

# 2020 SOUTHERN HIGHLANDS DESTINATION PLANNER & MAP



## BOOKING DEADLINES

*The 2020 Southern Highlands Destination Planner & Map Will Be In The Marketplace From 1 Jan to 31 Dec 2020.*

**ADVERT BOOKING DEADLINE**  
**30 AUGUST 2019**

**ADVERT MATERIAL DEADLINE**  
**10 SEPTEMBER 2019**

**ADVERT PAYMENT DEADLINE**  
**10 SEPTEMBER 2019**

**Destination Southern Highlands®**

**SOUTHERN HIGHLANDS WELCOME CENTRE - 62-70 MAIN ST, MITTAGONG**

**P: 02 4871 2888**  
**E: DESTINATION@WSC.NSW.GOV.AU**

## THE KEY PROMOTIONAL TOOL USED TO SHOWCASE OUR REGION EACH YEAR:

- > 40,000 Planners & 120,000 Maps are produced.
- > These publications show potential visitors just how much there is to see and do throughout the region and provide your business with a referral opportunity.

## DISTRIBUTION INCLUDES:

- > Southern Highlands Welcome Centre
- > 160 Information Centres throughout NSW
- > Destination NSW and Tourism Australia offices, both here and overseas
- > Fulfillment of information requests via Destination Southern Highlands
- > Local accommodation houses and venues
- > Promotional packages for special interest groups, weddings & conferences
- > Included in Welcome Packs available for businesses and residential enquiries through the Welcome Centre and Wingecarribee Shire Council
- > Maps are also distributed to high visitation outlets throughout the Southern Highlands

## WHAT DOES IT COST TO ADVERTISE?

### STANDARD ADVERTS\*

1/8 page - template ad - \$990

1/4 page - template ad - \$1,350

1/2 page - print ready ad - \$2,500

Full page - print ready ad - \$3,800

### MAP PACKAGE \*

**\$3,800 6 ONLY Opportunities**

**includes:**

1/2 page - print ready ad - Planner

1/6 page - print ready ad - Map Back pg

### PREMIUM PACKAGES\*

Inside Front Cover - \$4,500

Inside Back Cover - \$4,500

Back Cover - \$5,500

Page 3 - \$4,000

Dbl pg spread - Inside Front Cover + Page 3 - \$8000

\*ALL ADVERT \$ INC. ESSENTIALS PKG

\*ALL ADVERT \$ INC. ESSENTIALS PKG

# ADVERTISING PACKAGES

## DIAMOND

\$3,800\*

### FULL PAGE PRINT READY ADVERT +

- > Essentials Package
- > Marketing Mtg with DSH
- > DSH Product Famils Inc.
- > Priority inc. media/trade famils
- > Int. product ready ass.
- > S'ship of 'This Month Video' (one month)

## GOLD

\$2,500\*

### 1/2 PAGE PRINT READY ADVERT +

- > Essentials Package
- > Marketing Mtg with DSH
- > DSH Product Famils Inc.
- > Priority inc. media/trade famils
- > Int. product ready ass.
- > S'ship of 'This Month Video' (one month)

## SILVER

\$1,350\*

### 1/4 PAGE TEMPLATE ADVERT +

- > Essentials Package
- > Marketing Mtg with DSH
- > DSH Product Famils Inc.
- > Priority inc. media/trade famils
- > Int. product ready ass.
- > S'ship of 'This Month Video' (one month)

## BRONZE

\$990\*

### 1/8 PAGE TEMPLATE ADVERT +

- > Essentials Package
- > Marketing Mtg with DSH
- > DSH Product Famils Inc.
- > Priority inc. media/trade famils
- > Int. product ready ass.
- > S'ship of 'This Month Video' (one month)

## MAP PACKAGE

\$3,800\*

### 1/2 PAGE PRINT READY AD (Planner) + 1/6 PAGE PRINT READY AD (Map Back Page) +

- > Essentials Package
- > Marketing Mtg with DSH
- > DSH Product Famils Inc.
- > Priority inc. media/trade famils
- > Int. product ready ass.
- > S'ship of 'This Month Video' (one month)

## PREMIUM OPTIONS from \$4,000\*

INSIDE FRONT COVER  
\$4,500\*

IPAGE 3  
\$4,000\*

INSIDE BACK COVER  
\$4,500\*

BACK COVER  
\$5,500\*

DOUBLE PAGE SPREAD  
inside Front Cover + Page  
\$8,000\*

- > Essentials Package
- > Marketing Mtg with DSH
- > DSH Product Famils Inc.
- > Priority inc. media/trade famils
- > Int. product ready ass.
- > S'ship of 'This Month Video' (one month)



## CHANGES FOR 2020!

The biggest change is that all advertising is included in packages this year. There are no 'advertising only' prices. More all inclusive package options with one payment amount including Marketing Partnership benefits & 'Planner' advertising.

- Advert +
- Essentials Package:
  1. Business Line Listing on our regional website  
[www.visitsouthernhighlands.com.au](http://www.visitsouthernhighlands.com.au)
  2. Monthly Industry E-Newsletters
  3. Fact Sheet product inclusion
  4. Inclusion of events on-line & social media event sharing
  5. Southern Highlands Logo access
  6. DSH Image Library access
  7. Invitations to DSH workshop, presentations & more
  8. DL brochure display in Welcome Ctr
  9. Access to online product booking facility
  10. Invitations to Seasonal Industry After Hours networking events
  11. Opportunity to host Seasonal Industry After Hours networking events
  12. DSH Staff product briefings
  13. support form our Industry Liaison Officer
  14. Press Release distribution service
  15. Australian Tourism Data Warehouse (ATDW) support & assistance
  16. Funding opportunity alerts & assistance
  17. Google My Business verification & support
  18. Access to corporate website:  
[www.shcorporate.com.au](http://www.shcorporate.com.au)

Line Listings in the back of the Southern Highlands Destination Planner are only applicable to Essential Partners & Package Partners. One business = One category only. Advertisers will have One Line Listing per advertisement, which will be placed in the same category.

## LINE LISTINGS

A line listing in the Business Directory in the Planner is included for:

- Essentials DHS Partners, and
- Package Partners
- Basic Partners do NOT receive a Line Listing in 'The Planner'

\*includes GST