



Products to get you in touch with the local market


Please see our Advertising booking form to book your business on our website and the "Love Letter", an e-newsletter produced monthly, with occasional special editions. All prices are GST inclusive.


 **E-newsletter Standard Listing** – summary of local deal listed on the 'Love Letter' directly emailed to database. *Specifications: approx. 100 words 3cm with logo or image to be resized.*

e-news std	Per edition	Total
1 edition	\$110	\$110
3 editions	\$88	\$264
12 editions	\$55	\$660


 **Web Listing** – a set discount on the rack rate, logo, conditions of purchase, link to your website, contact for customer direct bookings, with a form of local identification required to redeem and validity. *Specifications: approx.50 word listing, plus 200 word detail with discount specifications & conditions, contact details, logo and up to 2 images to be resized.*

Web listing	Per month	Total
1 month	\$100	\$100
3 months	\$55	\$165
12 months	\$18	\$220
With 12 month e-newsletter listing	Free	Free

 **E-Newsletter Feature Story** – a feature on your business or chosen product/s to be highlighted directly to locals via the 'Love Letter'. Price includes a Logo Link beside the feature. *Specifications: approx. 500 words with up to three images and logo. Only one feature per edition.*

 **E-newsletter Exclusive Listing** – the most prominent listing available in the Love Letter. Available for all deals, but cheaper for deals of 50% or more. *Specifications: approx. 200 word detail with discount specifications & conditions, contact details, logo, and up to 2 images to be resized.*

Main ads	Feature Story	Exclusive listing less than 50% discount (per edition)	Exclusive listing more than 50% discount (per edition)
1 edition	\$220	\$165	\$110
3 editions	-	\$110	\$88
12 editions	-	\$88	\$55

 **E-newsletter Special Editions** – can be produced and sent out quickly to relieve distressed inventory when you want to promote to locals most – just before the holidays, recovering from a cyclone, or perhaps a tsunami! Special editions are the same price as a standard edition, but require a critical number of advertisers to proceed.

Structure of listings with Love being a Local



E-newsletter listing structure

There is no limit to the number of standard listings and logo links available.



www.lovebeingalocal.com.au | January 2008

<p>In this issue – features a link with your company name direct to your listing in the e-newsletter</p>	<p>Welcome message – introduction to the issue from Love Being a Local</p>	
<p>Feature Logo Link Feature Story- \$220 per edition, including logo link and feature image</p>		<p>Feature images</p>
<p>Exclusive listing- Starting from \$55 per edition, including logo link and feature image</p>		<p>Exclusive listing logo & images</p>
<p>Standard listing- Starting from \$55 per edition, including logo link and feature image</p>		<p>Standard listing logo & image</p>





Web listing structure – Starting from \$18 per month, or free if you purchase a standard e-newsletter listing for 12 months. Products are classified into categories and location, click these listings to go to a detailed page devoted solely to your product.

Summary Listing

Logo – click for detailed listing	Product Details – click for more information (go to detailed listing)	Discount Details
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Detailed Listing

Large Logo and up to 2 images – click through to your website	Product Details – click for more information (go to detailed listing)	Validity, conditions,	Contact details
			Extra Details – family friendly, take togs, etc.

The benefits of listing your discount with Love being a Local



Targeted Direct Marketing - Regular editions of the “Love Letter” will be sent to subscribers on a monthly basis, i.e. 12 per calendar year, advising locals on the discounts available to them and how they can access them.



Yield Management - Discount periods can be restricted to be within certain dates or as last minute rates (eg. only available if booked one or two days before).



Increased Web Presence – A listing on www.lovebeingalocal.com.au presents a one-stop-shop site for Cairns (and surrounds) residents to access local tourism product and an additional opportunity for consumers to engage with brand.



Reporting – The number of Unique Opens, Total forwards and Click Thrus will be reported to you, providing measurement to your marketing activity.