

Advertising
booking deadline
8 December 2023

Redlands Coast

Visitor Guide

Advertising & Media Kit
2024



Redlands
coast



Redland
CITY COUNCIL

visitredlandscoast.com.au

A man and a woman are seen from behind, looking out at a beautiful coastal scene. The man, on the left, is standing and wearing a grey t-shirt, olive pants, a brown cap, and sunglasses. The woman, on the right, is sitting on the grass wearing a white tank top, blue jeans, and a brown hat. They are both looking out at a turquoise ocean with white waves crashing onto a sandy beach. The sky is a clear, vibrant blue. In the foreground, there is some dry, brown vegetation and a large, spiky plant on the left side of the frame.

Redlands Coast

For a whole new world of coastal and hinterland discovery, get to know Redlands Coast, an idyllic bayside destination in South East Queensland.

From the welcoming stretch of coastal villages and unspoilt bushland on the mainland, to the crystal blue waters of southern Moreton Bay and its surrounding picturesque islands, a visit to Redlands Coast is about embracing simplicity, beauty, and the great outdoors.

Come visit

Come connect to the tides of calm on Redlands Coast, where staying, playing, exploring and discovering are naturally wonderful parts of life.

A new and exciting Redlands Coast Visitor Guide. An unmissable marketing opportunity.

The second edition of the Redlands Coast Visitor Guide is coming soon. As the premier tourism publication across Redlands Coast, it offers local businesses a fantastic opportunity to showcase their product or service to the Redlands Coast tourism market in a cost-effective print and online publication.

The Guide

The exciting new look Redlands Coast Visitor Guide will be published in A5 booklet format with an initial print of 50,000 copies. The guide will be published for one year.

It will be distributed around Redlands Coast and major surrounding tourist hubs including:

- *Brisbane domestic and international airports*
- *Brisbane Visitor Information Centre*
- *Accredited visitor information centres throughout QLD and northern NSW*
- *Redlands Coast Visitor Information Centre*
- *Local tourism operators*
- *Local businesses*
- *Domestic trade events/shows*
- *Redland City Council events*
- *Online at visitredlandscost.com.au*

Editorial focus and design

The Redlands Coast Visitor Guide will support tourism destination marketing of Redlands Coast to inspire locals and visitors from overseas, interstate and South East Queensland to explore the hidden treasures and little adventures of the closest coastal getaway from Brisbane.

It will provide a comprehensive summary of all the very best of naturally wonderful Redlands Coast including:

- *The unique villages and magnificent islands (with features on North Stradbroke Island/Minjerribah, Southern Moreton Bay Islands and Coochiemudlo Island)*
- *The spectacular natural attractions and wildlife on offer*
- *The spirit of the Quandamooka Aboriginal culture*
- *Outdoor and coastal adventures and activities*
- *The emerging culinary culture and the abundance of fresh local produce*
- *The vibrant and unique boutique shopping and health and wellness services*
- *Rich heritage and creative arts*
- *A showcase of major events.*

The Visitor Guide design will be fresh, modern and stylish in keeping with Redlands Coast. It will have a coffee table book appeal – to be a must-have keep sake for visitors.

All advertising material will be developed by designers in line with the overall style and feel of the Redlands Coast Visitor Guide.

Website

The Redlands Coast Visitor Guide will be made available as a digital publication on Redlands Coast destination tourism website **visitredlandscost.com.au**. You can view the previous version [here](#).

Contributors

The Redlands Coast Visitor Guide will be supported by editorial contributions from local ambassadors that support the promotion of Redlands Coast tourism industry.

2024 Ad Rates and Sizes

Editorial Section

Double page (option to include both editorial and images)	\$2,340	296mm (w) x 210mm (h)
Full page	\$1,300	148mm (w) x 210mm (h)
½ page	\$780	132mm (w) x 95mm (h) 64mm (w) x 194mm (h)
¼ page	\$455	132mm (w) x 46mm (h) 64mm (w) x 95mm (h)
Modular	\$358	64mm (w) x 46mm (h)

Accommodation Guide

There will be a separate advertising opportunity for local accommodation suppliers in a directory style part of the Redlands Coast Visitor Guide for accommodation on Redlands Coast.

Full page	\$1,300	148mm (w) x 210mm (h)
½ page (horizontal)	\$780	132mm (w) x 95mm (h)
¼ page (vertical)	\$455	64mm (w) x 95mm (h)

Please note that all rates are quoted exclusive of GST.

Specifications

All ad copy and images must be supplied to the correct and instructed specifications on the date advised by Redland City Council when confirming your booking.

