

Bibbulmun Track Foundation Bibb Bytes Advertising Prospectus 2021



Feel the spirit of Australia's south west

WHY YOU SHOULD ADVERTISE WITH US

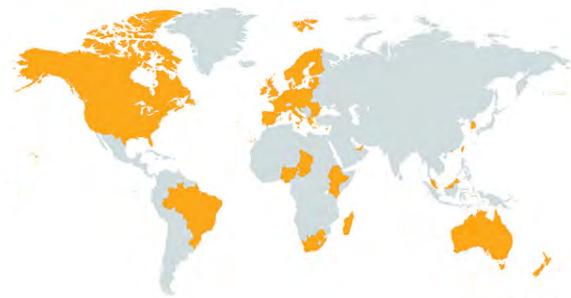
Our monthly Bibb Bytes email campaign is a targeted and cost-effective way to reach current and potential Bibbulmun Track users. These range from long-distance hikers to day walkers, trail runners and Bibbulmun Track volunteers.

Over 300,000 user days are spent on the Track each year resulting in over \$13million in direct expenditure annually. Much of this in the regional towns along the Track as walkers stay a night or two on their journey or base themselves for walks in the area.

Our newsletter contains a range of interesting articles resulting in a higher than industry average open rate which means good visibility for your ad.

Distribution

Our 12,000 subscribers are primarily from Western Australia including over 2500 BTF members and volunteers. This is good news for



you as the Track draws people to the South West time and again to walk different sections, revisit favourite hikes or even maintain 'their' piece of Track.

Word of mouth is powerful and Bibb Track hikers are quick to recommend good businesses on social media and even in the campsite registers!

The Bibbulmun Track's reputation as a world-class trail attracts more people from interstate and overseas each year. Bibb Bytes subscribers include thousands of people from around Australia as well as key hiking markets including NZ, UK, US and Germany.

STANDARD INFORMATION ON ADVERTISING WITH THE BIBBULMUN TRACK FOUNDATION

To advertise in Bibb Bytes Email Campaign, please fill out the following form, ensuring to complete the checklist and follow the steps and guidelines to submit the advert.

Our deadline(s) for Bibb Bytes are the 1st of each month.

Need an Advert Created?

*Our preferred designer can create an advert for you and provide you with a copy for your own use. *Fee applies, please see the terms and conditions below.*

ADVERT CREATION REQUIREMENTS

Formatting

If you have selected the option to have us create your advert for you, you will need to provide the following at least **4 days prior** to the appropriate deadline:

- A logo in JPEG or PNG format (high res)
- A picture in JPEG or PNG format (high res)
- A title Website URL (single URL only to refer to advert)
- A small amount of copy (please keep your word limit to a minimum, see example adverts).

ADVERT CONDITIONS

Payment must be made in full prior to advertising and/or advert creation is undertaken.

Placement of the advert within the email campaign is at the discretion of the editor and may change depending on current content at the time.

Bibbulmun Track Foundation is not responsible for adverts received that do not meet the standard sizing guidelines. Advertisements and content must be submitted prior to the relevant deadline, we will be unable to submit any advertisements that are received after the deadline.

*If you have opted for our selected designer to create an ad for you, you will need to select this option on the form and accept the additional fee of \$100. This fee includes a take home version of the advert for your own use, and one change option. Please contact us at least **4 days prior** to the deadline if you would like to have an advert created for you, and we will get in touch with our designer.

Take advantage of our reduced WFB rates! *Get in touch and we can sign you up.*

WALKER FRIENDLY BUSINESS PROGRAM & AFFILIATED ORGANISATION

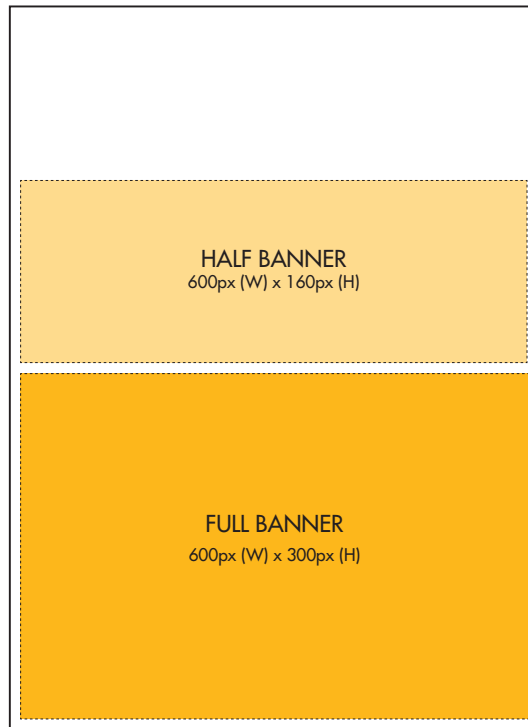
The aim of our Walker Friendly Business Program is to connect walkers with businesses along the Track which provide facilities for walkers to make their stay enjoyable and aid them on their journey.

