



**ballina** coast & hinterland

## 2024 Visitor Guide Advertising Prospectus

The Ballina Tourism Team is thrilled to present the advertising prospectus for the Ballina Coast and Hinterland 2024 Visitor Guide - the official tourism publication for the region. The Visitor Guide is the Ballina Tourism Team's key marketing publication and is distributed through the extensive Visitor Information Centre Network as well as across the destination. The guide will also be stocked at the Ballina Visitor Information Centre, Ballina Byron Gateway Airport and at businesses across the Northern Rivers.

As a vital platform for businesses, this guide offers a unique opportunity to align your business with the captivating experiences and services our destination has to offer. The Visitor Guide offers a chance to connect with a diverse audience, from those already in the region to potential visitors eagerly planning their journey. The A4 Visitor Guide will incorporate inspiring editorial and imagery with categorised advertising to maximise impact and ensure ease of use for visitors.

We invite you to advertise your business in the 2024 Visitor Guide with a range of options to suit your needs. If you have any questions or require assistance, please contact the friendly team.

Warm regards,  
Alanah Ward | Team Leader Visitor Services  
Ballina Shire Council



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)

[ballinavisitorguide.paperform.co](http://ballinavisitorguide.paperform.co)

## 50,000 printed copies

Printed copies of the guide will be distributed through the following channels;

- Ballina Visitor Information Centre – open 364 days per year
- Ballina Byron Gateway Airport (over 642,000 passengers per annum)
- Visitor Centres throughout NSW and South East Queensland
- Northern Rivers accommodation properties, tourism attractions and visitor hot spots
- Conference delegate and event welcome packs
- New resident packs

## Digital promotion

The guide will be available on the destination website [discoverballina.com.au](http://discoverballina.com.au) which receives over 120,000 unique users per year

## 16,000+ Social Media Reach

The guide will be promoted through the social media channels of the Ballina Tourism Team @discoverballina

## Shelf life

This guide is expected to have a two year shelf life

**ballina**  
coast & hinterland

# Advertising Sizes



**SUMMERLAND FARM**  
Jump on board a tractor and get a taste of life on a working macadamia and avocado farm. The farm harvests over 7000 macadamia trees, 2000 avocado trees and is home to 450 happy hens that move around the farm to produce eggs for the and Grocer.  
253 Wardell Rd, Alstonville  
02 6628 0610  
summerlandfarm.com.au  
summerland\_farm



## QUARTER PAGE

Formatted Quarter Page  
Advertisement to the style of the guide  
**\$990**

184mm W x 64mm H  
50-60 word description  
1 hi-res image to be supplied  
logo to be supplied  
4 lines of contact details including  
Facebook or Instagram social handle



**SUMMERLAND FARM**  
Enjoy the views of the Ballina coastline and the plateau. The farm harvests over 7000 macadamia trees, 2000 avocado trees and is home to 450 happy hens that move around the farm to produce eggs for the restaurant and Grocer. It doesn't get much fresher!  
With green rolling hills and orchards as far as the eye can see, it's perfect. Is conserat dolupta similesca quois deest vendipis vendsi maxime eiat, sicuturbi ut am auti debis moluptemum simvel et lacurum adit eia quia cona deliqui to quei nui ut mincto vidia a fiquisci teltis exland ignis solaris eperis sum et sui.  
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253 Wardell Rd,  
Alstonville NSW 2477  
02 6628 0610  
summerlandfarm.com.au  
summerland\_farm



## HALF PAGE

Formatted Half Page  
Advertisement to style of the guide  
**\$1760**

184mm W x 130mm H  
150-160 words description  
1-3 hi-res images to be supplied  
logo to be supplied  
4 lines of contact details including Facebook and  
Instagram social handles



## HALF PAGE

Own finished artwork  
**\$2090**

184mm W x 130mm H  
Half page for you to supply your  
completed print-ready advertisement  
artwork in PDF format (CMYK) with a 3mm  
bleed and all text converted to outline



## FULL PAGE (A4)

Own finished artwork  
**\$3300**

210mm W X 297mm H  
Full page for you to supply your completed  
print-ready advertisement artwork in PDF  
format (CMYK) with a 3mm bleed and all text  
converted to outline

# Premium Options



**Jump on board a tractor and get a taste of life on a working macadamia and avocado farm.**

Enjoy the views of the Ballina coastline and the plateau. The farm harvests over 7000 macadamia trees, 2000 avocado trees and is home to 600 happy hens that roam around the farm to produce eggs for the restaurant and Grocer. It doesn't get much fresher!

