

7th EDITION

Experience **EVANS HEAD**

NEW SOUTH WALES, AUSTRALIA



experienceevanshead@gmail.com

www.experienceevanshead.com

facebook.com/evansheadbusinesschamber



Visit our website



Follow EHBCC on Facebook



Follow our tourist page on Facebook



Follow our tourist page on Instagram



EVANS HEAD
BUSINESS & COMMUNITY CHAMBER



The Evans Head Tourist Guide is a local Chamber initiative established in 2016. Thanks to local advertisers support 10,000 printed copies are produced & distributed Australia-wide annually, increasing awareness of our area as a holiday destination.

SOLD OUT

PREMIUM ABSOLUTE FULL PAGE

+ FULL PAGE EDITORIAL

210 x 148mm

\$1500

THE PREMIUM PACKAGE - LIMITED AVAILABILITY

- > **Absolute full page, full colour ad** (approx 100 words 4-5 images) on either back cover, inside front or inside back cover.
- > **A full page editorial** (approx 300 words 2-3 images).
- > **Four postings** for your business on Chamber Facebook page over 12 months.
- > **QR CODE** link in printed version & direct hyperlink from online e-mag version to your website or facebook page.
- > **Business Directory Listing** in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
- > 12 months local **Chamber Membership**, an Alliance Partner of Business New South Wales
- > **Television advertising campaign partner**

148mm

210mm

FULL PAGE AD

+ FULL PAGE EDITORIAL

196 x 130mm

\$1100

THE FULL PAGE PACKAGE

- > **Full page full colour ad** (approx 100 words 4-5 images).
- > **A full page editorial** (approx 300 words 2-3 images).
- > **Four postings** for your business on Chamber Facebook page over 12 months.
- > **QR CODE** link in printed version & direct hyperlink from online e-mag version to your website or facebook page.
- > **Business Directory Listing** in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
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130mm

196mm

FULL PAGE AD

HALF PAGE AD

+ HALF PAGE EDITORIAL

95 x 130mm

\$750

THE HALF PAGE PACKAGE

- > **Half page full colour ad** (approx 50 words 2-4 images).
- > **A half page editorial** (approx 75 words 2-3 images).
- > **Two postings** for your business on Chamber Facebook page over 12 months.
- > **QR CODE** link in printed version & direct hyperlink from online e-mag version to your website or facebook page.
- > **Business Directory Listing** in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
- > 12 months local **Chamber Membership**, an Alliance Partner of Business New South Wales
- > **Television advertising campaign partner**

196mm

130mm

QUARTER PAGE AD

45 x 130mm

\$350

THE QUARTER PAGE PACKAGE

- > **Quarter page full colour ad** (approx 30 words 1-2 images).
- > **One posting** for your business on Chamber Facebook page over 12 months.
- > Direct **hyperlink** from online e-mag version to your website or facebook page.
- > **Business Directory Listing** in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
- > 12 months local **Chamber Membership**, an Alliance Partner of Business New South Wales
- > **Television advertising campaign partner**

45mm

130mm

QUARTER PAGE AD

BANNER AD

22 x 130mm

\$250

THE BANNER AD PACKAGE

AVAILABLE TO PREVIOUS BANNER ADVERTISERS ONLY

- > **Black coloured ad** (approx 20 words 1 image).
- > **One posting** for your business on Chamber Facebook page over 12 months.
- > Direct **hyperlink** from online e-mag version to your website or facebook page.
- > **Business Directory Listing** in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
- > 12 months local **Chamber Membership**, an Alliance Partner of Business New South Wales
- > **Television advertising campaign partner**

BANNER AD
22mm

130mm

BUSINESS CARD AD

62 x 38mm

\$200

THE BUSINESS CARD PACKAGE

- > **Reduced business card size ad** (logo & contact details only).
- > Direct **hyperlink** from online e-mag version to your website or facebook page.
- > **Business Directory Listing** in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
- > 12 months local **Chamber Membership**, an Alliance Partner of Business New South Wales
- > **Television advertising campaign partner**

EVANS HEAD
BUSINESS & COMMUNITY CHAMBER



TAKE AN ACTIVE PART IN YOUR FUTURE

Join your local Chamber now!

www.experienceevanshead.com

BUSINESS CARD AD
38mm

62mm

BUSINESS CARD AD

DIRECTORY LISTING

NAME & CONTACT
DETAILS ONLY
\$100

DIRECTORY LISTING ONLY

Those who do not wish to advertise in the Evans Head Tourist Guide but would like to have their details included in the Business Directory can purchase a listing only.

