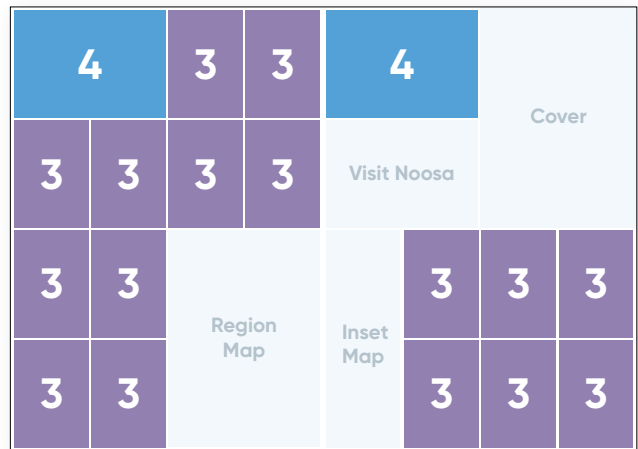


NOOSA MAP AD SIZES

Secure your place in Noosa's most popular publication.



Ad #	Ad size	Height x width	Rates
1	Map Side Medium x 8	83mm x 57mm	\$1,789 + gst
2	Map Side Small (no logo) x 10	43mm x 70.2 mm	\$1,159 + gst
3	Reverse Medium x 16	83mm x 57.625mm	\$1,159 + gst
4	Reverse Large x 2	83mm x 117.25mm	\$1,989 + gst

The Noosa Map is 345mm x 485mm in size and mainly distributed via the Noosa Visitor Information Centre at Hastings Street as well as via many Tourism Noosa members.

The map advertising opportunities are in an advertorial template style with content to be provided following booking confirmation. Tourism Noosa will layout the ads and supply proofs for approval.

As the Noosa Map is distributed to visitors already in the destination, advertising is available exclusively to all members providing tourism-related services e.g. cafés, restaurants, attractions, retail, tours and events. Advertising spots are not available to accommodation providers.

60,000 copies of the map will be distributed, providing a detailed town map with street listings, a regional map, and number references for advertisers.

The maps will be printed in a tear-off pad format, with a new design that has a straight-forward folding method.

As part of Tourism Noosa's sustainability charter, The Noosa Map is produced using recognised environmental printing standards.

How to book

Set a reminder in your calendar

1. A link to an online expression of interest form will be sent in a special Tourism Noosa Members EDM at **9:30 am, Tuesday, 23 July 2024.**
2. Applications will remain open until all the opportunities are filled on a 'first in' basis.
3. If your requested size is sold out we will endeavour to offer you an alternative.
4. Successful members will receive an invoice and content upload form link within 48 hours.
5. Content supply and payment are due 1 week from the invoice date.

Advertising opportunities will be placed on a first in basis so get in quick!

NOOSA MAP AD SAMPLES

1 Map Side Medium
83mm x 57mm

Heading: 28 Description: 150



Member Business Name

24

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businessname.com.au
 5000 0000

2 Map Side Small (no logo)
43mm x 70.2 mm

Heading: 28 Description: 140



Member Business Name

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businessname.com.au
 5000 0000

Please note character counts for your heading and description will need to be observed.

Heading

Description

3 Reverse Medium
83mm x 57.625mm

Heading: 28 Description: 150



Member Business Name

24

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businessname.com.au
 5000 0000

4 Reverse Large
83mm x 117.25mm

Heading: 60 Description: 420



Member Business Name

24

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businessname.com.au 5000 0000

NOOSA MAP AD CONTENT

Content to be uploaded via digital form provided on successful booking.

The diagram illustrates the layout of a Noosa Map advertisement. It features a background image of a meal with a beer. A vertical blue bar on the left contains the word 'ATTRACTION'. A white box in the top left of the image contains the text 'LOGO PLACEHOLDER'. A blue circle on the right contains the text 'NOTE: NO LOGO ON SMALL ADS'. Below the image is a white box containing the following elements:

- Business type label** (e.g. Tour/Attraction) - points to the 'ATTRACTION' bar.
- Reversed logo** (Medium + Large ads only) - points to the 'LOGO PLACEHOLDER' box.
- Image with space for logo** - points to the background image.
- Heading** - points to the 'Member Business Name'.
- Description** - points to the placeholder text.
- Two x contact options:** URL and phone or email - points to the contact information.

Member Business Name 24

Estiumquo de nam di odit et, occulpa doloresequos explicim est volecto esciliam rem nonsequassin core. Ideliqua ssitendae si nimagnam fuga.

[businessname.com.au](#)
5000 0000

NOTE: NO LOGO ON SMALL ADS

TERMS AND CONDITIONS

By booking advertising space, you are agreeing to the following terms and conditions:

1. The Noosa Map is based on a first-in-best-fit basis. This is at the discretion of Tourism Noosa.
2. Only members of Tourism Noosa may take part in this program.
3. Advertisers must represent:
 - a. A business that is a member of Tourism Noosa; or
 - b. A product of a Tourism Noosa member.
4. Advertisements must not feature or link to a site which refers to any other business that is, or is likely to be, a competitor of Tourism Noosa.
5. Claims in advertising must not be:
 - a. False;
 - b. Misleading, deceptive or exaggerated; or
 - c. Negative about another member's product or service.
6. Lack of compliance with any of these requirements may result in the refusal of permission to advertise, or to continue to advertise, on the Noosa Map.
7. Tourism Noosa has full editorial control over the content of this publication.
8. Payment for inclusion on the map is due within 7 days of invoicing and must be paid prior to launch.
9. Changes to the map schedule due to environmental and market conditions outside of our control may be made at any time at the discretion of Tourism Noosa.