With green rolling hills and orchards as far as the eye can see, it's the perfect location for a country picnic. The farm can pack you a picnic hamper with a bottle of wine, selection of cheeses, meats, crusty baguette, grapes, salted macadamia nuts, sun-dried tomatoes and relishes. They will even provide the blanket, cushions and wine glasses - too easy!

You'll find the largest regional showcase in the Northern Rivers food forest of all things delicious, green and creative at **The Grocer & Nursery** here you can purchase all the delicious fresh produce straight from the working farm. You can also see the farm from above and enjoy the view from the tower.

**Summerland Farm**  
253 Wardell Rd, Abbotsville NSW 2477  
020 4628 0910

**Summerland**  
A Ballina Business

summerlandfarm.com.au

**FULL PAGE (A4) - EDITORIAL**  
**\$2530**



Up to 4 images on full page story  
Business description (160 words)  
Business name & logo  
Contact details (i.e. address, phone, website, a social media handle)

**SHARE YOUR STORY**

The Captivating Stories are ideal for those that have a unique story to tell. This is an editorial piece, sharing information on the experience people can have but more importantly connecting people with your business.



Welcome to the home of the largest natural crystals in the world where you can sit in an ancient emerald cave. Stand between two of the tallest crystals on earth. Wander through the tropical Shambhala Gardens adorned with sacred statues and towering bamboo. Touch the World Peace Statue, and join in the daily Peace Experience.

Enjoy breathtaking views, a delicious lunch and homemade desserts.

Discover the Jewel of Byron.



**CRYSTAL CASTLE**  
& shambhala gardens

Only 30 mins from Ballina, 20 mins from Byron Bay  
81 Monet Dr, Mullumbimby NSW  
Open 7 days 10am-5pm

crystalcastle.com.au  
crystalcastlebyronbay  
TheCrystalCastleByronBay

The following options are full page (A4) options with only ONE space available - Own finished artwork

**BACK COVER - \$4400**

**INSIDE BACK COVER - \$3740**

**INSIDE FRONT COVER - \$4400**

**PAGE 3 - \$4400**

**INSIDE FRONT COVER + PAGE 3 - \$7700**

Double page spread - SAVE \$1100

Prices are GST inclusive



[ballinavisitorguide.paperform.co](http://ballinavisitorguide.paperform.co)



**ADVERTISING CLOSSES SUNDAY 8 OCTOBER 2023**

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)



**A BREATH OF FRESH AIR**  
LEWIS HEAD • BALLINA • SOUTH BALLINA • HINDELL • ALBIONVILLE • WOLLIGHAM TOWER • TRULLIBEE • KANDOOKIN • NEWBURN • PLUS VILLAGES AND LOCALITIES



## Terms & conditions

Prior to placing an advertisement, you must read and agree to the terms and conditions set out below. These terms and conditions ('Terms') apply to all advertising services provided to any person or business ('Advertiser') by the Publisher, Ballina Shire Council. These Terms apply to each order for advertising placed with the Publisher. No person may vary these Terms.

### 1. Advertising Publication

1.1 A binding contract will be formed between Ballina Shire Council and an Advertiser when Ballina Shire Council accepts an online booking from the Advertiser.

1.2 The contract supersedes all communications and arrangements, between the Publisher and the Advertiser in regard to advertising, unless a prior written agreement exists between the Publisher and the Advertiser.

1.3 The Advertiser acknowledges that Ballina Shire Council has the right to do any of the following:

- a) Defer the publication of an advertisement at any time or times;
- b) Withdraw or cancel any advertisement or advertisements to which the purchase order relates, without providing an explanation or notice to the Advertiser;
- c) All advertising material given to Ballina Shire Council remains the responsibility of the Advertiser. Ballina Shire Council shall not be responsible for loss or damage of material.
- d) Material shall be supplied as per the material specifications for each advertising platform outlined above. Please refer to the above details for specification or contact the Ballina Visitor Information Centre for further clarification.
- e) High resolution images must be supplied in electronic format at a minimum 300 pixels per inch. All images must be supplied in JPEG, PNG or Photoshop CMYK format at over 2MB file size. Film will not be accepted. Please note it is the responsibility of the advertiser to supply the correct artwork.