By becoming a Walker Friendly Business, you agree to offer a range of walker friendly services at your business. In return, your business will be promoted through the Bibbulmun Track Foundation's marketing and promotional initiatives. You are also helping to maintain and protect the Track.

Affiliated members of the Bibbulmun Track Foundation are businesses who don't offer any services but still wish to support the Track as they use it or are associated in some way. AO support is an important part of assisting us to ensure that the Track remains a long distance trail of international significance and quality.



ADVERTISEMENT SIZES AVAILABLE



SAMPLE ADS (shown as actual size)

Full Banner - 600px (W) x 300px (H)

“
My favourite way to save...
Is to catch early bird BONUS offers
I get extra months + Spend & Save + Gift with Multi Memberships*
Hurry offers end 29 February 2020
Buy your Entertainment Membership today!
FUNDRAISING WITH entertainment
25% off up to \$60
*Terms & Conditions Apply

The advertisement features a yellow background. On the left, there is text and a small image of a smartphone displaying the Entertainment app interface. On the right, there is a smiling woman with blonde hair wearing a floral top.

Half Banner - 600px (W) x 160px (H)

Shop with hundreds of retailers who will donate a percentage of your purchase when you shop via Shopnate

The advertisement has a red background. It features the Shopnate logo, which consists of a blue shopping cart icon with a heart inside, followed by the word 'Shopnate' in a blue, rounded font.

STAY AT
PERTH OR FREMANTLE YHAs
Book your pre and post Bibbulmun Track stays & get:
10% OFF* ALL ROOM TYPES
BOOK NOW AT YHA.COM.AU
Use Promo Code **SPORT** at time of booking
*Valid until 31st of December 2019, subject to availability. 3 night max. Other conditions apply.

The advertisement has an orange background. It features the YHA logo on the left, a central text area with a yellow arrow pointing to the right, and a circular callout on the right. On the far right, there is a small image of a building.

Bibb Bytes

ADVERTISING CONTRACT AND RATES SHEET

BUSINESS DETAILS

Business Name: _____ Contact: _____

Postal Address: _____

Phone: _____ Email: _____

Size & description of advert	Single Issue (Please circle)			Annual package - 3 issues (Please circle)***		
	Non-member	Member*	Incl. artwork creation**	Non-member	Member*	Incl. artwork creation**
Full size banner 600px (w) x 300px (h)	\$300	\$100	\$200	\$720	\$240	\$340
Half page banner 600px (w) x 160px (h)	\$260	\$70	\$170	\$624	\$168	\$268

*For valid AO or WFB members only. *Not a member? Contact us to ask how you can sign up!*

**For \$100, our designer can create a banner advert for you, and provide a copy for your own use in the future.

***Additional 20% discount applies for annual package for members.

Please select issue(s) you would like: Feb Mar Apr May Jun Jul
 (Deadlines are the 1st of each month) Aug Sep Oct Nov Dec

URL and file specifications

Please ensure you choose an active and working URL, and limit your file size, but **do not** limit the resolution. Please use Dropbox to share files, and email only if you are unable to use Dropbox. Please ensure your finished file is to the **correct dimensions** as outlined in the advert sizes.

We accept the following formats for finished artwork and media:

- JPEG (1MB max file size)
- PNG (1MB max file size)
- PDF (1MB max file size)
- URL link for advert (single click-through URL only)

ADVERT CHECKLIST (Please tick if you are submitting finished artwork)

- Finished artwork in jpeg, png or pdf format
- File size does not exceed 1MB limit
- Advert is correctly sized according to our advert sizing specifications
- Active URL link included in advert to a single landing page

- OR -

ADVERT CREATION CHECKLIST (Please tick if you are having an advert created)

If you have selected the option to have us create your advert for you, you will need to provide the following at least **4 days prior** to the appropriate deadline for us to liaise with the designer:

- A logo in JPEG or PNG format (high res)
- A picture in JPEG or PNG format (high res)
- A title Website URL (single URL only to refer to advert)
- A small amount of copy (please keep your word limit minimal, see example adverts).

PAYMENT DETAILS

Direct deposit: payable to Bibbulmun Track Foundation BSB: 306 061 Acct #: 0173124

Credit card Name on card: _____

Card No.: _____ / _____ / _____ Exp: _____ / _____

Signature: _____ Date: _____

