



TOUR OPERATORS ADVERTISING OPPORTUNITIES

440M+
GLOBAL
MEDIA
AUDIENCE

27,000
VISITORS

15,000+
SOCIAL
MEDIA
FOLLOWERS

250,000
WEBSITE
VISITORS

2020 PARKES ELVIS FESTIVAL - ADVERTISING FORM



LISTING PACKAGE

Listing your tour package with Parkes Elvis Festival gives you exposure to our 27,000 visitors, 250,000 website visitors and our 15,000+ social media followers.

You will receive:

- Listing in the official Souvenir Program tour operator section - 3,000 copies printed
- Tile with an image and tour details on the official Festival website - 250,000 annual views
- One Facebook post and one tweet from the Festival's official accounts - 13,000+ followers
- Opportunity to provide a promotional item for the Elvis Express train welcome packs
- 20% discount on official Festival souvenir program for tour guests

As a local operator (Central West NSW), you will receive the benefits above for **\$150** ex GST.

Other NSW, interstate or international tour operators can sign up to the package for **\$250** ex GST.

PROGRAM ADVERTISING

Print advertisement in our premium marketing tool, the 80+ page official Festival Souvenir Program.

Price includes professional ad design. Prices exclude GST.

INSIDE BACK COVER (1 available)	\$1,500
FULL PAGE - RIGHT HAND SIDE (5 available)	\$925
FULL PAGE - LEFT HAND SIDE (5 available)	\$775
1/2 PAGE (6 available)	\$480
1/4 PAGE (8 available)	\$375
1/8 PAGE (8 available)	\$250
1/16 PAGE (16 available)	\$175

WEBSITE ADVERTISING

Targeted web tile ad and link on the homepage of the official Festival website. *Prices exclude GST.*

9 months rotating website tile (Sep-June)	\$900
6 months rotating website tile (Sep-Feb)	\$750
3 months rotating website tile (Nov-Jan)	\$500

BOOKING DETAILS

BUSINESS NAME:

CONTACT PERSON:

PHONE:

EMAIL:

ADDRESS:

LISTING PACKAGE

- | | |
|--|----------------------|
| <input type="checkbox"/> Local operator (Central West NSW) | \$150 ex. GST |
| <input type="checkbox"/> Other NSW, Interstate or International operator | \$250 ex. GST |

PROGRAM ADVERTISING

Prices listed above

☐ INSIDE BACK COVER ☐ FULL PAGE - RIGHT ☐ FULL PAGE - LEFT

Select which ad size you would like in the Festival Program.

☐ 1/2 PAGE

☐ 1/4 PAGE

Prices listed above.

☐ 1/8 PAGE

☐ 1/16 PAGE

WEBSITE ADVERTISING

Prices listed above

☐ 9 MONTH TILE

☐ 3 MONTH TILE

☐ 6 MONTH TILE

SIGNED _____ DATE _____

DEADLINES

- | | | |
|---|------------------------------------|--|
| <input type="checkbox"/> Fri 31 May 2019 | EARLY BIRD BOOKING DEADLINE | To go in the draw for 2 x tickets to see US Elvis tribute artist Dean Z at the 2020 Festival |
| <input type="checkbox"/> Fri 26 July 2019 | FINAL BOOKING DEADLINE | |
| <input type="checkbox"/> Fri 9 August 2019 | ARTWORK AND CONTENT DUE | |

Please email completed forms to elvis@parkes.nsw.gov.au or drop them to the Parkes Visitor Information Centre, Newell Hwy. Inquiries can be directed to Tiffany Steel on 02 6862 6000 or via email to elvis@parkes.nsw.gov.au