

# HANMER SPRINGS & HURUNUI

# official

## VISITOR GUIDE

## PROSPECTUS

2018/2019

Make sure your  
business is in!

RELEASED OCTOBER  
2018



### 2019 OFFICIAL VISITOR GUIDE

The Official Visitor Guide is an extremely important part of our marketing activity and combines the visitor guides traditionally produced by Hanmer Springs Business Association and the Hurunui District.

Our extensive distribution throughout the South Island includes rental cars, hotels/motels, and info centres and i-SITES. The cost for this distribution of 60,000 visitor guides is \$26,000, including extensive distribution at the Christchurch International Airport and at i-SITES throughout the top of the South Island.

### BONUSES FOR ALL LISTED BUSINESSES

In addition to your advertising listing in the Hanmer Springs & Hurunui OVG, all participating businesses will receive a FREE listing on the Visit Hurunui website - normally \$143

### WHY YOU SHOULD BE IN YOUR OFFICIAL GUIDE

It is designed to encourage more people to visit, to stay longer and to spend more. Enhance your opportunity for increased business and ensure your services are featured. It helps promote your destination and it helps promote you!

### ADVERTISING OPTIONS:

#### FULL PAGE - 2 FORMAT OPTIONS

##### YOUR OWN FORMAT

- W 87mm x H 192mm
- Provided as 300dpi jpg, pdf OR vector file & links

**\$1200**  
+gst  
For HSBA  
members:  
**\$1000**  
+gst

##### OR, SET FORMAT

- Business/operator name
- 1 to 3 images (300dpi jpeg or tiff file)
- Approx 180 words of text
- Company logo (jpeg, tiff or vector file)
- Qualmark category and rating
- Contact details

#### HALF PAGE - 2 FORMAT OPTIONS

##### YOUR OWN FORMAT

- W 87mm x H 96mm
- Provided as 300dpi jpg, pdf OR vector file & links

**\$750**  
+gst  
For HSBA  
members:  
**\$650**  
+gst

##### OR, SET FORMAT

- Business/operator name
- 1 to 3 images (300dpi jpeg or tiff file)
- Approx 110 words of text
- Company logo (jpeg, tiff or vector file)
- Qualmark category and rating
- Contact details

#### 1/4 PAGE

##### SET FORMAT

- Business/operator name
- 1 image (300dpi jpeg or tiff)
- Approx 60 words of text
- Qualmark category and rating
- Contact details

**\$450**  
+gst  
For HSBA  
members:  
**\$350**  
+gst

#### 1/8 PAGE

##### SET FORMAT

- Business/operator name
- Approx 30 words of text
- Qualmark category and rating
- Contact details

**\$250**  
+gst  
For HSBA  
members:  
**\$250**  
+gst

# HANMER SPRINGS & HURUNUI DISTRICT OFFICIAL VISITOR GUIDE 2019 APPLICATION FORM



PLEASE COMPLETE the following details and return as soon as possible, and prior to **7 August 2018**

Business Name: .....

Postal Address: .....

Street Address: .....

Town: .....

Phone: ..... Mobile: .....

Email: ..... Contact name: .....

**CATEGORY** Please select the category your advert is to be in:

- Activities & Attractions  Dine  Shopping  Transport & Tours  Accommodation  Wineries

**REGION** Please select your region:

- Hanmer Springs  Waipara Valley  Amberley & Surrounds  Greta Valley & Coastal Hurunui  
 Cheviot & Surrounds  Waiiau & Mt Lyford  Hurunui & Culverden  Waikari & Hawarden

**SIZE** Please select the size your advert is to be:

- Full page  1/2 page  1/4 page  1/8 page  
 Please select if you are a HSBA member for 2018/2019

OFFICE USE ONLY: Additional Notes

## AUTHORISATION

I authorise the advertisement in the Hanmer Springs & Hurunui District Official Visitor Guide 2019 and will pay the invoice by the due date.

Signature: .....

Name: .....

Designation: .....

Date: .....

### On receipt of this form you will be sent:

Instructions regarding your advert content  
(text, image, contact details etc)

### Please return this form to:

BECK & CAUL, PO Box 9234, Christchurch 8149

Email: [rachel@beckandcaul.co.nz](mailto:rachel@beckandcaul.co.nz)

**Deadlines:** This form, images and text must be returned to  
BECK & CAUL by 7 August 2018

**For more information please contact Rachel Baggaley P: 03 366 2325**