

Let's Go Caravan and Camping

WA Southern Adventures

On Sunday 5th October 2014, the Caravan Industry Association WA in partnership with Tourism WA and The Sunday Times will publish a special 56 page gloss magazine to promote caravan and camping escapes in Southern WA.

This is a Western Australian State Government initiative, funded by the Royalties for Regions program.

Don't miss this great opportunity to increase sales and drive readers to your business. **Find out more....**



Image: Meelup Beach Road, near Dunsborough ©Tourism Western Australia

Let's Go Caravan and Camping

This Government initiative and Industry funded glossy coffee table product will provide information on Caravan and Camping holiday adventures, accommodation providers and suppliers to the industry. This edition, the first of two will provide a focal point for all destinations South of Geraldton & Kalgoorlie. Our second edition, published in May will focus on the Northern Region of WA.



Benefits of Advertising in this exclusive guide:

- Let's Go Caravan and Camping will be inserted into The Sunday Times and on PerthNow reaching **1.5 million** highly engaged West Australians.
- The magazine will be supported with an investment from Industry of over \$50,000 in promotional advertising through a combined campaign of online, radio, and press media, prior to publishing.
- Enquire about our special volume discount when booking into two or more editions.

Booking incentive

WIN
A CASE
OF WINE

Book your advertisement prior to July 31st and go into the draw to **WIN** a case of wine

Draw closes at 5pm, Thursday 31st July 2014 with prize drawn at 4pm, Friday 1st August 2014. Winner will be notified by phone or email with delivery/collection by the 30th August 2014.

Deadlines:

Booking: 4pm Wednesday, Sept 3rd

Cancellation: 4pm Thursday, Sept 4th

Material: 4pm Friday, Sept 5th

For further information or to book your advertising, please complete and sign the attached booking confirmation form and send to:

Julie Johnson

E: julie.johnson@news.com.au

F: (08) 9326 8100 P: (08) 9326 9832

Linda Psanoudakis

E: linda.psanoudakis@news.com.au

P: 9326 9318

Image: Blackwood River campsite, near Augusta ©Tourism Western Australia

Let's Go Caravan and Camping



The Sunday Times and PerthNow talk to over 1.5 million highly engaged readers every week in a planning and buying mood.

A bit about us...

The Power of Sunday

Time reading the papers on a Sunday is not just a weekly event, but a well guarded cultural ritual. This means people are more engaged in content and more likely to see your ad:

- Readers spend an average of **83** minutes reading The Sunday Times
- **72%** have time to read the paper on a Sunday

And it's not just the fact they have time to read and absorb information, they also have time to consider and act on it too:

- **77%** have personal time for themselves on a Sunday.
- **80%** get to relax and unwind on a Sunday, *compared to 20% on a Saturday*
- **82%** plan for the week ahead on a Sunday, *compared to 18% on Saturday*
- **44%** shop for household furniture, *compared to 28% on Saturday*

All this makes The Sunday Times the ultimate vehicle to launch a campaign, raise and maintain brand awareness or generate response.

Our Audience Love To Travel

75% of The Sunday Times and PerthNow audience intend to travel within their home state in the next 12 months

Families:

- **More than half** (808,000) of our readers have children living at home
- **More than a million** (1.158) readers like to experience new and exciting places
- **883,000** readers disagree 'a holiday must involve travelling overseas'

Grey Explorers:

- **416,000** readers are retired and grandparents
- In the next 12 months **888,000** readers intend to travel within WA by motor vehicle
- We reach **767,000** people who prefer quiet, out of the way places

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending March 2014, WA people 14+.



Advertising Options and Prices

6 UNITS (Quarter page)
Height 62mm Width 190mm

\$1346 (exclusive GST)

12 UNITS (Half page)
Height 126mm Width 190mm

\$2380.50 (exclusive GST)

24 UNITS (Full page)
Height 255mm Width 190mm

\$4243 (exclusive GST)

Booking Confirmation *Let's Go Caravan and Camping*

Please complete a separate form for each advertisement required.

Complete your details and return by Wednesday, 3rd September 2014 to book your advertisement.

