



Cooperative Marketing Opportunities

East Coast Tasmania

Valid to 30 June 2020

Why join with us?

We are in exciting times for the east coast of Tasmania with a thriving visitor economy and a high level of business confidence.

We can help you reach potential visitors –

- We have almost 60,000 followers on social media (Facebook and Instagram)
- We have a database of consumers who've asked us to keep them informed about what's on offer on the East Coast
- More than 160,000 unique visitors to our website each year (that's over 17,000 visitors per month)

The Opportunities

Advertise on the East Coast Tasmania website

Visitation to our website www.eastcoasttasmania.com have grown rapidly over the past few years. Over the twelve months:

- **209,000 site visits (17,416 per month, 4,019 per week)**
- **160,000 unique visitors**
- **381,761 page views**
- **85.63% of visitors are from Australia**
- **Average time on page 2:13 minutes**
- **Increasingly people are accessing our site from a mobile (48.2%), 12.6% from a tablet, 39.2% desktop**

Our website is a great place to profile your business. While there are places to profile your business for free, we also have paid spots to ensure more people see what you have to offer.

But first, here are a few important tips to note when creating your ads.

You will get best results if your website is mobile responsive

60.8% of our visitors over the past 12 months have viewed our website from either a mobile phone or a tablet. That means if they link from our site to yours, then they are also going to view your website on a mobile device.

Therefore, in order to get a positive result when they land on your website it should be mobile responsive. This simply means that your website is designed to scale appropriately when viewed on smaller screens.

Research has shown that most people when visiting a website on a mobile device that has not been designed for a mobile will not spend any time there. Research also suggests they will not look that website up when they eventually get to a desktop computer. If your website is not mobile responsive you are at significant risk of not engaging visitors using a mobile device to view your website.

Professionally design your ads

Ads that are professionally designed always perform better and receive higher click through rates. When preparing your ads invest a little bit of money in designing them professionally with engaging images and a clear compelling message.

Choose your call to action and link strategically

When designing your ad be really clear where you want to direct your potential customers and what you want them to do when they get there. Very rarely is your homepage the best place to link to from your ad. Choose a specific sales page that clearly shows the visitor what you want them to do. If you are offering a special, it is best to take them directly to that sales page.

Please note that we host the Visitor Information Centre's online booking system on our website and you can link directly to that if you have signed up with them to make bookings on your behalf.

Opportunity 1

Premium placement on website home page

The Premium Placement ads are prominent on our homepage as well as every other page on a rotational basis except for the blog. They are large, upfront and highly visible. With the current website traffic there is the potential for your ad to be seen by more than 17,400 people per month. If your ad is engaging, interesting and professionally designed you can maximise your click throughs to wherever you would like to lead them.

Size: 370px wide by 250px high

Limit: 9 spots available

Cost: \$165 + GST per month on a 3 month contract.

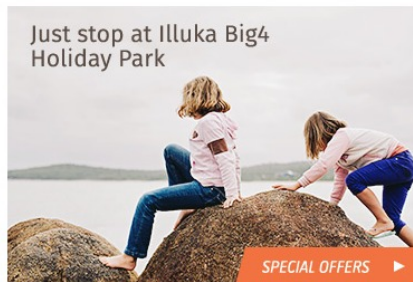
CTA: You can link to your website, sales page, a page on our site, or the Visitor Centre booking system (also hosted on our site).

FEATURED



An amazing place to stay and connect with the coast.

BICHENO BY THE BAY ▶



Just stop at Illuka Big4 Holiday Park

SPECIAL OFFERS ▶



Freycinet Marine Farm offers an exceptional seafood experience

ARRANGE YOUR VISIT ▶



Swansea Motor Inn. Just stop & enjoy an ocean view

SPECIALS FROM \$65PN ▶



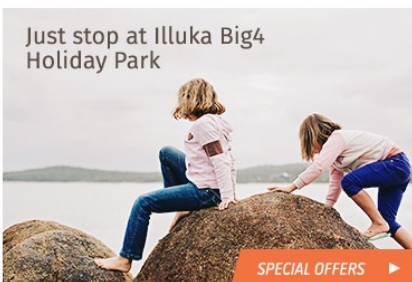
Your unforgettable experience starts here with Wineglass Bay Cruises

WINEGLASSBAYCRUISES.COM ▶



Windsong, the perfect place to escape & explore East Coast Tasmania

FIND OUT MORE ▶



Just stop at Illuka Big4 Holiday Park

SPECIAL OFFERS ▶



An amazing place to stay and connect with the coast.