- > **Business Directory Listing** Business name, website, phone number & address text only will be listed in the printed guide & on the Evans Head Business & Community website www.experienceevanshead.com
- > 12 months local **Chamber Membership**, an Alliance Partner of Business New South Wales

BOOKING FORM & ADVERTISING AGREEMENT



The Experience Evans Head Tourist Guide is proudly produced & published by the Evans Head Business & Community Chamber Inc.

CONTACT NAME:

BUSINESS NAME:

BUSINESS ADDRESS:

EMAIL ADDRESS:

PHONE NUMBER:

ADVERTISEMENT DETAILS

AD SIZE		SIZE	COST
	PREMIUM FULL \$1,500 FULL PAGE \$1100 HALF PAGE \$750 QUARTER PAGE \$350 BANNER \$250 BUSINESS CARD \$200		\$
REUSE EXISTING 2021 ARTWORK	NO CHARGE	YES / NO	NO CHARGE
NEW ARTWORK WILL BE SUPPLIED Proof will be supplied	NO CHARGE	YES / NO	NO CHARGE
DIRECTORY LISTING Non Advertisers	LISTING ONLY \$100		
An invoice will be generated for the total amount. Payment terms apply.		TOTAL	\$

Please tick if you require help with your ad artwork. Our designer will contact you.

BOOKING FORM & ADVERTISING AGREEMENT



The Experience Evans Head Tourist Guide is proudly produced & published by the Evans Head Business & Community Chamber Inc.

Final placement, copy and artwork will be to the discretion of the publisher. I agree to the details and cost of advertising in the Evans Head Tourist Guide, seventh edition.

NAME:

SIGNATURE:

DATE: / /

Should you have any further enquiries regarding this booking form and advertising agreement, please contact the Evans Head Business & Community Chamber Inc.

EMAIL: experienceevanshead@gmail.com

PAYMENT METHODS

An invoice will be generated for payment.

We accept:

DIRECT PAYMENT

Please include your invoice number as your reference.

BANK: SUMMERLAND CREDIT UNION

BSB: 728 728 ACCOUNT: 2230 2744

ACC NAME: EVANS HEAD BUSINESS & COMMUNITY CHAMBER INC.

CHEQUE

Payable to EVANS HEAD BUSINESS & COMMUNITY CHAMBER INC.

COPY & IMAGES

You will be contacted shortly to submit copy and images as per the specifications for your ad. Please note that the minimum resolution for images or artwork is 300dpi. If you are supplying your own artwork please see the Press-Ready artwork specifications guide following.

ARTWORK SPECIFICATIONS

Thank you for your interest in advertising in the next edition of "Experience Evans Head Tourist Guide".

If you are supplying your own artwork, you will need to supply a press-ready PDF at the correct size for your ad:

- > Premium Absolute Full Page 210mm (H) X 148mm (W) + 5mm bleed
- > Full Page 196mm (H) X 130mm (W)
- > Half Page 95mm (H) X 130mm (W)
- > Quarter Page 45mm (H) X 130mm (W)
- > Banner Ad 22mm (H) X 130mm (W)

PRINT FILE SPECIFICATIONS

When supplying press ready artwork please ensure:

- > Artwork is correctly sized at 100%
- > Artwork to be supplied as high-resolution, prepress PDF. Low resolution file types such as .jpeg or .png are not accepted and conversion fees will apply if these file types are supplied as your press ready PDF
- > Colours are CMYK (no RGB, Pantone or spot colours - these will be automatically converted to CMYK)
- > Solid black areas are rich black rather than just 100% black, a good colour breakdown for rich black is 40-40-40-100
- > Black text is 100% black only & set to overprint
- > All fonts/text are embedded or converted to curves/paths/outlines
- > All transparency effects are flattened
- > Images/photos are at high resolution (no less than 300 dpi at 100% scale)

IMPORTANT > We cannot accept any Microsoft suite files (word, publisher, powerpoint etc). Files created using word processing programs, such as these, are unstable, unreliable and not suited or accepted as press ready print files. Conversion fees will apply if these files are supplied.

- > If you need help let us know. Email admin@experienceevanshead.com