



### 40,000 maps distributed

Through the Ballina Visitor Information Centre, Ballina Byron Gateway Airport, conference delegate and event welcome packs and as well as accommodation properties, real estate agents, service stations and local businesses.

### Limited spaces available

Advertising spaces are limited, with 36 regular 70mm x 70mm slots and one exclusive A5 slot (whole back page, with custom artwork option available).

Advertising opportunities will be placed on a first in, best fit basis.

### Local and visitor audience

The Ballina Coast and Hinterland Map is a very popular piece of collateral that is used widely by both locals and visitors.



## 2024/2025 Map Advertising Prospectus

After an immensely successful first print run, the Ballina Coast and Hinterland map has become a favourite among visitors and locals alike. Over the past 18 months, it has been widely distributed through accommodation properties, cafes, real estate agents, visitor centres, and the Ballina Byron Gateway Airport, earning exceptional feedback.

We are thrilled to announce the advertising opportunities for the highly anticipated 2024/2025 edition. The map will include detailed town maps for Ballina, Lennox, Alstonville/Wollongbar and Wardell, as well as a regional map overview. The map is A2 in size, folding down to a A5 style brochure.



**To book, please fill out the online form  
If you have any questions, contact the  
Ballina Tourism Team directly on  
1800 777 666 or  
[discover@ballina.nsw.gov.au](mailto:discover@ballina.nsw.gov.au)**

**[ballinamap.paperform.co](http://ballinamap.paperform.co)**





## Advertising Rates

### Option 1 - 36 spaces available:

70mm x 70mm - \$500+GST

### Option 2 - 1 space available:

Whole back cover - Own Artwork (A5)  
- \$2500 +GST

## Advertising requirements

### Use the online booking form to supply the following information:

- Business Name
- Phone Number
- Website and social media links
- Description 40-50 words
- Hi-res Image (landscape and portrait allowed)- Image must be minimum 2mb.

***Ballina Shire Council retains full editorial control of the Ballina Coast and Hinterland Map and ads will be formatted by the in-house designer (whole page A5 space has the option to provide artwork).***



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