



PO BOX 61
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ADVERTISING OPPORTUNITIES

Coolum Business and Tourism Association

www.visitcoolum.com.au

1. INTRODUCTION

Coolum Business and Tourism Association (CB&TA) is a not-for-profit Association dedicated to supporting the business growth and community in the Coolum Region through a variety of projects and events, with an active membership of businesses who network on a monthly basis which has doubled in the last year and is continuing to grow.

We have recently launched our website www.visitcoolum.com.au to attract visitors to the region and to become the 'go to' on line resource for both locals and visitors alike.

In conjunction with our website we have also started to grow our online networks via [Facebook](https://www.facebook.com/coolum), [Twitter](https://twitter.com/seecoolum) and [Flickr](https://www.flickr.com/groups/coolum) with a community of primarily local Sunshine Coast residents and a mixture of people from Intra and Interstate as well as further afield in New Zealand, UK and America to drive awareness and traffic to our site.

www.visitcoolum.com.au



www.facebook.com/coolum



[www.twitter.com/seecoolum](https://twitter.com/seecoolum)



www.flickr.com/groups/coolum



2. ADVERTISING

There are various advertising opportunities available on our website.

As an early stages supporter this exposure will be at a time where we are actively canvassing and marketing the directory to local businesses and promoting it to the local community.

3. PLACEMENTS

We have placements for your branding message on most sections of the site and you will have the choice of representation on any of these available positioning depending on your desired audience

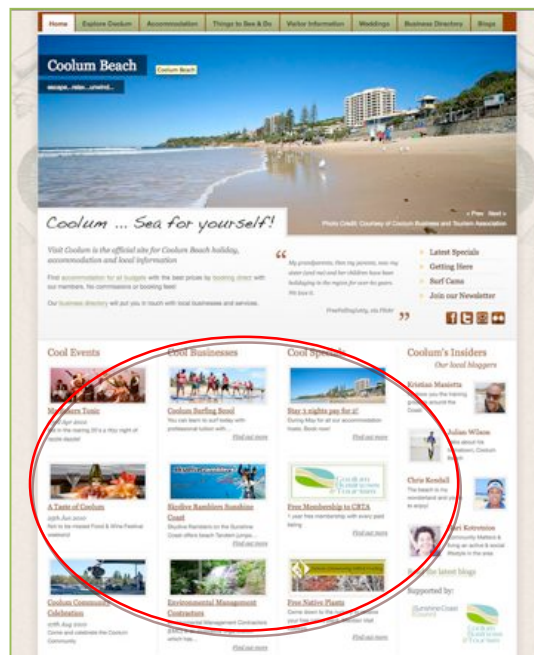
Your organisation will have a choice of pages to display your advertisements. Sponsorship will be displayed as 'Proudly supported by:'

Creative advertisements will be a maximum of 200px X 150px in prominent side bar positioning.

Additionally the site is segmented into areas intended specifically targeted for visitors and locals, with cross-over between the two.

- **Home Page - Business and Specials**

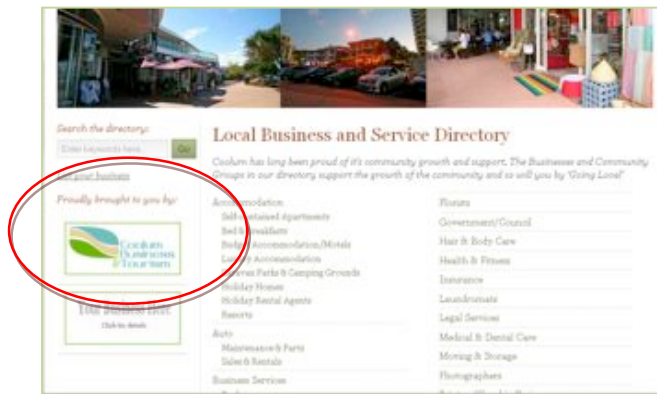
Advertising in our premium homepage listings is via our featured slots, either under businesses or, if appropriate, specials/deals. This is premium positioning linked either to your profile, or in the case of Featured specials, your website or a dedicated specials page on site.