Design of the ad will be completed by Redland City Council with a proof provided for approval. All design will be managed by Redland City Council to keep a consistent design style throughout the guide. Redland City Council will determine the most suitable size, orientation and placement of ads based on availability.

Redland City Council has the final approval on all ad copy and images supplied for the Redlands Coast Visitor Guide.

Cancellations cannot be accepted after the booking deadline.



All images supplied should be no less than 300 dpi at the full size of the intended image.



To avoid colour variance supply your image as CMYK. Any RGB images supplied will be converted to CMYK at the risk of the image owner.



We will only accept JPG, TIFF or EPS files. We will also accept AI files for logos or vector artwork.

Redlands Coast Visitor Guide 2024 Advertising Booking Form



Name:

Title:

Company:

ABN:

Address:

Postcode:

Phone:

Mobile:

Email:

Name of business to feature in advertising booking:

Redlands Coast Visitor Guide Editorial Section booking:

Ad Specification	Price	Units
Double page (option to include editorial and images)	\$2,340	<input type="text"/>
Full page	\$1,300	<input type="text"/>
½ page	\$780	<input type="text"/>
¼ page	\$455	<input type="text"/>
Total cost (exc GST):		
Total cost (inc GST):		

Redlands Coast Visitor Guide Accommodation Guide booking:

Ad Specification	Price	Units
Full page	\$1,300	<input type="text"/>
½ page (horizontal)	\$780	<input type="text"/>
¼ page (vertical)	\$455	<input type="text"/>
Subtotal (exc GST):		
Subtotal (inc GST):		

Booking Authority

Total:
including GST

Name:

Signature:

Date:

☐

I agree to the attached advertising booking terms and conditions.

Terms and conditions

1. I understand the advertising costs will be billed by Redland City Council with monies being due and payable to Redland City Council as per the instructions provided on the invoice. Payment in full will be due 30 days from invoice date.
2. I understand the advertising costs include artwork and design by Redland City Council.
3. I understand my business must have an Australian Tourism Data Warehouse listing to be included.
4. I understand copy and imagery must be submitted to Redland City Council by the requested date as outlined by Redland City Council, otherwise Redland City Council will have the authority to write copy and supply imagery for my advertisement on my behalf or remove my advertisement from the publication.
5. I understand no business logos or branding will be included in my advertisement.
6. I will review my advertisement and advise Redland City Council of any errors or alterations within the required timeframe provided by Redland City Council.
7. I understand that Redland City Council has final approval on all advertising copy and imagery supplied and retains the right to maintain creative control over all advertisements and copy.
8. I understand that Redland City Council reserves the right to alter or omit any advertisements submitted.
9. I understand and agree that changes to my advertisement after the second proof, will incur a \$50.00 (inclusive of GST) administration fee for each new change request.
10. I understand advertisement placements are subject to availability.
11. I agree that positioning or placing of an advertisement is at the discretion of Redland City Council unless otherwise agreed between the parties.
12. I understand that Redland City Council reserves the right to refuse or withdraw from the publication any advertisement at any time without explanation.
13. I can guarantee that the fees for selected advertisement as outlined in the Redlands Coast Visitor Guide Advertising and Media Kit 2024 will be paid by the due date.
14. I understand that the advertisement will not run if it has not been paid in full 30 days from the invoice date.
15. I agree that all advertisement cancellations must be received in writing prior to the 'booking deadline' date. Any cancellations after this date will be charged in full. No cancellations of bookings can be made once an invoice has been issued by Redland City Council.
16. I understand no refunds will be provided for advertising costs.
17. I understand that Redland City Council is at liberty to change the publication date as required and will notify me of the new publication date once updated.
18. I understand that Redland City Council controls the shelf life of the publication and no claim can be made against Redland City Council for any changes to the publication periods.
19. I indemnify Redland City Council from any legal action that may arise both directly and indirectly as a result of the advertisement and declare that I will not engage in the use of copyright material, and I indemnify Redland City Council if I was to have breached the relevant copyright laws in Australia.
20. Redland City Council will not be liable for damage or other circumstances arising from any act or omission, late publication, any loss occasioned by failure of an advertisement to appear, any typo, discrepancy in colour, layout or design of advertisements, or any other cause whatsoever to damage or loss of artwork or any other material.
21. The Copyright of the publication that is the subject of these Terms and Conditions remains the property of Redland City Council and no reproduction can be made without consent from Council.
22. I will, where relevant, hold all necessary permits and licences to carry out my business operation.

Contact Details

Advertising enquiries can be made to:

Redland City Council Tourism Team

P 07 3829 8552

E tourism@redland.qld.gov.au

