

Increase your impact by bringing your message direct to customers

Increase the awareness and sales of your product using
SUNFERRIES PROMOTIONAL MEDIA



ADVERTISING OPPORTUNITIES

Information effective 1 December 2009 - 31 December 2010

INCREASE YOUR PRODUCT EXPOSURE AND GET RESULTS

Sunferries is an award winning ferry service providing the quickest link (20 mins) with 19 daily return services between Townsville and Magnetic Island and has become a leader within the local and regional tourism industry.

Our locally owned and operated company has grown into a diverse business comprising of a major transport operator, a licensed travel agency with two locations and a charter business.

The Sunferries Breakwater Terminal is a major transportation hub in Townsville serviced by city buses, Greyhound buses, taxis, airport shuttles and Pedi Cabs.

Open from 6.00am to 6.00pm daily and with over 1,000 passengers moving through the terminal each day and over 382,000 passengers travelling through our doors each year, we can deliver you the best possible sales environment.

So why wait for people to come to you? Bring your products and services directly to your customers with Sunferries.

Whether you are looking to increase awareness of your product or to build the customer base for your service, advertising at Sunferries will enable you to capture an audience that are in a purchasing mind through a highly cost effective platform.



Utilise a captive audience

'Go direct to your customers and increase product awareness'



ADVERTISING OPPORTUNITIES

SUNFERRIES PROMOTIONAL MEDIA

A range of advertising options are now available with Sunferries offering businesses the opportunity to build the promotion of products/services so it is high impact and results driven.

CHOOSING THE RIGHT OPTION FOR YOU

Why wait for people to come to you? We want to help you, take your products directly to the customer while travelling is top of mind to increase brand awareness and sales.

Advertising in the Breakwater Terminal offers you the opportunity to take your message to a wider audience of markets including

- local Magnetic Island and Townsville residents
- backpackers
- international tourists
- interstate tourists
- intrastate tourists; and
- business people

You also have the opportunity to target new customers and increase sales through Sunferries Travel our licensed on site travel agency.

YOUR OPTIONS

LIGHT BOX

Illuminate your message for greater impact! A large light box sign is the perfect solution to breaking through the clutter to let your product shine. Located on the left hand side of the terminal opposite the Sunferries ticketing desk, the light box provides a great location for reaching people entering the terminal and catching people as they leave point of sale locations.

OUTDOOR SHOWBOARDS

Obtain impact all day and night by advertising in an outdoor lockable showboard to people heading into the terminal.

SNAP LOCK FRAMES

Located in various key locations throughout the terminal, our snap lock frames are the ideal location to promote your product, seasonal special or new event. Available in various sizes, why not capture customer's attention while travel experiences, gifts and holidays are top of mind!

DOUBLE-SIDED WATERFRONT SIGNAGE

Looking for double impact with your customers? Our double-sided waterfront signage allows you to get your message out to people at two points of their journey – whilst on land waiting for a ferry then again on board the ferry as it departs and/or arrives at the Breakwater Terminal.

FERRY SIGNAGE

Have you ever watched people travelling to and from a destination? They instinctively look for something to read and that something could be your message! Promote your product or service to a captive audience during the 20 minute ferry ride between Townsville and Magnetic Island.

A-FRAMES

Stop travellers in their tracks through effective A-Frame placement within the Breakwater Terminal. Limited to only five A-Frames this long time effective promotional tool can increase enquiries about your product or service and create on the spot sales.

SHORT & LONG TERM CONTRACT OPTIONS AVAILABLE

Advertising is based on the seasonal periods of:

DEC - FEB

MARCH - MAY

JUNE - AUG

SEPT - NOV

Minimum contract period available is three (3) months.



