

HANMER SPRINGS & HURUNUI DISTRICT

OFFICIAL Visitor Guide

Prospectus 2015



2015 OFFICIAL VISITOR GUIDE

This year's Official Visitor Guide is an extremely important part of our marketing activity. The 2015 Official Visitor Guide will once again combine the visitor guides traditionally produced by Hanmer Springs Business Association and the Hurunui District.

Our extensive distribution throughout the South Island includes rental cars, hotels/motels, and info centres and i-SITES. The cost for this distribution of 80,000 visitor guides is \$26,000, including extensive distribution at the Christchurch International Airport and at i-SITES throughout the top of the South Island.

The production costs of the visitor guide has been subsidised by Hurunui Tourism by \$10,000



> BONUSES for ALL listed businesses

In addition to your advertising listing in the Hanmer Springs & Hurunui OVG, all participating businesses will receive the following:

- FREE listing on the Visit Hurunui website – normally \$143**
- FREE listing on the Hanmer Springs & Hurunui official smart phone app**

About the App:

- Provides an interactive version of the OVG
- Available for Android & Apple iPhone, through Google Play & the App store
- It will promoted within the OVG and within the i-SITE centres
- Hurunui Tourism has invested \$10,000 into the development & advertising of the App
- In order to feature in the app, you will need to advertise in the OVG

This is a great opportunity for Hurunui businesses, working with Hurunui Tourism, to maximise the promotion of your region and your specific businesses to the wider market.

> Why you should be in YOUR Official Guide

Your Official Guide showcases the Hurunui District with maps and visitor information. It is designed to encourage more people to visit, to stay longer and to spend more. Enhance your opportunity for increased business and ensure your services are featured. It helps promote your destination and it helps promote you!

Members of the Hanmer Springs Business Association are automatically included in this guide and do not need to complete this form.

IT'S YOUR OFFICIAL VISITOR GUIDE!
MAKE SURE YOUR BUSINESS IS IN!
RELEASED OCTOBER 2014

> Advertising Options

FULL PAGE - 2 FORMAT OPTIONS

YOUR OWN FORMAT

- > W 87 mm x H 192mm
- > Provided as 300dpi jpg, pdf OR vector file and links

OR

SET FORMAT

- > Business/operator name
- > 1 to 3 images (300dpi jpeg or tiff file)
- > Approx 180 words of text
- > Company logo (jpeg, tiff or vector file)
- > Qualmark category and rating
- > Contact details (address/phone/email/web)

HALF PAGE - 2 FORMAT OPTIONS

YOUR OWN FORMAT

- > W 87 mm x H 96mm
- > Provided as 300dpi jpg, pdf OR vector file and links

OR

SET FORMAT

- > Business/operator name
- > 1 to 3 images (300dpi jpeg or tiff file)
- > Approx 110 words of text
- > Company logo (jpeg, tiff or vector file)
- > Qualmark category and rating
- > Contact details (address/phone/email/web)

1/4 PAGE

SET FORMAT

- > Business/operator name
- > 1 image (300dpi jpeg or tiff file)
- > Approx 60 words of text
- > Qualmark category and rating
- > Contact details (address/phone/email/web)

1/8 FORMAT OPTIONS

SET FORMAT

- > Business/operator name
- > Approx 30 words of text
- > Qualmark category and rating
- > Contact details (address/phone/email/web)

> Advertising Rates

(EXCLUDING GST)

Full page	1/2 page	1/4 page	1 / 8 page
POA	850	480	280

OFFICIAL Visitor Guide 2015 Application Form

PLEASE COMPLETE the following details and return as soon as possible, and prior to **31 July 2014**

Business Name:

Postal Address:

Street Address:

Town:

Phone: Mobile:

Email: Contact name:

CATEGORY Please select the category your advert is to be in:

- Activities & Attractions Wine & Dine Shopping Transport & Tours Accommodation

REGION Please select the region your advert is to be in:

- Hanmer Springs Waipara Valley Amberley & Surrounds Greta Valley & Coastal Hurunui
 Cheviot & Surrounds Waiau & Mt Lyford Hurunui & Culverden Waikari & Hawarden

SIZE Please select the size your advert is to be:

- Full page 1/2 page 1/4 page 1/8 page

OFFICE USE ONLY: Additional Notes

AUTHORISATION

I authorise the advertisement in the Hanmer Springs & Hurunui District Official Visitor Guide 2015 and will pay the invoice by the due date.

Signature:

Name:

Designation:

Date:

On receipt of this form you will be sent:

- > Instructions regarding your advert content (text, image, contact details etc)

Please return this form to:

BECK & CAUL, PO Box 9234, Christchurch 8149

Email: john@beckandcaul.co.nz

Deadlines: This form, images and text must be returned to BECK & CAUL by 31 July 2014

For more information please contact John Hammond

P: 03 366 2325 ext 1