### 2. Right to Alter Format, Placement & Design

2.1 Ballina Shire Council reserves the right to alter or cut prints or artwork or other materials supplied by the Advertiser, to conform to mechanical requirements if the advertiser does not supply the material to the exact requirements as set out in the 'material specifications'.

2.2 Ballina Shire Council reserves the right to withdraw any advertising that in their opinion does not conform to the stylistic standards of the publications.

a) If the Advertiser and Ballina Shire Council agree to changes in the aforementioned advertising, the final advertising shall be reinserted into the publications.

2.3 The publisher reserves the right to determine the position of the ad – excluding the outside and inside back cover which are not subject to change.

## BALLINA VISITOR INFORMATION CENTRE

6 River Street Ballina NSW 2478

Freecall: 1800 777 666 E: [discover@ballina.nsw.gov.au](mailto:discover@ballina.nsw.gov.au)



@discoverballina

discover **ballina**.com.au

### 3. Submission of Advertising & Artwork

3.1 By submitting advertising for the publications, the Advertiser guarantees Ballina Shire Council that the Advertising does not breach or infringe the Trade Practices Act (1974) or any of its provisions in any form.

3.2 Ballina Shire Council shall not be liable for any loss or damage to any positives, negatives, art works or other materials, which may be submitted by the Advertiser to the Publisher for the purpose of fulfilling the advertising request. These materials remain the responsibility of the Advertiser.

3.3 The Advertiser must ensure that the material supplied to Ballina Shire Council does not contain any defamatory, slanderous, misleading or deceptive information.

### 4. Proofs & corrections to artwork

4.1 A digital proof of the ad will be emailed to the advertiser for approval. The advertiser will be allowed one changes in copy, additional changes will be charged a \$110 design fee. It will be necessary to provide a written approval within the specified timeline prior to your ad being placed in the publication.

### 5. Advertising Rates and Taxes

5.1 The rates stated in the schedule (Rate Card) shall apply to all advertisements published pursuant to the advertising request.

### 6. Payment

6.1 The advertiser will pay Ballina Shire Council the total amount of advertising prior within 14 days of in-voicing. A tax invoice will be issued. The costs will comprise of the total amount shown in the schedule for advertising space used, and all Government taxes and/or charges (including GST) plus any late payment fees as per Ballina Shire Council's schedule of Fees and Charges should failure to pay occur.

6.2 The Advertiser shall have a 5 day cooling off period following the booking date of advertising, in which, the Advertiser may cancel, withdraw or change their advertising request without penalty. There can be no cancellation after this time and once this cooling off period has passed the client must agree to pay in full their advertising fee.

### 7. Failure to Pay

7.1 The Advertiser agrees to pay Ballina Shire Council for any additional expenses incurred in collecting outstanding debts.

7.2 A \$30 service fee will be charged to the Advertiser's account every time a cheque is dishonoured.

### 8. Privacy

8.1. Ballina Shire Council gathers the Advertiser's personal details to provide the advertising service to the Advertiser and for invoicing purposes. Ballina Shire Council may disclose this information to a third party such as debt collection agencies to recover owed monies.

### 9. Liability

9.1 Ballina Shire Council will not be held liable for any failure to publish or delay in advertising caused by any forces outside Ballina Shire Council's reasonable control. These forces include but are not limited to, war, industrial dispute, electricity failure, and Act of God, governmental or legal restraint.

9.2 Ballina Shire Council shall not be held liable for any loss or damage to any person or business arising from the failure for whatever reason of any specific advertisement to appear on any specified date or at all.

9.3 The Advertiser warrants that any advertising material published by Ballina Shire Council is in no way an infringement of the copyright or other such acts, is not unlawful, defamatory or libellous or does not infringe the Trade Practices Act or other regulations, laws or statutes. Advertisers agree to indemnify Ballina Shire Council of any claims, damages or costs including legal expenses, penalties or judgments occasioned to the publisher in consequence of any breach of the above warranties.

### 10. General

10.1 Any clause of this agreement deemed unenforceable, shall not affect the enforceability of the remaining agreement. The agreement shall then be read as if that clause did not exist and never formed part of this agreement.

10.2 Ballina Shire Council may service and notice or court documents on an Advertiser by sending them by post to the last known address of the Advertiser.

10.3 The above Terms are governed by the jurisdiction of the courts of New South Wales.

## BALLINA VISITOR INFORMATION CENTRE

6 River Street Ballina NSW 2478

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