ADVERTISING OPPORTUNITIES

LOCATIONS

Light Box

Location: Left wall inside of terminal

Size: 1250mm x 1800mm

Rent: \$100.00 per month

Printing: \$240.00 per skin



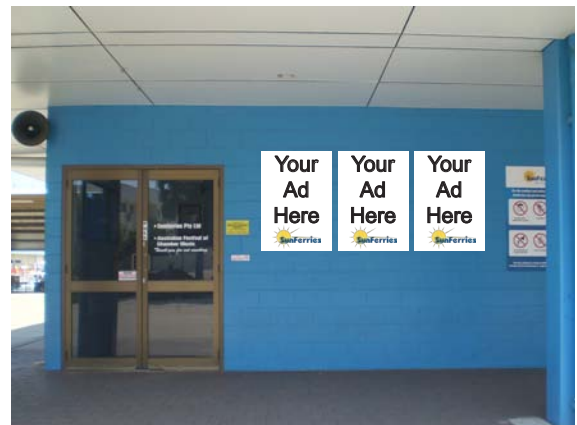
Outdoor Showboards

Location: Front of terminal – *left side*

Size: A0 – 841mm x 1189mm

Rent: \$80.00 per month

Printing: \$80.00 per poster



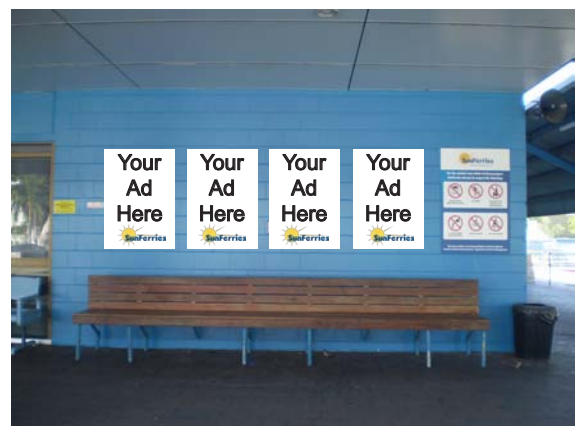
Outdoor Showboards

Location: Front of terminal – *right side*

Size: A0 – 841mm x 1189mm

Rent: \$80.00 per month

Printing: \$80.00 per poster



'Minimise mass media advertising costs whilst maximising exposure'



ADVERTISING OPPORTUNITIES

LOCATIONS

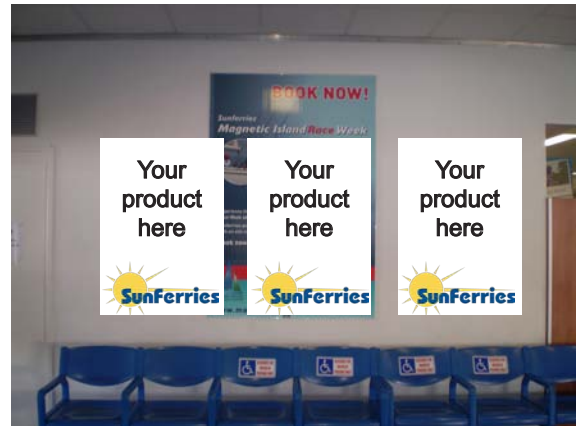
Snap Lock Frames – option 1

Location: Wall at Gateway 2

Size: A0 – 841mm x 1189mm

Rent: \$80.00 per month

Printing: \$80.00 per poster



Snap Lock Frames – option 2

Location: Internet Den

Size: A1 – 594mm x 841mm

Rent: \$60.00 per month

Printing: \$40.00 per poster



Snap Lock Frames – option 3

Location: Sunferries Travel reception rear wall

Size: A2 – 420mm x 594mm

Rent: \$60.00 per month

Printing: \$25.00 per poster



'Enjoy an increase in sales with direct sale potential through Sunferries Travel'



ADVERTISING OPPORTUNITIES

LOCATIONS

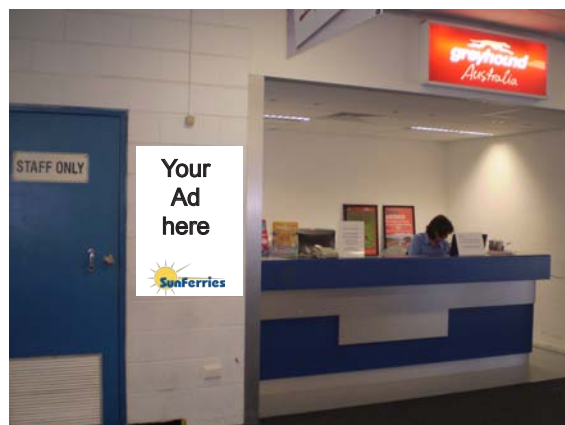
Snap Lock Frames – option 4

Location: Left wall inside of terminal

Size: A1 – 594mm x 841mm

Rent: \$60.00 per month

Printing: \$40.00 per poster



Snap Lock Frames – option 5

Location: Breakwater Terminal toilets

Size: A4 – 210mm x 297mm

A3 – 297mm x 420mm

Rent: A4 – \$25.00 per month

A3 – \$30.00 per month

Printing: Free - supply artwork to Sunferries for printing and installation



Vessel Signage – portrait and landscape signs

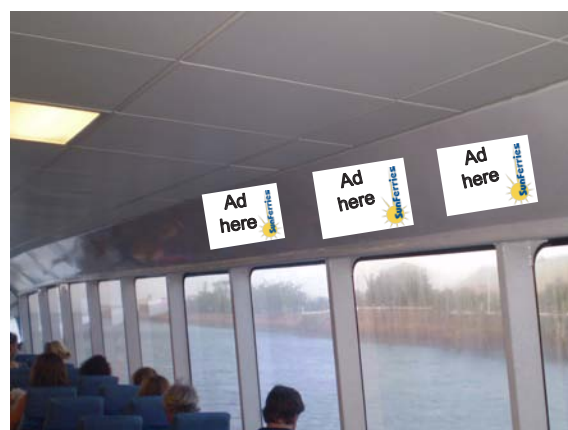
Locations: Maggie Cat and Palm Cat

(above windows on lower and upper decks)