- **The Business Directory**

The local business directory will expose your brand to members of the business community especially in these early stages as we actively canvas new members. We are also running promotions to ‘go local’, encouraging residents to use the directory to source businesses and services.

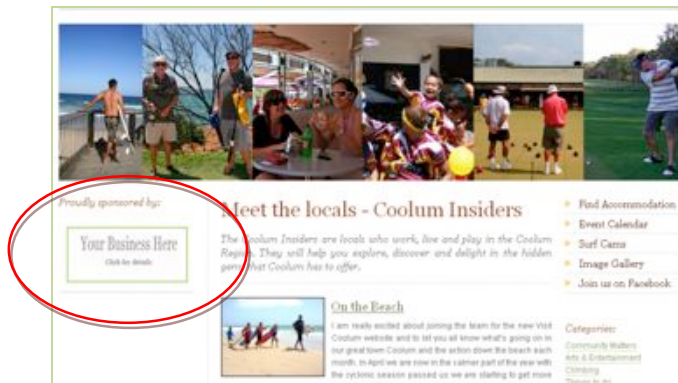
Your advertisement in the Business Directory will be present on the main directory page and ALL category pages. Individual profiles are exempt from Advertising.



- **Blogs – Coolum Insiders**

We have recruited a group of Coolum and Peregian locals to blog on areas of interest to aid in building an active following for the site and to create fresh content on a regular basis. We have chosen people who are active in the community and already have a large networking base to begin with. Blogs are promoted via our newsletters and social media networks.

Placements in the blogs will be over ALL categories and posts.



- **Calendar of Events/What's on**

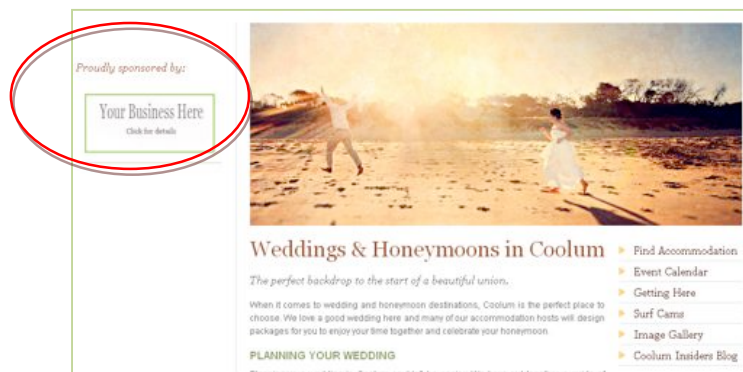
A popular page for visitors, the calendar of events is a prime informational page to be listed on. You can either be on the main events page, or listed on each of the event sub-pages.



- **Information Visitor Information Pages:**

The site is rich in information for visitors and locals. Separated into main sections you also have a choice of pages in of our popular sections. We will be monitoring these pages with analytics to decide the best traffic generating pages appropriate for your sponsorship placements

These are sold on a page by page basis with a choice of pages. Information page prices vary and are subject to Committee approval.



4. ARTWORK

All artwork is to be provided by the advertiser.

Artwork is available starting from \$100. Advertisers who take up 3 months or longer will be eligible for complimentary artwork.

5. PRICING

Advertising is subject to seasonal rates. All rates are weekly. Prices exclusive of GST. Currently running introductory specials. Please email secretary@coolumbusbusinessandtourism.com

	Home Page	Business Directory	Blogs	Calendar of Events main	Calendar of Events Internal	Information Pages (each)	Featured Special
Members	\$70	\$70	\$100	\$20	\$20	\$10/\$20 wedding	\$50
Non-members	\$100	\$100	\$100	\$50	\$50	\$20/\$30 wedding	\$70

Sizes	Basic Design – 2 colours	Full Colour with imagery/graphics
150px x 50px	\$50	\$100
150px x 100px	\$50	\$150
150px x 150px	\$70	\$200

Rates and seasons are subject to change. Notice will be given and booked placements will honor quoted rates. Bundles and discounts are available on request to the Committee. All advertisements are subject to committee approval. Coming shortly Seasonal Rates will apply