

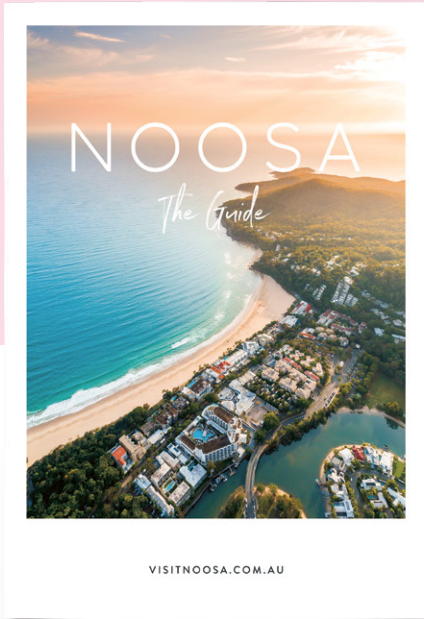
NOOSA

HOLIDAY GUIDE BOOK 2024
ADVERTISING OPPORTUNITIES





NOOSA HOLIDAY GUIDE BOOK



Introduction

The Noosa Guide is the official holiday planning brochure for the Noosa region and is the key tool for visitors planning their holiday to Noosa.

This publication has a contemporary design and fresh editorial complemented by incredible imagery and experiences. This guide covers all the things Noosa is known for – our food scene, stunning natural landscapes, experiences and tours, shopping, villages and a range of quality accommodation.



Distribution

20,000+ COPIES

Visitor Information Centres across Australia

Online - VisitNoosa.com.au website

Key drive locations throughout regional Queensland

By post to visitor enquiries

Delivered to trade partners and visiting media

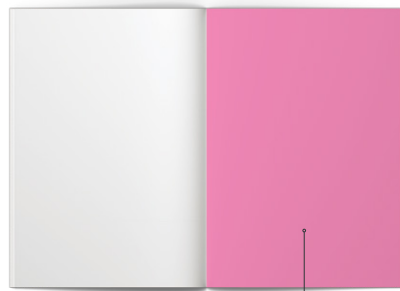
Trade and consumer expos



Display advertising options

Display ads should showcase your service or product with the best possibly imagery, minimal copy and sophisticated style to complement the high-quality design of the guide.

Design service – Important note: For half page ads, the editor may suggest the best proportion for your image/ad to maximise visual appeal.



FULL PAGE WITH BLEED



HALF PAGE TALL



HALF PAGE WIDE



QUARTER PAGE WIDE



Display advertising rates

	ADVERTISEMENT SIZE	OPPORTUNITIES	TRIM (WXH)	BLEED	TEXT SAFE AREA	RATES*
FULL PAGE AD OPTIONS	Back Cover	1	148 x 210 mm	158 x 220 mm	132 x 194 mm	\$2,150 +GST
	Inside front cover and Inside back cover	1 each = 2	143 x 210 mm	153 x 220 mm	127 x 194 mm	\$1,825 +GST
	Before contents	3	148 x 210 mm	158 x 220 mm	132 x 194 mm	\$1,545 +GST
	Standard full page	20	148 x 210 mm	158 x 220 mm	132 x 194 mm	\$1,345 +GST
	Half page wide	30 Choose either orientation	132 x 95 mm	-	-	\$895 +GST
	Half page tall		64 x 194 mm	-	-	
	Quarter page wide	28	132 x 45.5 mm	-	-	\$525 +GST

* The Noosa Holiday Guide has a strict page count for each section and will limit ad placements accordingly. Advertisers must be Tourism Noosa members - see terms and conditions on booking form.



NOOSA HOLIDAY GUIDE BOOK

Artwork specifications

FREE DESIGN SERVICE

- We are providing a free design service for advertisers.
- Please observe the content-supply deadline.
- Please note: All images must be high resolution of no less than 300dpi at actual size.
- Images copied from the internet or file size reduced for emailing are generally not large enough to use.
- Please do not embed images in emails, Word documents or any other documents. Always send images as regular attachments to an email.
- Keep your messaging clear and simple with minimal text to achieve a sophisticated look.

SUPPLIED ADS

- Supply high-resolution PDF files (at least 300dpi).
- Please convert EPS, AI, CDR, PSD, CPT etc., to PDF.
- High-res CMYK TIFs or JPGs are also acceptable, but their quality is often inferior to PDF. Text will be sharpest from a vector PDF.
- Use only CMYK colours for artwork. Convert RGB or spot colours to CMYK.
- Please supply without crop lines and rego marks.
- Include 5mm bleed for full-page advertisements.
- Tourism Noosa can take no responsibility for the print quality of incorrectly supplied artwork.
- We reserve the right to offer a redesign service as we see fit to ensure a premium quality product.

CONTACTS

ADVERTISING SALES

For all initial sales enquiries please contact:

**membermarketing@
tourismnoosa.com.au**

DESIGN

Please send all ad artwork and content to:

Leonie Witten
leonie@tourismnoosa.com.au
0499 886 787

ACCOUNTS

Karon Rogers
karon@tourismnoosa.com.au

Deadlines

Booking deadline	COB Friday 6 October 2023
Content for ad design service	COB Friday 20 October 2023
Supplied advertisement artwork	COB Friday 27 October 2023

Terms and conditions

1. *The Noosa Guide is based on a first-in-best-fit basis. This is at the discretion of Tourism Noosa.
2. Only members of Tourism Noosa may take part in this program.
3. Advertisers must represent:
 - a. A business that is a member of Tourism Noosa; or
 - b. A product of a Tourism Noosa member.
4. Advertisements must not feature or link to a site which refers to any other business that is, or likely to be, a competitor of Tourism Noosa.
5. Claims in advertising must not be:
 - a. False;
 - b. Misleading, deceptive or exaggerated; or
 - c. Negative about another member's product or service.
6. Lack of compliance with any of these requirements may result in the refusal of permission to advertise, or to continue to advertise, in the Noosa Guide.
7. Tourism Noosa has full editorial control over the content of this publication.
8. Payment for inclusion in the publication is within 14 days of invoicing and must be paid prior to the publication being launched.
9. Changes to the Guide schedule due to environmental and market conditions outside of our control may be made at any time at the discretion of Tourism Noosa.

Questions?

PLEASE EMAIL US

membermarketing@tourismnoosa.com.au

Ready to book?

BOOK ONLINE NOW

www.visitnoosa.com.au/members/advertising-opportunities