

# Guide to Australia's South West Capes (formerly Mapanews) Yr 08-09

## BOOKING FORM – RENEWAL

### BOOKING DEADLINES

Deadlines are approximate only & may vary according to printing schedules.

#### Edition

#### Booking &/or Artwork Deadline

1 July – 31 December

Fri 6 June 2008

1 January – 30 June

Fri 5 December 2008

Tick appropriate booking timeframe:

12 MONTHS OR PRO RATA BOOKINGS ONLY:  6 MONTHS

Circle appropriate advertisement required: Annual advertising rates (inclusive of GST) for twelve months exposure from 1st July 2008 to 30th June 2009 are shown below. \*\*\*For new advertisers joining mid financial year or seasonal operators - pro rata fees apply\*\*\*

Description	Size	Cost
<b>ADVERTISEMENTS WITH EDITORIAL:</b>		
<i>Maximum size of editorial space is 140mmx85mm(~200 words) and can include text, logo or image. All advertising options include full colour production in listed price. 15% surcharge applies for placement on inside front or back cover.</i>		
Standard Advertisement	90mm x 50mm	\$599 per annum
Double Advertisement	90mm x 100mm	\$999 per annum
Centre Map Header Advertisement	130mm x 20mm	\$925 per annum
Centre Map Standard Advertisement	50mm x 50mm	\$849 per annum
Centre Map Double Advertisement	100mm x 45mm	\$1,299 per annum
Quarter Page	90mm x 125mm	\$1,169 per annum
Third Page	180mm x 85mm	\$1,549 per annum
Half Page	180mm x 125mm or 90mm x 250mm	\$1,849 per annum
Full Page	180mm x 250mm	\$2,569 per annum
Half Back Page	180mm x 125mm	\$2,399 per annum
Back Page	180mm x 250mm	\$4,599 per annum
<b>ADVERTISEMENT ONLY:</b>		
Quick Reference Winery Guide Only		\$229 per annum
Dining or Winery Guide Only	90mm x 50mm	from \$429 per annum
Gallery or Attractions Guide Only	90mm x 50mm	from \$429 per annum
Accommodation Guide Only	90mm x 50mm	from \$429 per annum
Services Guide Only	90mm x 50mm	from \$429 per annum
Double Advertisement	90mm x 100mm	\$829 per annum
Quarter Page	90mm x 125mm	\$999 per annum
Third Page	180mm x 85mm	\$1,349 per annum
Half Page	180mm x 125mm or 90mm x 250mm	\$1,699 per annum
Full Page	180mm x 250mm	\$2,399 per annum

**BUSINESS DETAILS**

CONTACT PERSON: \_\_\_\_\_ BUSINESS NAME: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**INVOICE ARRANGEMENTS** 6 & 12 MONTH BOOKINGS - FULL PAYMENT IN ONE INSTALMENT WITHIN 30 DAYS OF INVOICE

TOTAL AMOUNT DUE: \_\_\_\_\_

**ADVERTISING COPY**Does your ad require changes?  YES  NOIf **NO**, tick the "approved for printing" box at the bottom of this form.If **YES**, make your amendments on this form or attachment for either:**(a)** text amendments or **(b)** new image or **(c)** new logoPlease provide text amendments as an attachment to this booking form, or preferably, text can be emailed to [info@mapanews.com.au](mailto:info@mapanews.com.au).If a **New Image or Logo** is required, confirm delivery details as per below: email to [info@mapanews.com.au](mailto:info@mapanews.com.au) in high resolution jpeg PC format. to be provided by Graphic Designer

If so, please provide contact person, business name and phone number:

 photograph or transparency enclosed for scanning (additional costs may apply). provided on enclosed disc/CD delivery of image to be confirmed at a later date.For **artwork provided by your own graphic designer**, this can be emailed in CMYK TIF PC format to:[info@mapanews.com.au](mailto:info@mapanews.com.au). Artwork files greater than 5MB can be emailed in PDF format or provided on disk. It is advisable to also send a colour copy of your advert for reference purposes.**ARTWORK PROOF**

Once you have completed the above, please advise the following in regards to your Advertisement:

 approved for printing without changes approved with minor amendments please make changes & provide new proof for final approvalRETURN BOOKING FORM TO: E: [info@mapanews.com.au](mailto:info@mapanews.com.au) or POST TO: P O BOX 545 BUSSELTON WA 6280