

# Advertising Statistics and Prices

## **Southern Art and Craft Trail A5 full colour brochure. Aprox 50 printed pages**

**Circulation** 15,000 (the amount distributed)

**Readership** 60,000 (the amount of different people likely to read the same brochure, estimated at 4 people per brochure – a normal typical rate for a longer shelf life item). Estimated 'active time' of readership is from distribution – about 4 months. Full shelf life of the Trail booklet is 12 months.

### **Geographic distribution area and Brochure sites:**

<b>Perth</b>	Visitor centres and Art Gallery WA
<b>Busselton</b>	Visitor Centre for Margaret River/Augusta; Dunsborough visitor centre; Jacksons Art Supplies; Busselton Geo Art Gallery
<b>Dunsborough</b>	Tinkerhill Gallery
<b>Bridgetown</b>	Visitor Centre
<b>Nannup</b>	Visitor Centre and Leanne White Fine Art Gallery
<b>Manjimup</b>	Visitor Centre and artist venues
<b>Northcliffe</b>	Visitor Centre and artist venues
<b>Walpole</b>	Visitor Centre and artist venues, caravan parks, gallery and retail locations
<b>Denmark</b>	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre and artist venues and caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs and holiday accommodation
<b>Mount Barker</b>	Visitor Centre and Library, same as Denmark
<b>Frankland</b>	Frankland River Community Resource Centre, wineries, and artist venues
<b>Cranbrook</b>	Cranbrook Community Hub and artist venues
<b>Kendenup</b>	Gilbert Wines Cafe
<b>Kojonup</b>	Gallery Aura, cafes, visitor centre and artist venues
<b>Katanning</b>	Visitor centre and artist venues
<b>Gnowangerup</b>	Yougenup Centre (Visitor Centre) which is the artist venue
<b>Ongerup</b>	Visitor centre and artist venue
<b>Lake Grace</b>	Visitor centre and gallery
<b>Hopetoun</b>	Southern Wilderness Art - artist venue
<b>Esperance</b>	TBC
<b>Albany</b>	Same as Denmark outlets; Vancouver Arts Centre
<b>Torbay</b>	Artist venues

## **Advertising Costs**

All ads in Full Colour

Full page	\$750
2/3 page	\$550
1/3	\$350

### **Loadings**

Back Page	Cost +100%
Inside covers	Cost +50%

**NB** Sponsors at Platinum, Gold and Silver will have advertising space included in their package. They are also able to 'upgrade' their ad or take out further advertising at a discounted rate of 50%.