

# sharp

TRAVELLER

ACTIVITIES / DESTINATIONS / EVENTS / FLIGHTS



ADVERTISING PROSPECTUS

Sharp Traveller and Sharp Airlines website

The Sharp Airlines TRAVELLER is an exciting and innovative magazine. Designed to cater for businesses, passengers and communities across the network, the TRAVELLER reaches a broad audience across south west Victoria, South Australia and North West Tasmania including King and Flinders Islands.

### Our Goals

Our goals are four-fold:

- Provide readers with up to date and stimulating articles and news from across the three southern states and Australia;
- Offer opportunities for advertising and editorial features at competitive rates;
- Engage the interest of travellers and the community; and, in doing so
- Promote all that the regional network has to offer.

### Our Commitment

We are committed to providing a quality, comprehensive, reliable and entertaining publication that will interest the travelling public, promote tourism, businesses, products and services across our network.

### Magazine Overview

The Sharp Airlines TRAVELLER Magazine is professionally prepared with high quality print and photographic presentation, offering a unique opportunity to promote your business to a broad target audience for minimal cost, whether in your local area or nationwide.

Distributed quarterly, the Magazine showcases the changing seasonal focus of the regions covered by the network. The substantial format offers:

- Advertising at a number of levels and price points;
- Advertorial options including feature/advertising packages;
- Entertainment;
- Information for the traveller;
- Events Calendar;
- Kids Club; and
- Special deals and offers to the travelling customer.

Altogether an inviting combination of information, promotion, entertainment and travel information.

Print advertising increases familiarity and recall of your products and services cementing brand awareness with existing customers as well as establishing awareness with readers who are not familiar with your business offering.

The TRAVELLER seeks to entertain readers in flight, inspire their interest in learning more about the regions, delivering an informative publication they'll want to carry off the plane - a relevant and refreshing publication which passengers will continue reviewing long after they have left the terminal.

### The TRAVELLER Readership

Sharp Airlines currently operate from locations within regional Victoria and South Australia with services between:

- Melbourne (Essendon) Warrnambool & Portland
- Flinders Island, Melbourne (Essendon) & Launceston
- King Island, Burnie & Launceston
- Adelaide and Port Augusta.

In all these locations, Sharp Airlines is the *only* air services operator.

In 2015, Sharp Airlines will carry in excess of 200,000 passengers and uplift in excess of 600,000 kilograms of freight. Our customer base extends to people from all walks of life, those accessing scheduled commercial airline services, those seeking charter and fly in/fly out (FIFO) services, professional pilot training, engineering services and specialist aerial work.

## Coverage

The Magazine is distributed to every traveller on every passenger flight across the network with over 90% of copies being taken by the passenger at destination.

In addition:

- Sharp Airlines website currently has in excess of 30,000 subscribers who each receive editions of the Magazine on a quarterly basis;
- The Magazine is placed on Facebook with over 3000 Likes – we feature individual articles and advertisers; and
- Competitions promoted through the TRAVELLER and associated distribution points usually elicit in excess of 1000 entries (per competition).

Advertisers also have the opportunity to feature on:

- Facebook – general advertisement or special offers;
- E-offers email – profiles special offers from advertisers – distributed to over 25,000 people; and
- E-offers – placed on the website.

## Supporting Your Business

Research indicates that people living in regional communities have as much disposable income to spend on life luxuries as those living in cities. Print media, integrated with television, internet and public relations exposure are the principle marketing and promotional tools for any successful business.

A sleek, modern and reader friendly publication, The TRAVELLER:

- Delivers an attractive space for providing information and promoting your business – whatever your product or service may be;
- Is suitable for all types of business and service providers, not only tourism operators;
- Is relevant to first time and established business advertisers;
- Offers a unique advantage with coverage across three states of southern Australia;
- Attracts a readership on a national level with travellers from northern areas of the country;
- Is produced quarterly offering opportunities to promote regularly; and
- Can be linked (through the website subscription) to your own website, thereby reinforcing your business promotion and message.

## Our Competitive Advantage

The Sharp Airlines TRAVELLER provides an opportunity for you to create a presence, if you don't already have one, enabling you to gain a bigger slice of your potential market share.

## Feature articles

We encourage our advertisers to provide content for the magazine features on a regular basis. This provides the advertiser with another means to promote and reinforce the message. A competitive advertorial rate is offered to support this strategy.

