

Publication	Media Channel	Co-op Advertising Opportunity	Description	Distribution	Bookings by	Cost	Comment
Marketing Collateral							
Destination Guide	Print	Product advertising in annual Mandurah & Peel Holiday Guide	Annual Holiday Planner for Mandurah & the Peel Region		30-Sep-16	from \$395 - \$3,300/year (depending on ad size)	Members of the Mandurah Visitor's centre will get a 10% discount
Advertising and Campaigns							
Hello Perth	Print	Product advertising in Hello Perth Magazine Spring issue (Sept - Nov 2016)	quarterly magazine; premier free visitor guide to Perth & Fremantle	75,000 printed copies of the magazine will be widely distributed at outlets like: • Perth International and Domestic Airport • Great Southern Rail • Cruise Ships • Metropolitan and Regional Visitor Centres • Perth Convention Bureau (Inclusion in Conference Packs) • TWA Offices: China, Singapore/Malaysia, New Zealand.	13-Jun-16	\$200 per quarter	MAPTO, in collaboration with Hello Perth, offers businesses a very cost-effective advertising opportunity. In order to enable more operators to advertise in this publication, MAPTO has negotiated 1 x double page spread in the magazine featuring 10 participating businesses. MAPTO subsidises the cost enabling businesses to advertise their product for only \$200 per print listing which includes: - a photo - 40-50 words of text - contact details - website listing on www.helloperth.com.au - pages on the Hello Perth Android and Apple Apps - social media promotion
		Product advertising in Hello Perth Magazine - Summer issue (Dec 2016 - Feb 2017)			15-Oct-16	\$200 per quarter	
		Product advertising in Hello Perth Magazine - Autumn issue (March - May 2017)			10-Jan-17	\$200 per quarter	
		Product advertising in Hello Perth Magazine - Winter issue (June - Aug 2017)			06-Apr-17	\$200 per quarter	
What's On	Print	Product advertising in What's On Perth Guide (issues: September, October, November)	monthly free visitor guide for Perth area	Distributed to over 250 locations throughout Perth & Fremantle Metropolitan region incl. hotels and tourist attractions	01-Aug-16	\$200 per quarter	MAPTO, in collaboration with What's On Perth Guide, offers businesses a very cost-effective advertising opportunity. In order to enable more operators to advertise in this publication, MAPTO has negotiated 1 x double page spread in the magazine featuring 10 participating businesses. MAPTO subsidises the cost enabling businesses to advertise their product for only \$200 per print listing per quarter.
		Product advertising in What's On Perth Guide (issues: December, January, February)			01-Nov-16	\$200 per quarter	
		Product advertising in What's On Perth Guide (issues: March, April, May)			1-Feb-17	\$200 per quarter	
		Product advertising in What's On Perth Guide (issues: June, July August)			1-May-17	\$200 per quarter	
Caravanning Australia	Print	Co-op print advertising in the Caravanning Australia Magazine - Spring issue 2016	quarterly magazine	The national quarterly magazine with a readership in excess of 100,000 is a trusted source of travel information for the growing number of caravanners, motorhome owners and fifth-wheelers around Australia.	13-Jul-16	\$150 per quarter	Full-page co-operative advertising opportunity enabling businesses to take up a spot at a reduced rate. There will be space for about 6 businesses to be listed with a photo, 40 words of text and contact details (website, phone no.).
		Co-op print advertising in the Caravanning Australia Magazine - Autumn issue 2017			1-Feb-17	\$150 per quarter	
Radio (Stations: Mix94.5 and hit92.9)	Radio/Digital	Opportunity to provide vouchers that can be added to prize packages to be used for radio prize giveaway promotions. Businesses will be featured on the competition entry page on the radio station's website.	subject to confirmation. Businesses will be informed by MAPTO when opportunity arises.				
Website & Digital Marketing							
Consumer e-newsletters	Digital	Product and event promotion / Promotion of seasonal offers and hot deals	monthly		ongoing	FREE	
Seasonal website features	Digital	Product and event promotion / Promotion of seasonal offers and hot deals	Website features for: - School Holidays - Winter - Summer - Special Days (Mother's Day, Father's Day) - Valentine's Day		ongoing	FREE	
RAC	Digital	RAC Travel manages an initiative termed the Travel Member Benefit program (http://rac.com.au/travel/australia/discounted-attractions-and-gift-vouchers/travel-member-benefits) which offers the RAC membership base (more than 850,000 members) a wide selection of tourism offers within WA. Businesses can get involved by: Providing an exclusive deal that is valid to RAC members only, whether that be discounts or value adds. Offers should be predominately annual offers. RAC is happy to add additional listings for additional short-term offers (minimum 3 months) and will provide you with prime space on their eDMs (e-newsletters). All listings on the RAC Travel Member Benefit page are free and are promoted bi-monthly through RAC's digital marketing channels that reach as much as 150,000 - 350,000 members. To submit your deal with the RAC, please email Alyssa Sangrigoli, RAC Tourism & Events Assistant at Alyssa.Sangrigoli@rac.com.au			no deadline / ongoing opportunity	FREE	RAC Travel Member Benefit page are free and are promoted bi-monthly through RAC's digital marketing channels that reach as much as 150,000 - 350,000 members.