BICHENO BY THE BAY ▶



Swansea Motor Inn. Just stop & enjoy an ocean view

SPECIALS FROM \$65PN ▶

Opportunity 2

Travel Deal Ad - Website Home Page

The travel deal ads on the front page (and on town pages) are another great place to let prospective customers know about your special deals. They include a thumbnail image, a heading and a few lines of detail. These ads then click through to your website or the Visitor Centre booking page on our website where you can include more detail and invite people to book or enquire. In the past travel deal ads on our website have received more than 20 leads per week.

Size: Ad size 570px wide x 180px high. Image size 270px X 180px.









Text: Heading 6 - 8 words. Body 10 - 15 words.

Limit: 10 spots available

Cost: \$155 + GST per month on a 3 month contract.

CTA: You can link to your website, sales page, a page on our site, or the Visitor Centre booking system on our website.

TRAVEL DEALS

	<p>WHITE SANDS ESTATE</p> <p>School Holidays and Specials Stay 4 nights and pay 3 nights or Stay 7 nights and pay 5 nights. (Stay pay offer is based on best available rates and twin share.)</p> <p>BOOK NOW</p>		<p>SALTWATER SUNRISE</p> <p>Saltwater Sunrise is an indulgence for the body, mind and soul. There are three separate and private, luxurious villas, all with glorious oceanfront views.</p> <p>BOOK NOW</p>
	<p>BEAUMARIS BEACH PAD</p> <p>The Beaumaris Beach Pad is your coastal retreat, perfectly positioned across from the pristine surf beach of Beaumaris on the sunny north east coast of Tasmania.</p> <p>BOOK NOW</p>		<p>FOUR MILE CREEK B & B</p> <p>Four Mile Creek B&B is located on a bush block on the East coast of Tasmania. It has two in-house suites and one self contained studio apartment which has ...</p> <p>BOOK NOW</p>
	<p>WHITE SANDS ESTATE</p> <p>School Holidays and Specials Stay 4 nights and pay 3 nights or Stay 7 nights and pay 5 nights. (Stay pay offer is based on best available rates and twin share.)</p> <p>BOOK NOW</p>		<p>SALTWATER SUNRISE</p> <p>Saltwater Sunrise is an indulgence for the body, mind and soul. There are three separate and private, luxurious villas, all with glorious oceanfront views.</p> <p>BOOK NOW</p>
	<p>BEAUMARIS BEACH PAD</p> <p>The Beaumaris Beach Pad is your coastal retreat, perfectly positioned across from the pristine surf beach of Beaumaris on the sunny north east coast of Tasmania.</p> <p>BOOK NOW</p>		<p>FOUR MILE CREEK B & B</p> <p>Four Mile Creek B&B is located on a bush block on the East coast of Tasmania. It has two in-house suites and one self contained studio apartment which has ...</p> <p>BOOK NOW</p>

Opportunity 3

Email advertising

Email marketing continues to be one of the most successful forms of digital marketing across all industries. It is highly targeted and has a much higher return on investment than social media. Once per month we will email our growing consumer database highlighting featured products from the region. The database currently has just under 3000 subscribers who have signed up because they are highly interested in travelling to the region and have asked to be kept up to date on offers and developments.


Size: 600px by 600px

Limit: 6 spots available per month

Cost: \$200 + GST

CTA: You can link to your website, sales page, a page on our site, or the Visitor Centre booking system on our website.

Sample ad



Promotional heading

You get three lines of text to let people know what you are offering, and then link to either a sales page on your website or on our website. Images need to be 600 x 600 pixels.

What to do next

1. Decide what opportunity best fits with your business
2. Contact us if you have any questions
3. Read the terms and conditions below
4. Design your ad
5. If you are placing an ad on our website, set up the location you will link to
6. Send it to us for publishing

Contact

Alison Wallace, 0419 090 245, alison@eastcoasttourism.com.au

Application Form

CONTACT INFORMATION

BUSINESS NAME	
CONTACT NAME	
EMAIL	
PHONE	

DAP Group/Chamber/LTA MEMBERSHIP (please tick)

Orford / Triabunna Chamber of Commerce / Spring Bay Tourism	
Swansea Chamber of Commerce / DAP Group	
Freycinet Association / DAP Group	
Bicheno Community Development Association /DAP Group	
Break O'Day Chamber of Commerce and Tourism	
Tourism business operating State wide	

PREFERRED ADVERTISING OPTION (please tick)

Premium Placement on Website homepage	\$165 / month, 3 month contract, 9 available	
Travel Deal Ad - Website Home Page	\$155 / month, 3 month contract, 10 available	
Email advertising	\$200/ month, 6 spots available per month	

Note: Prices are exclusive of gst

AGREEMENT TO TERMS AND CONDITIONS

I agree to the terms and conditions outlined in this document (please sign below)

Signature

Print Name Date

PAYMENT

Invoices will be sent on acceptance of this Application and must be paid in full before any advertising will be placed. Print, sign, scan and email this page to alison@eastcoasttasmania.com.au or mail to Alison Wallace, East Coast Tourism, PO Box 115, Bicheno 7215

Terms & Conditions

The terms and conditions hereof form part of this Contract and the Client agrees to be bound by the terms and conditions whether or not the Client has signed this contract. The Client requests East Coast Tourism to insert, and agrees to pay for as herein provided, these items of advertising in the Online Cooperative Marketing prospectus. The Client warrants that the Client personally has the authority to request and agree to pay for such advertising and enter into this contract.

