advertising if the available space is filled before Friday 4 August 2017.
- PWS will assess all applications received and applicants will be notified of the result of their application.