

WEST COAST NEW ZEALAND

UNTAMED NATURAL WILDERNESS



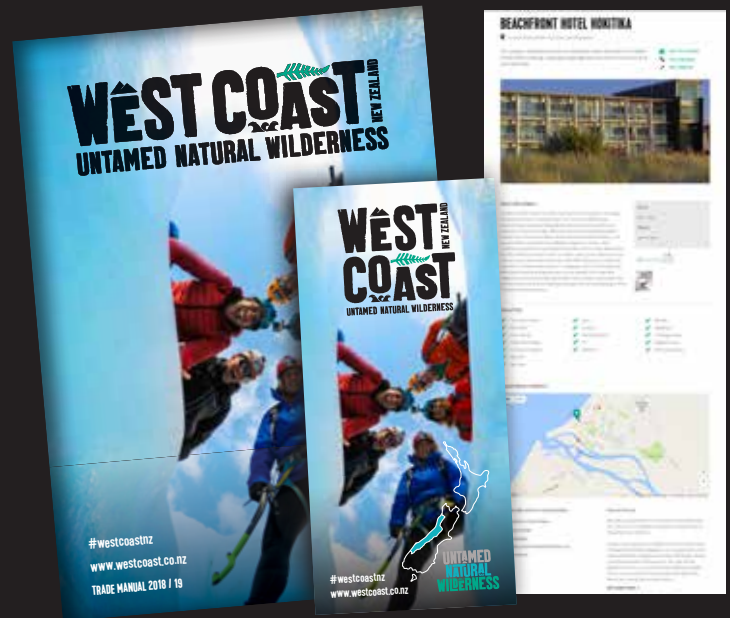
MARKETING PROSPECTUS 2018/2019

We had a massive year we won 2 awards for the West Coast Untamed Natural Wilderness branding. 4 Moving billboards featuring the West Coast.

WHY BECOME A TOURISM WEST COAST MEMBER?

The official West Coast Visitor Guide is the definitive guide to the region - the most important piece of collateral for businesses to advertise in, detailing the widest range of tourism industry product available in one visitor publication.

- The coming year will see more money spent on Tourism than any other time in the past 11 years. 2018/2019 tourism expenditure was \$557m. The West Coast is well on its way to reaching \$1b tourist expenditure by 2025.
- The visitor guide will be extensively delivered nationally and internationally.
- Massive distribution is the key to getting results from visitor guides. The West Coast guide is distributed by Visitor Point, New Zealand Brochures & Distribution to every i-Site in New Zealand plus over 500 brochure racks in motels, hotels, airports, TranzAlpine station, ferries and attractions. This is the key benefit of taking part in the official guide.



TRADE MANUAL

VISITOR GUIDE

WEB LISTING EXAMPLE

ADVERTISING OPTIONS

Advertisement Size	Line Listing	Extra Small ¼ Page	Small ¼ Page	Medium ½ Page	Middle Section Full Page	Front Section Full Page	Back Section Full Page
Price + GST	\$150	\$600	\$1100	\$2100	\$3100	\$3600	\$4000
Cost per copy	\$0.0015	\$0.006	\$0.011	\$0.021	\$0.031	\$0.036	\$0.04
Free ¼ advertisement					✓	✓	✓
A weblisting		✓	✓	✓	✓	✓	✓
Newsletter feature			✓	✓	✓	✓	✓
USB		✓	✓	✓	✓	✓	✓
Trade Manual		✓	✓	✓	✓	✓	✓
Dimensions	87mmx8mm	87mmx21mm	87mmx44mm	87mmx90mm	99mmx210mm with 5mm margins, plus 3mm bleed on each side	99mmx210mm with 5mm margins, plus 3mm bleed on each side	99mmx210mm with 5mm margins, plus 3mm bleed on each side
Criteria	Company name, location and email or phone number	1 image, 20 words	1 image, 50 words	2 images, 60 words			

ADDITIONAL ADVERTISING with any of the above options

+ Weblisting	+ Deal on website	+ Second advert in brochure
\$450 each per annum	\$250 for 6 months	Want the same advert to appear under more than 1 category in the brochure? Then only pay half the price of the original advert.

* Terms and conditions: Only one business can advertise per advert, except full page adverts.

FOR FURTHER INFORMATION PLEASE CONTACT TOURISM WEST COAST

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#WESTCOASTNZ

WWW.WESTCOAST.CO.NZ