1. CONDITIONS OF ADVERTISING

- i) All advertising material is accepted subject to approval and may be rejected at the discretion of East Coast Tourism, Inc (hereinafter referred to as ECT), at any time and without giving any reason.
- ii) While every endeavor will be made to ensure the participation in all campaigns will be in accordance with instructions no liability will be accepted for any loss occasioned by error, omission, misplacement or otherwise and whether as a result of negligence or any other cause.
- iii) The placement of all advertising content is at the sole discretion of ECT. ECT may alter advertisements, including text, to fit any particular style concept relating to design or editorial.
- iv) ECT may place advertisements as it considers appropriate and in any position considered appropriate. ECT may place the word "advertisement" in any copy which in its opinion closely resembles editorial matter.
- v) ECT shall not be liable to correct any error, omission, misplacement or other failure to comply with instructions or be required to notify any such matter to any person.
- vi) ECT may alter any advertising material supplied in order to conform to publishing requirements without being responsible for any loss or damage.
- vii) ECT may delete or alter (wholly or in part) any advertisement without notice or compensation to comply with any requirement or standard relating to publication Advertising material whether imposed by ECT or any other person.
- viii) No advertisement will be placed until payment in full has been received.

2. WARRANTY

- i) The Client and the Agent, if any, each warrant that the advertising and its contents are true and correct in all respects, that they are in no way misleading or deceptive or otherwise contrary to any provision of the Trade Practices Act, that they comply with all relevant laws and that publication of the material will not infringe on the rights of any person nor give rise to any rights against or liabilities in ECT or any servant or agent of ECT.
- ii) The Client and the Agents, if any, each warrant that it is the owner of or has the right to use any business name, trade mark, photograph, illustration or the like included in the advertisement. Each warrant that it is authorised to advertise all businesses, products and services referred to in the advertisement.

3. INDEMNITY

- i) The Client and Agent, if any, each indemnify ECT and its editors, proprietors, servants and agents against all liability, claims or proceedings whatsoever arising from the publication of copy.

4. LIMITATIONS OF LIABILITY

- i) Provision of the Trade Practices Act may apply to this contract and imply warranties, in particular a warranty that services to be provided by ECT under this contract will be provided with due care and skill (Section 74). This contract must be read subject to any such provision.
- ii) Where Section 74 of the Trade Practices Act of any like provision applies the liability of ECT is to be limited to the supplying of the services again or the payment of the cost of having the services supplied again.
- iii) Subject to clause 4. i) all conditions and warranties, expressed or implied, whether arising by statute or otherwise, as to the matter of provision or failure to provide the services under this contract by ECT are excluded. Without limitation, ECT shall not be liable for any loss or damage arising from the publication of the advertisement or any failure of the advertisement to appear in committed campaigns whether caused directly or indirectly by delay, error, omission, negligence or otherwise.

5. PAYMENT

- i) The Client shall pay the price of the advertisement appearing on the face of this document by the time stipulated.

6. WITHDRAWAL OF ADVERTISEMENT

- i) If any artwork, photography, copy, editorial or the like required for the advertisement is not provided to ECT by the material deadline date ECT may cancel the order and the client will forfeit their payment.
- ii) The Client may withdraw an order prior to the order deadline date by notice in writing. In such case the Client will be liable only for an amount equal to 7.5% of the price of the advertisement together with the cost of any design, type-setting, scanning, artwork, bromides and the like incurred to the date of the receipt of notice.

7. AUTHORITY OF AGENT

- i) The Agent warrants that is has the authority of the Client to enter this contract.
- ii) The Agent is personally liable for payment.

8. INTELLECTUAL PROPERTY

- i) The Client and the Agent each assign to ECT copyright in the advertisement and in all artwork and the like supplied to ECT.

9. MISCELLANEOUS

- i) This contract constitutes the entire agreement between the parties and may be amended only in writing.
- ii) This contract is to be governed the Tasmanian Laws and the parties consent to the non-exclusive jurisdiction of the Courts of the State in respect of any dispute.
- ii) No objection shall be taken by the parties to the issue of any claim out of the Magistrates' Court registry where such claim refers to this contract
- iii) ECT may assign its interest in this contract without the consent of the Client.