Size: A3 – 297mm x 420mm

Rent: \$30.00 per month

Printing: Free - supply artwork to Sunferries for printing and installation



'Expose your product and service to customers who have travelling top of mind'



ADVERTISING OPPORTUNITIES

LOCATIONS

Double-sided Waterfront Signage

Location: Fence at back of terminal

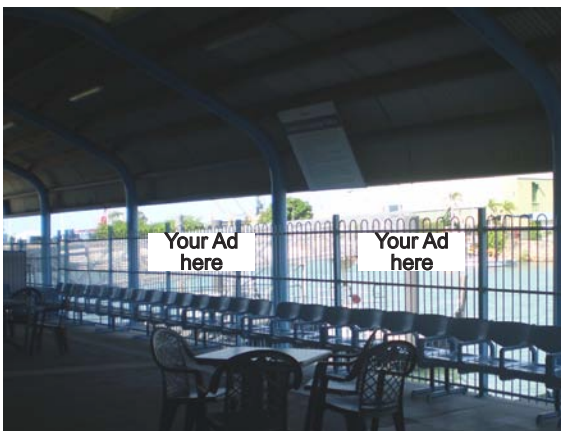
Size: 2000mm x 610mm (per side)

Rent: \$80.00 per month

Printing: \$140.00 per skin/per side



Terminal view



On water view



A-Frames

Location: Breakwater Terminal

Rent: \$50.00 per month

Sunferries Travel suppliers to supply own A-Frame



PRINTING PROCEDURES

All artwork printing for the enclosed Sunferries Promotional Media is to be organised by each advertiser with *The Digimen* to receive the listed advertising rates. *The Digimen* will print and install your artwork in the selected advertising location at the Breakwater Terminal as per the costs outlined in this proposal. The design and printing, including costs, of all artwork is the sole responsibility of each advertiser.

Upon booking confirmation, Sunferries will provide full artwork specifications and contact details for *The Digimen*. *The Digimen* accept artwork in Adobe Acrobat PDF (preferred), Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Corel Draw X3 format. For design enquiries, please contact *The Digimen*.



ADVERTISING OPPORTUNITIES

SUNFERRIES PROMOTIONAL MEDIA NEW CLIENT FORM

STEP 1: CLIENT DETAILS

SUNFERRIES TRAVEL SUPPLIER:

YES

NO

(Contact Sunferries on 4726 0800 to find out how to become a Sunferries Travel supplier)

PREFERRED

(Please circle) *Booking period refers to the months your advertisement will be on display

BOOKING PERIOD*:

DEC 09 - FEB 10

MARCH - MAY 10

JUNE - AUGUST 10

SEPT - NOV 10

SELECTED MEDIA LOCATION:

(refer to pages 3 - 6 for locations)

COMPANY NAME:

TYPE OF BUSINESS/SERVICE:

CONTACT NAME:

PHONE:

FAX:

MOBILE:

EMAIL:

BUSINESS ADDRESS:

STEP 2: PAYMENT

PAYMENT METHOD:

CASH

CHEQUE

DIRECT DEPOSIT

AMOUNT: \$

(3 month contract)

PAYMENTS TO BE CLEARED INTO SUNFERRIES' ACCOUNT **7 DAYS** PRIOR TO INSTALLATION IN TERMINAL

DIRECT DEPOSIT

BANK: Commonwealth Bank

REFERENCE: SF Media [add your business here]

ACCOUNT NAME: Sunferries Pty Ltd

BSB: 064-817

ACCOUNT NO: 1044 3201

PLEASE FAX REMITTANCE ADVICE TO 4771 5653 OR EMAIL mariak@sunferries.com.au

I have read and understand the payment, booking and artwork confirmation and terms and conditions of this advertising

Signed:

Date:

STEP 3: BOOKING AND ARTWORK CONFIRMATION

Once the client booking form is completed, please send through to Sunferries via email to nadiaj@sunferries.com.au, by fax to 4771 5653, by mail or in person. Sunferries will review the form and confirm with businesses regarding availability of advertising locations within ten (10) working days of receipt of form. Payment will then be processed and artwork specifications will then be sent to approved advertisers for each advertiser to organise their own artwork printing. Contracts commence the first day of the specific month, whether or not, artwork has been installed.

Terms & Conditions

Sunferries reserves the right to refuse advertisements that are not of high quality, are not suitable for public viewing or are in competition to Sunferries or Sunferries Travel products. Advertising must be contracted for a minimum of three (3) months as specified on page 2 of this proposal. Full payment is required two weeks prior to start of each contract. If payment is not made by the specified date, the selected advertising location will be made available to the next business on the waiting list. The design and printing of all artwork, including costs, is the sole responsibility of each advertiser. *The Digimen* are the recommended printing supplier and all printing costs outlined in this proposal apply only to *The Digimen*.



Breakwater Terminal, Sir Leslie Thies Drive, Townsville 4810

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Fax: (07) 4771 5653

Email: nadiaj@sunferries.com.au