

Gold Coast Tourist Guide Map

600,000
copies distributed
per year!
to over 500 locations

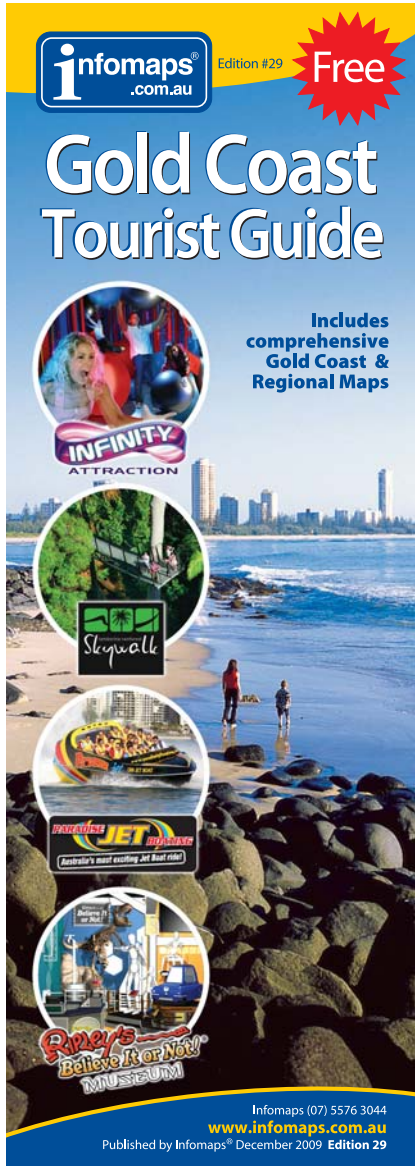
250,000
copies to Gold Coast
Accommodation Houses

80,000
copies to
Gold Coast Tour Desks and
Information Booths

20,000
copies to Brisbane
Accommodation Houses
and Information Centres

25,000
copies to Northern NSW
Accommodation Houses
and Information Centres

45,000
copies to Shopping Centres
and Accommodation
Courtesy Bags



**Most used
info-map
on the
Gold Coast**

McDonalds Restaurants
40,000

BP Service Stations
20,000

Birch, Carroll & Coyle
Cinemas
20,000

Gold Coast Tourism Bureau
35,000

RACQ Offices,
Car Hire Businesses and
Surfers Paradise
Transit Station
30,000

Distributed to Advertisers
and Tourism Partners
35,000

Proudly distributed by



- ★ 6 vans + 1 ute
- ★ 380 sites visited weekly
- ★ 19 Distribution runs weekly
- ★ Bulk Deliveries.

Leading distributors of Brochures, Maps, Magazines, Gift Bags & Tourism Media
Servicing Hotels, Resorts, Apartments, Holiday Parks, Backpacker Resorts & Tour Desks

2010/2011 Rate Card Pricing - per month (inc. GST)

Back Page: 40% Loading	Standard Block	Block & 1/2	Double Block	Triple Block	4 Block
First Fold: 20% Loading	\$385	\$495	\$605	\$825	\$1,045
Big Map Ad: 10% Loading					

**3 EDITIONS
PER YEAR**

Booking Deadlines - Tourist Guide Map

August 2010 15/06/10	December 2010 18/10/10	April 2011 14/02/11
--------------------------------	----------------------------------	-------------------------------

Gold Coast Tourist Guide **Map** Ad* Specifications

<p>Standard Block Ad 95mm wide x 55mm deep</p> <p>\$385 per month</p>	<p>Block & 1/2 Ad 95mm wide x 83mm deep</p> <p>\$495 per month</p>	<p>Double Block Ad Portrait 95mm wide x 112mm deep</p> <p>\$605 per month</p>
<p>Triple Block Ad 95mm wide x 170mm deep</p> <p>\$825 per month</p>	<p>4 Block Ad Landscape 200mm wide x 112mm deep</p> <p>\$1,045 per month</p>	
<p>Double Block Ad Landscape 200mm wide x 53mm deep</p> <p>\$605 per month</p>		

(*Ads shown not to scale)