Company Name: _____

Contact Name: _____

Postal Address: _____

P/code: _____ Tel: _____ Fax: _____

Email: _____ Mobile: _____ ABN: _____

Let's Go Caravan and Camping advertising requirements: (please tick) All prices exclude GST.

☐ Back Cover \$5692 ☐ 24 Unit \$4243 ☐ 12 Unit \$2380.50 ☐ 6 Unit \$1346

Payment by Account

If you have an account with The Sunday Times please supply your account attached.

Account number: _____ Or to set up an account please complete the credit application enclosed.

Credit Card Payments

☐ M/card ☐ Visa ☐ Amex ☐ Diners

Card No

Exp _ _ / _ _ / _ CVV

Cardholder Name : _____ Amount: \$ _____

Note: A tax invoice will be issued after publication.

Agency Details

Creative

Company: _____

Contact: _____

Phone: _____

Email: _____

Billing

Company: _____

Contact: _____

Phone: _____

Email: _____

Please sign and fax to (08) 9326 8100 or email to: julie.johnson@news.com.au

I/we would like to confirm my/our booking in the *Let's Go Caravan and Camping* Magazine inserted in The Sunday Times on Sunday, 5 October 2014.

Signed: _____ Name: _____

Date: _____

Digital Delivery of Complete Ads *Let's Go Caravan and Camping*

Client using addrop: **Uploading press ready PDF**

How to access and use addrop:

You will need an internet connection and a browser such as Firefox or Internet Explorer.

When can you upload your pdf:

When you receive an email from News Limited [Diagram A], follow the simple instructions below to upload your Press Ready PDF:

1. Under the Advertisement Upload Link heading, click on the first embedded link (Circled on DIAGRAM A).
2. This will launch an AdDrop page on your Internet browser and will automatically pre-populate with all your booking details. [Diagram B]
3. Check to ensure that booking details are correct. Contact your Sales Representative/Support if the booking details are incorrect.
4. For Multiple Paper Advertisements, provide detailed instructions in the [Additional Comments] field.
5. Fill in the mandatory [Your Phone No & Email] fields.
6. Under the [Attach File For Transmission] heading, Click on [Browse] to locate your press ready PDF file.
>> The uploaded PDF will automatically be renamed to News Limited requirements.
7. Click on [Upload File Now] to upload, or you can select [Reset Form] to clear all fields and start again.
8. Follow the checklist and click OK. [Diagram C]

Note: If the required information is not fully completed, you will be prompted by a message listing the required fields. [Diagram D]

Please contact Ad Services on 1300 557 418 if you require any further assistance.

[Diagram C]

[Diagram D]

[Diagram A]

[Diagram B]

If uploading your artwork via Quickcut, Adsend or Digital Ads

Select Publication D within The Sunday Times magazines publication list

Adsend – Sunday Times Perth – Magazines – Pub D – Module Sizes Caravan

Quickcut/Quicksend/Digital Ads – Sunday Times Perth – Magazines – Pub D – Custom sizes

ADSEND

To send your ad via Adsend (formally known as Websend) you need to log-in to their website below, register as a sender, create an account and follow the prompts. Be sure to select The Sunday Times as the publication you are sending to. Within the Sunday Times publication you will have the option to upload ads under newspapers or magazines.

Website: www.atsend.com.au

Phone: (Tech Support) 1300 798 949

Email: support@atsend.com.au



To send your material via Quickcut, you will need to have their software installed. Alternatively as a one off or casual sender you can register with quicksend. Simply log-on to the web address below and select Quicksend Australia as your log-in. From there it's just a matter of filling out the register and following the prompts.

Website: www.adstream.com.au

(Click on Quickcut link)

Phone: Adstream Tech Support

(02)9818 7454 (02) 9467 7500

Email: enquiries@adstream.com.au



Just visit their website, register your details and follow the prompts.

Website: www.digitalads.com.au

Phone: (02) 9818 1965 after hours

Email: info@digitalads.com.au

Images 240dpi

Total CMYK ink limit 280%

Colour settings and job options can be provided.

Please direct any further queries to:

QC Support

Phone: (02) 9689 5586 or 1300 557 418

Email: QC.support@news.com.au