## Maximum Exposure

The Sharp Airlines website is a highly visible and frequently visited space for providing information and promoting brands, products and services. When choosing to advertise your business in The TRAVELLER you automatically receive a 40% discount on all Sharp web advertising options.

## Can your business afford to exclude a customer base this large?

Sharp Airlines' current clients include:

- |                               |                        |  |
|-------------------------------|------------------------|--|
| ▪ Saxon Energy Service - FIFO | ▪ Alliance Airlines    | ▪ Santos   |
| ▪ Heathgate Resources - FIFO  | ▪ Ensign International | ▪ Cobham   |
| ▪ Uranium 1                   | ▪ Titeline Drilling    | ▪ Federal and State Government Departments - Charter |



Sharp Airlines operates on an international booking engine function with over 90% of passengers utilising the 24/7 access on line reservation system to make their bookings.

We use the latest technologies, marketing practices and search engine optimisation expertise to achieve results. We work constantly to achieve higher search

engine rankings and to increase visitor traffic to [www.sharpairlines.com.au](http://www.sharpairlines.com.au) which translates into brand awareness and sales.

Sharp Airlines search engine listing is number 1 with:

- Ninesmsn;
- Google Australia;
- Google Worldwide.

No matter who your business appeals to, an advertisement in The Sharp TRAVELLER is sure to be the sharpest thing to stick in the mind of the customer.

By optimising key search phrases and key words, Sharp Airlines currently averages 35,000 monthly hits on the website, increasing its ranking each month across various national and international search engines. This, in conjunction with print advertisements in the Sharp TRAVELLER, means your business will be receiving optimal exposure to Sharp Airlines - first when they make their on line bookings and, again when the customer is on the plane.

The Sharp Airlines site statistics are listed below:

Month	Unique Visitors	Number of Visits	Pages	Hits	Bandwidth
Jan 2015	9,501	14,845	31,845	348,969	6.27GB
Feb 2015	9,530	15,414	36,541	385,210	5.43GB
Mar 2015	9,867	16,549	38,713	410,240	5.41GB

Take advantage! Maximise your marketing plans by integrating your advertising activities in partnership with Sharp Airlines— choose The TRAVELLER as the best option for strategically targeting your primary or segmented audiences.

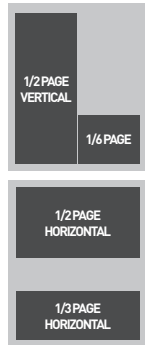
# Rate Card



## Sharp Traveller Advertising Rates

Rates are per issue and exclusive of GST. All ads must be prepaid prior to print.

Size	Casual Rate
Full Page	\$720
1/2 Page	\$490
1/3 Page	\$370
Back Cover	\$990
1/6 Page	\$195



## Multiple Bookings Discounts

2 Advertisements - 15% discount

3 Advertisements - 20% discount

4 Advertisements - 30% discount

Any multiple booking will receive a two page editorial feature. Advertisements do not need to be the same size, must be paid in advance and used within the next 18 months or the following six editions.

## Specifications

Advertisement type	Size	Extras
Double	420mm (w) x 297mm (h)	3mm bleed is required on all full page and double page advertisements (including back cover)
Full Page	210mm (w) x 297mm (h)	
1/2 Page Horizontal	195mm (w) x 136mm (h)	
1/2 Page Vertical	95mm (w) x 273mm (h)	
1/3 Page	195mm (w) x 88mm (h)	
1/6 Page	95mm (w) x 88mm (h)	

## Technical Data

Trim Size: 210mm (wide) x 297mm (high)

Printed CTP Web Offset: CMYK full colour process

## Advertising Deadlines

Please email: [marketing@sharpairlines.com.au](mailto:marketing@sharpairlines.com.au) for specific deadlines.

