

# Bibbulmun Track Foundation Bibb Bytes eNewsletter Advertising Prospectus



*Feel the spirit of Australia's south west*

## **WHY YOU SHOULD ADVERTISE WITH US**

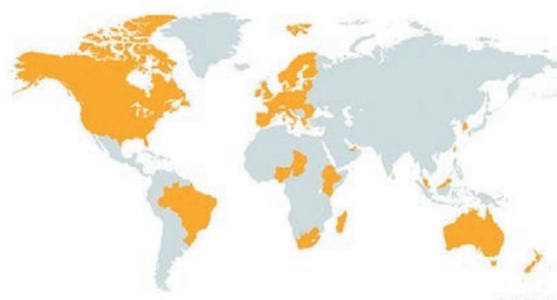
Our monthly Bibb Bytes e-newsletter is a targeted and cost-effective way to reach current and potential Bibbulmun Track users, from long-distance hikers and day walkers to track runners and Bibbulmun Track volunteers.

Each year, more than 300,000 user days are spent on the Track, generating over \$13 million in direct expenditure, much of it in regional towns where walkers stay overnight or base themselves for local walks.

Bibb Bytes features engaging content and practical updates, delivering higher-than-industry-average open rates and strong visibility for your advertisement.

## **Distribution**

Bibb Bytes is sent to over 7,000 subscribers, primarily in Western Australia, including more than 3,000 Bibbulmun Track Foundation members and volunteers. A valuable audience for businesses along the Track, as many walkers return regularly to explore new sections, revisit favourite hikes or maintain 'their' part of the Track.



Word of mouth is powerful within the Bibbulmun community, with hikers quick to recommend good businesses on social media and in campsite registers.

The Bibbulmun Track's reputation as a world-class trail also attracts a growing interstate and international audience. Bibb Bytes subscribers include readers from across Australia and key hiking markets such as New Zealand, the United Kingdom, the United States, Hong Kong and Germany.

## STANDARD INFORMATION ON ADVERTISING WITH THE BIBBUMUN TRACK FOUNDATION

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

Our deadline for Bibb Bytes is 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 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

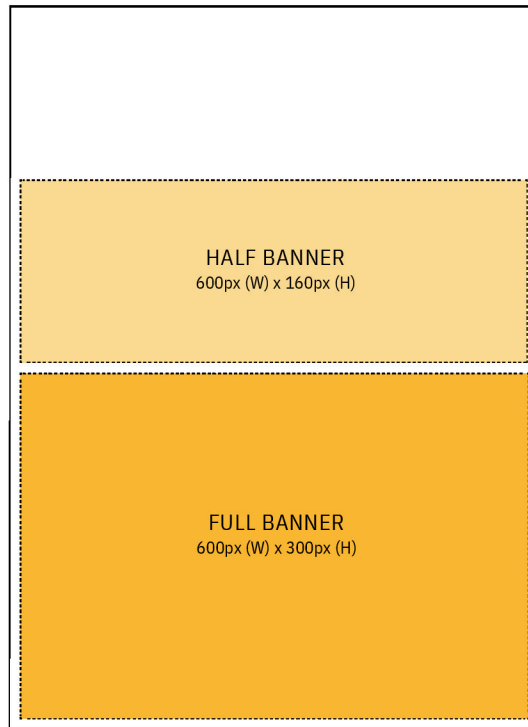
The aim of our Walker Friendly Business Program is to connect walkers with businesses along the Track which provide facilities for walkers to make their stay enjoyable and aid them on their journey.

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  
OTTO  
\*Terms & Conditions Apply

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

**TIME TRAVEL**  
Tours & Transport  
It's time for another adventure

**Bibbulmun Track Blackwood Valley Shuttle**  
Balingup and Donnelly River Village Map 4 and 5

Check availability and book online  
[www.timetraveltours.com.au](http://www.timetraveltours.com.au)

Plan and Book now for your Track pick up and drop off

# 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 creat ion**	Non-member	Member*	Incl. artwork creat ion**
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.  
 \*\*\*\*All prices are ex GST

Please select issue(s) you would like:  Feb  Mar  Apr  May  Jun  Jul  
 (Deadlines are the 8th 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 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: 036 046 Acct #: 249180

Credit card Name on card: \_\_\_\_\_

Card No.: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