**Payment required to secure booking.**

## Website Advertising Options

### Option 1 - Large Banner Advertisement

Key position on home page

Type/Size	Location/Position	Duration	Cost (ex GST)
300 pixels x 250 pixels	Home page (Prime position on right hand side)	3 months	\$350
		6 months	\$600
		12 months	\$1,100

### Option 2 - Small Banner Advertisement

Key position on home page, below the large banner

Type/Size	Location/Position	Duration	Cost (ex GST)
300 pixels x 250 pixels	Home page (under large banner advert on right hand side)	3 months	\$175
		6 months	\$300
		12 months	\$500

### Option 3 - Text Listing

Text link to website / will be listed as no larger than size 12 font

Type/Size	Location/Position	Duration	Cost (ex GST)
300 pixels x 250 pixels	Relevant sub page - accommodation or car hire. Top of relevant page, listed as a preferred supplier	3 months	\$75
		6 months	\$140
		12 months	\$250

\*All set up costs are to be met by the advertiser

## Advertisement Format

Static Banners - supply static banners in .jpg format

Flash Banners - supply as a .swf format. Max size is 80KB

## Conditions

Payment must be made prior to the advertisement going live on the website.

Advertisements will be placed on the website on the first day of the following month, advertisements must be supplied in the requested format.

The magazine is produced quarterly  
**1 January / 1 April / 1 July / 1 October**  
Artwork is required 6 weeks prior.

ABN 41445802938



## INVOICE NUMBER:

## SHARP Traveller

<b>AD SIZE:</b>	<input type="checkbox"/> Double	<input type="checkbox"/> Full	<input type="checkbox"/> Half Horizontal	<input type="checkbox"/> Half Vertical
	<input type="checkbox"/> Third	<input type="checkbox"/> Sixth	<input type="checkbox"/> Insert	<input type="checkbox"/> Advertorial
<b>EDITION:</b>	<input type="checkbox"/> Summer	<input type="checkbox"/> Autumn	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring
<b>SPECIAL PLACEMENT:</b>	<input type="checkbox"/> IFC Spread	<input type="checkbox"/> IFC	<input type="checkbox"/> IBC	<input type="checkbox"/> BC

## WEB BANNER ADVERTISING

	3 Months	6 Months	12 Months
LARGE Banner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Banner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text Listing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SUBTOTAL:

GST:

TOTAL:

## Details

BUSINESS NAME:

CONTACT NAME:

ADDRESS:

TELEPHONE:

FAX:

EMAIL:

WEBSITE:

## Payment Method

DEPOSIT RECEIVED:

CREDIT CARD: ☐ VISA ☐ MASTERCARD

NUMBER:

EXPIRY DATE: /

CARDHOLDERS NAME:

☐ CHEQUE (Payable to Organised Success, mail to PO Box 625 Ballarat VIC 3353)

☐ Direct Deposit

Account Name: Organised Success Pty. Ltd.    BSB: 013 516    Account No: 2137 57015

SIGNATURE:

DATE:

TERMS AND CONDITIONS: REFUNDS: No refunds if advertisements are cancelled due to non-payment of total amount as requested. No monies will be refunded for cancellations after signing order form. SPECIFICATIONS: We reserve the right to change specifications without notice. QUALITY: We reserve the right to refuse bookings, sub-standard images, text or artwork supplied. PAYMENT: 50% down payment upon booking, balance on proofing. Failure to pay may result in the cancellation of advertisement. DISCOUNTS: No discounts apply, PROOFS: It is the responsibility of the advertiser to respond to proofs promptly. First proof to be returned within 3 days of receipt with changes or approval. Second draft to be returned within 2 days. If changes are not recieved within these time frames this artwork will be assumed to be correct. Any alteration made to final proofs will incur a \$90 fee. Colour proofs only available via email (pdf).

## Artwork Specifications

## PRINT ADVERTISEMENTS

**DESIGN:** SHARP's professional design team can design your ad for you. Call our sales staff to discuss how we can help.

**FILE TYPE:** PRESS ready PDF with CROP MARKS or 300dpi @ 100% TIF or JPG.

**SUPPLY:** EMAIL: [marketing@sharppairlines.com.au](mailto:marketing@sharppairlines.com.au)  
POST: Organised Success PO Box 625, Ballarat 3353

## WEB BANNER ADVERTISEMENTS

**STATIC BANNERS:** supply static banners in .jpg format

**FLASH BANNERS:** supply as a .swf format, size limit is - 80KB

Advertisements must be supplied in the requested format otherwise the web banner cannot be used.

## Contact

Please contact Organised Success to discuss the best options for your business on 1300 30 48 03.

EMAIL: [marketing@sharpairlines.com.au](mailto:marketing@sharpairlines.com.au)